






Correct as at 15 September 2023




LEGEND	
<input type="checkbox"/> IT&CMA / CTW APAC Exhibitor	★ IT&CMA Buyer (MICE)
★ IT&CMA Buyer (Association)	◆ CTW APAC Corporate Buyer
○ Speaker	● Trade Visitor
	■ Media

25 September 2023, Monday		
0800 – 2300	Booth Set Up (Including Special Design) <i>Exhibition Hall, Level 22, BCC</i>	<input type="checkbox"/>
1000 – 1800	Registration for Exhibitors only <i>Registration Counters, Level 22, BCC</i>	<input type="checkbox"/>
1300 – 1700	<p>Pre-show City Tour (hosted by TCEB)</p>  <p>Bangkok, Thailand, is known as the “City of Angels.” The city has its own beauty and attracts foreign visitors as one of the world’s best attractions. Exclusive half-day Pre-Tours that blend attractions, cultures, traditions, and local handicraft and Thainess.</p> <p>The decoding of the heritage river, the Chao Praya, is one of the highlights. Thai people and the King’s river, a long story about Thai and the river is impressive.</p> <p>The history of the previous Nobel’s legacy is revealed in architecture, textiles, and gastronomy. These elements have contributed to the benefits and distinctiveness of Thai culture.</p> <p>Be a witness; come as our guests!</p> <p>Pre-City Tour 1: The Chaopraya Charming Pre-City Tour 2: Saneh Bangkok</p>	★ ★ ★ ◆ Pre-registration required
1700 – 2100	<p>Playtime at Topgolf Megacity</p>  <p>Take a pre-tour to check out what Topgolf Megacity has to offer. Welcome at the Sports Bar followed by activity at an outdoor event lawn, 18-hole mini golf, and join in the signature Topgolf team building game at hitting bay while enjoying food and drinks throughout the event. Don’t Golf, Don’t Matter! No golf club is required.</p> <p><i>Topgolf Megacity</i></p>	★ ★ ★ ◆ Pre-registration required
26 September 2023, Tuesday		
0800 – 2200	Booth Set Up & Decoration <i>Exhibition Hall, Level 22, BCC</i>	<input type="checkbox"/>
0800 – 1730	Registration for Exhibitors, Buyers, Speakers, Media and Trade Visitors <i>Registration Counters, Level 22, BCC</i>	<input type="checkbox"/> ★ ★ ★ ◆ ○ ●
1000 – 1100	Official Press Conference <i>Lotus Suite 11, Level 22, BCC</i>	■
1100 – 1110	<p>CruiseXchange by IT&CMA - Keynote</p> <p>The Big Cruise Comeback and the Outlook for MICE Cruises</p> <p>The cruise industry is making a grand comeback, and the world of MICE is set to embark on an exciting journey. This conference delves into the post-pandemic revival of the cruise industry and the promising outlook for MICE cruises. Join us as we navigate the opportunities and challenges of MICE cruises in the new era of travel.</p> <p>PRESENTERS Diana Bloss, Co-Founder & Director of Operations, Worldwide Cruise</p>	<input type="checkbox"/> ★ ★ ★ ◆ ○

	<p>Associates Crystal Campbell, Corporate & Incentive Sales Manager, Worldwide Cruise Associates</p> <p><i>World Ballroom B, Level 23, BCC</i></p>	
1110 – 1200	<p>CruiseXchange by IT&CMA – Panel Discussion</p> <p>A New Way to Meet On this panel, we focus on how cruises can provide a canvas for creative meetings and incentives, what the new gen ships can offer in terms of social engagements, and the support planners can get from the cruise line and its land operators to weave memorable land programmes.</p> <p>PANELLISTS Mona Foo, Head of Retail & Corporate Sales – Singapore & APAC, Royal Caribbean International Thomas D. Hinton, President & CEO, CRI Global, LLC Frankie Lie, Director, Tri Wisata Andalan</p> <p>MODERATOR Karen Yue, Group Editor, TTG Travel Trade Publishing</p> <p><i>World Ballroom B, Level 23, BCC</i></p>	<p>□ ★ ★ ★ ◆ ○</p>
1200 – 1400	<p>Networking Luncheon <i>Pre-function Area, Level 22, BCC</i></p>	<p>★ ★ ★ ◆ ○</p>
1400 – 1410	<p>IT&CM Asia and CTW Asia-Pacific: Welcome Remarks Darren Ng, Managing Director, TTG Asia Media</p> <p><i>World Ballroom B, Level 23, BCC</i></p>	<p>□ ★ ★ ★ ◆ ○ ●</p>
1410 – 1420	<p>Opening Keynote</p> <p>Connecting Minds, Supporting Communities A showcase of the positive impact of tourism/MICE partnerships on local Thai communities and how the partnerships have directed tourist/event spending towards supporting these local individuals and how working with the government and its positive result.</p> <p>KEYNOTE PRESENTER Bhumikitti Ruktaengam, President of Sustainable Tourism Development Foundation; Adviser of Phuket Tourist Association</p> <p><i>World Ballroom B, Level 23, BCC</i></p>	<p>□ ★ ★ ★ ◆ ○ ●</p>
1420 – 1500	<p>Fireside Chat</p> <p>Getting Deeper with Community Connections Building on the keynote, we delve deeper into the impact of business events on the host community – how these gatherings can play a part in developing cities and uplift quality of life for people and businesses.</p> <p>SPEAKERS Sumate Sudasna, President, Thailand Incentive and Convention (TICA) Supanich Thiansing, Director of Meetings and Incentives Department, Thailand Convention and Exhibition Bureau (TCEB)</p> <p>MODERATOR Karen Yue, Group Editor, TTG Travel Trade Publishing</p> <p><i>World Ballroom B, Level 23, BCC</i></p>	<p>□ ★ ★ ★ ◆ ○ ●</p>

