

Speakers' Profile



ALICIA YAO

Vice President

China Business Event Industry Committee

Alicia has been working 30 years for CITS Group for the international meetings and events. She is a PCO ever since 2001 and introduced international association meetings to China for China industry association development.

She jointly worked with the China Council for the Promotion of International Trade, Commercial sub-council, which is primarily responsible for the management and development of the association's exhibitions and trade in service. She established the China Business Event Industry Committee (CBEIC) under CCPIT-CSC jointly with Sourcing China Association and PCO Alliance, a platform for cross-boundary cooperation for the corporate meetings, incentive travel, association meetings, exhibitions and events industry development. She became the vice chairman and led the CBEIC for international marketing jointly with tourism bureaus and convention bureaus in more than 30 countries or cities around the world.

CBEIC has its online association executive management exchange program, a seasonal magazine <Association Journal> and China Congress of Association and Chamber of Commerce (CCACC). Alicia Yao is the chief producer of the online association executive management exchange program, chief editor of the <Association Journal> e-magazine and the vice chairman of China Congress of Association and Chamber of Commerce (CCACC).



BHUMMIKITTI RUKTAENGAM

President

Sustainable Tourism Development Foundation

Graduated from The University of Missouri-Kansas City with a Master of Business Administration, Bhummikitti is holding the position of the Marketing Director for Bangkok Hospital Phuket & Bangkok Hospital Siriroj, where he is responsible for sales, marketing and business development through all marketing channels and segmentations. His contribution towards local community can be seen from his past experiences as Past President of Phuket Tourist Association and as Managing Director of Sapanhin Perspective Company Limited where he collaborates with both public and private organisations to organise events mainly in Education and Sustainable Development if Phuket and Andaman. He is also part of the National Candidature Committee for the bidding of Expo Phuket 2028.



CRYSTAL CAMPBELL
Corporate & Incentive Sales Manager
Worldwide Cruise Associates

Crystal Campbell has 20 years’ experience in the cruise industry bringing a broad range of experience extending to revenue management, sales, operations, marketing, project development, ESG, and beyond. Throughout her career, she spent extensive time working in the global arena leading and developing growth strategies for the charter and MICE market.

Past achievements include serving as Director of Business Integration Royal Caribbean Group, Managing Director Royal Caribbean Hong Kong, Director Global Incentive & Charter Sales, Key Account Manager and District Sales Manager roles with Celebrity Cruises as well as an Analyst in Revenue Management.



DR. CHUTA THARACHAI, PhD
Director of Corporate Strategy Development Department
Thailand Convention and Exhibition Bureau (TCEB)

Chuta is a pioneer in destination management in Thailand. Since joining Thailand Convention and Exhibition Bureau (TCEB), she has been a hands-on destinations and business events strategist and practitioner. Currently responsible for Corporate Strategy Development Department, Chuta heads the bureau’s strategic planning, budget management, performance monitoring as well as risk management. She leads the development and implementation of TCEB’s strategic plan and provides strategic recommendations and updates to the executive team and board