1500 – 1510	<p>How MICE can Decarbonize</p> <p>The vital role the MICE industry can play in combatting climate change – With growing awareness of climate change and greater urgency to redress its impact, Daniel Chua, Co-Founder of MICEcarbon shares the steps the MICE industry can take to effect a more sustainable future for people, planet and progress.</p> <p>PRESENTER Daniel Chua, Co-Founder, MICEcarbon</p> <p><i>World Ballroom B, Level 23, BCC</i></p>	
1510 – 1530	<p>Networking Break</p> <p><i>World Ballroom Foyer, Level 23, BCC</i></p>	
1530 – 1600	<p>Say Hi to Everyone</p> <p>Asia Ability, the Creative Teambuilding experts, are taking over our popular interactive ice-breaker on 26 September. Get to know who's who before exhibition days begin and be on the look-out for delegate profiles you want to meet over the proprietary game of "Knowing Me Knowing You". Open to all event delegates.</p> <p><i>World Ballroom B, Level 23, BCC</i></p> 	
1600 – 1615	<p>IT&CM Asia and CTW Asia-Pacific Event Briefing</p> <p><i>World Ballroom B, Level 23, BCC</i></p>	
1800 – 2000	<p>Opening Ceremony & Welcome Reception (Co-hosted by TCEB)</p> <p>Celebrate The Opening of IT&CMA and CTW APAC and be part of the events for its captive networking opportunities and Get to know fellow delegates.</p> <p><i>World Ballroom, Level 23, BCC</i></p>	<p>Invited Delegates</p>
27 September 2023, Wednesday		
0900 – 1700	<p>IMEX-MPI-MCI IT&CMA Future Leaders Forum 2023</p> <p>Organised in strategic partnership between IMEX, Meeting Professionals International (MPI) and MCI Group, FLF is a crucial platform to hone the future of the country's MICE industry by inspiring Thailand's brightest students studying in the field.</p> <p><i>Lotus Suite 7, Level 22, BCC</i></p> 	<p>Invited Delegates</p>
0900 – 1800	<p>Registration for Trade Visitors</p> <p><i>Registration Counters, Level 22, BCC</i></p>	
0900 – 1800	<p>Exhibition and Walk-In Meets</p> <p><i>Exhibition Hall, Level 22, BCC</i></p>	
0900 – 1000	<p>ASEAN MICE Forum 1</p> <p>Hosted by Society for Incentive Travel Excellence (SITE)</p>  <p>Conflicting Objectives? What Corporations Want Versus What Qualifiers Want from Incentive Travel Experiences</p> <p>Agencies, DMCs, hotels and the destination supply chain endeavour to deliver perfect incentive travel experiences, but what does this actual mean?</p> <p>Research conducted by Society for Incentive Travel Excellence (SITE) and Incentive Research Foundation (IRF) reveals clear divergence when it comes to key elements of the incentive experience. Corporations want group bonding and <i>esprit de corps</i> while qualifiers want free time or time with</p>	

	<p>their significant other.</p> <p>Rajeev Kohli, CIS, CITP, former President of SITE and inductee into the Events Industry Council's Hall of Fame, shares his professional perspective on this recent research, highlighting how successful incentive travel experiences are finely balanced and nuanced, delivering successfully on what may appear to be conflicting objectives.</p> <p>This session presents new research conducted in 2022 and 2023 that provides brand new insights for incentive travel professionals.</p> <p>PRESENTER Rajeev Kohli, Joint MD, Creative Travel; SITE President 2016 & 2017</p> <p><i>Knowledge Hub, Exhibition Hall, Level 22, BCC</i></p>	
0950 – 1020	<p>Brand Showcase Presentation 1 Pattaya MICE City</p>  <p><i>Presentation Area, Exhibition Hall, Level 22, BCC</i></p>	<p>□ ★ ★ ★ ◆ ○ ●</p>
0900 – 1225	<p>IT&CMA and CTW APAC Exhibition and Appointment Sessions <i>Exhibition Hall, Level 22, BCC</i></p>	<p>APPOINTMENTS □ ★ ★ ★ ◆ EXHIBITION ■ ○ ●</p>
1020 – 1100	<p>Morning Refreshments for Buyers & Media <i>Buyers Lounge, Exhibition Hall, Level 22, BCC</i></p>	<p>★ ★ ★ ◆ ○</p>
1050 – 1120	<p>Brand Showcase Presentation 2 Thailand Convention and Exhibition Bureau (TCEB)</p>  <p><i>Presentation Area, Exhibition Hall, Level 22, BCC</i></p>	<p>□ ★ ★ ★ ◆ ○ ●</p>
1100 – 1200	<p>CTW Conference</p> <p>Accelerate the Decarbonization of Business Travel - Role of ESG, Technology, and The Traveller Experience</p> <p>In recent years, the urgency to address climate change and reduce carbon emissions has become a global priority. The business travel industry, being a significant contributor to carbon emissions, must play a crucial role in accelerating decarbonization efforts. This conference aims to explore innovative strategies that leverage Environmental, Social, and Governance (ESG) principles, cutting-edge technologies, and a focus on enhancing the traveller experience to create a sustainable future for business travel. Together, we can accelerate the decarbonization journey and pave the way towards a more environmentally conscious and responsible business travel ecosystem.</p> <p>PANELLISTS Taviroj Songkumpol, Chief Corporate Strategy Department, Thai Airways International Ferry Tjahjono, Executive Assistant Manager – Rooms & Sales, Centara Grand at CentralWorld Srinivas Rao, Head of Global TMC's Engagement, APAC, Amadeus Daniel Chua, Co-Founder, MICEcarbon</p> <p>MODERATOR Manish Raj, Head - Strategy & Business, Lithium Urban Technologies</p> <p><i>Knowledge Hub, Exhibition Hall, Level 22, BCC</i></p>	<p>□ ★ ★ ★ ◆ ○ ●</p>
1200 – 1345	<p>Networking Luncheon – Sponsored by Jakarta City Government Tourism and Creative Economy Department</p>  <p><i>Buyers Lounge, Exhibition Hall, Level 22, BCC</i></p>	<p>★ ★ ★ ◆ ○</p>

1345 – 1720	IT&CMA and CTW APAC Exhibition and Appointment Sessions <i>Exhibition Hall, Level 22, BCC</i>	APPOINTMENTS <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> EXHIBITION <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
1410 – 1440	Brand Showcase Presentation 3 Macao Trade And Investment Promotion Institute Economic Development Bureau of Hengqin  <i>Macao Pavilion C1, Exhibition Hall, Level 22, BCC</i>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
1500 – 1600	Afternoon Refreshments for Buyers & Media <i>Buyers Lounge, Exhibition Hall, Level 22, BCC</i>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
1510 – 1540	Brand Showcase Presentation 4 Taiwan Tourism Bureau  <i>Presentation Area, Exhibition Hall, Level 22, BCC</i>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
28 September 2023, Thursday		
0900 – 1800	Registration for Trade Visitors <i>Registration Counters, Level 22, BCC</i>	<input type="checkbox"/>
0900 – 1800	Exhibition and Walk-In Meets <i>Exhibition Hall, Level 22, BCC</i>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
0900 – 1230	The Past, Present and Future of Tourism  Join us for a thought-provoking session that delves into the history, current trends, and exciting future prospects of travel and tourism. This session will feature distinguished speakers who will shed light on various aspects of the industry, from the history of Meetings, Incentives, Conferences, and Exhibitions (MICE) in Thailand to the evolving landscape of the complete visitor economy and the future of MICE. This session, hosted by TTG Asia and IT&CMA, is organised by the PATA Thailand Chapter, PATA Singapore Chapter and PATA Malaysia Chapter with the support of PATA International. <i>Lotus Suite 7, Level 22, BCC</i>	Invited Delegates
0900 – 1000	ASEAN MICE Forum 2 Paving the Way for Embracing Sustainability and Empowering Community The session will demonstrate how a focus on sustainability positively impacts the well-being of individuals and how investing in wellness can contribute to the long-term sustainability of the MICE industry. Furthermore, the conference will highlight the significance of meaningful engagement with local communities by injecting the local DNA, wisdom and traditions. Through the interactions and knowledge sharing, we will unlock the potential sustainability, wellness-focused MICE practices through local engagement to achieve community enrichment. Together, let's create an inclusive and responsible MICE industry that leaves a lasting positive impact on both attendees and the communities we serve. PANELLISTS Dr. Chuta Tharachai, PhD , Director of Corporate Strategy Development Department, Thailand Convention and Exhibition Bureau (TCEB) Dr. Dararat Simpattanawong, PhD , Director, Kasetsart University International Integrated Tourism Management Programme at Faculty of Humanities, Kasetsart University Krisanee Srisatin , Founder & Managing Director, Stream Events Asia Ltd. MODERATOR Kate Sarasin , MICE Coach & Adjunct Lecturer, Kasetsart University <i>Knowledge Hub, Exhibition Hall, Level 22, BCC</i>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

0950 – 1020	<p>Brand Showcase Presentation 5 Korea Tourism Organisation</p>  <p><i>Presentation Area, Exhibition Hall, Level 22, BCC</i></p>	<input type="checkbox"/> ★ ★ ★ ◆ ○ ●
0900 – 1225	<p>IT&CMA and CTW APAC Exhibition and Appointment Sessions <i>Exhibition Hall, Level 22, BCC</i></p>	APPOINTMENTS <input type="checkbox"/> ★ ★ ★ ◆ EXHIBITION <input type="checkbox"/> ○ ●
1020 – 1100	<p>Morning Refreshments for Buyers & Media <i>Buyers Lounge, Exhibition Hall, Level 22, BCC</i></p>	★ ★ ★ ◆ ○
1050 – 1120	<p>Brand Showcase Presentation 6 Tourism Promotions Board Philippines</p>  <p><i>Presentation Area, Exhibition Hall, Level 22, BCC</i></p>	<input type="checkbox"/> ★ ★ ★ ◆ ○ ●
1100 – 1200	<p>Association Day Forum Hosted by International Congress & Convention Association (ICCA)</p>  <p>Association Success: An Innovative Roadmap to Excellence The session offers a unique platform for thought leaders, industry experts, and practitioners to connect, exchange ideas, and chart a course toward a future of growth, member engagement and power collaboration where it will inspire and equip the associations with the tools and insights needed to grow their associations. By embracing creativity, associations can unlock their full potential, navigate the evolving landscape, and shape a future of innovation and success. Join us to unleash the power of creativity within your association and drive meaningful change that propels your organisation forward.</p> <p>PANELLISTS Nooch Homrossukhon, Director of Conventions Department, Thailand Convention and Exhibition Bureau (TCEB) Tamara Bernstein, Head of Europe and Global Partnerships, ICCA Alicia Yao, Vice Chairman, China Business Event Industry Committee, CCOIC Commercial Chamber of Commerce Enrique Florencio, Secretary General, Association of Development Financing Institutions in Asia and the Pacific Iain Bitran, Executive Director, International Society for Professional Innovation Management (ISPIM)</p> <p>MODERATOR Waikin Wong, Regional Director Asia Pacific, ICCA</p> <p><i>Knowledge Hub, Exhibition Hall, Level 22, BCC</i></p>	<input type="checkbox"/> ★ ★ ★ ◆ ○ ●
1200 – 1345	<p>Networking Luncheon <i>Buyers Lounge, Exhibition Hall, Level 22, BCC</i></p>	★ ★ ◆ ○
1345 – 1720	<p>IT&CMA and CTW APAC Exhibition and Appointment Sessions <i>Exhibition Hall, Level 22, BCC</i></p>	APPOINTMENTS <input type="checkbox"/> ★ ★ ★ ◆ EXHIBITION <input type="checkbox"/> ○ ●
1410 – 1440	<p>Brand Showcase Presentation 7 Macao Trade And Investment Promotion Institute Economic Development Bureau of Hengqin</p>  <p><i>Macao Pavilion C1, Exhibition Hall, Level 22, BCC</i></p>	<input type="checkbox"/> ★ ★ ★ ◆ ○ ●
1500 – 1600	<p>Afternoon Refreshments for Buyers & Media <i>Buyers Lounge, Exhibition Hall, Level 22, BCC</i></p>	★ ★ ◆ ○
1510 – 1540	<p>Brand Showcase Presentation 8 Hong Kong Tourism Board</p>  <p><i>Presentation Area, Exhibition Hall, Level 22, BCC</i></p>	<input type="checkbox"/> ★ ★ ★ ◆ ○ ●

-End of The Event-

See you in 2024!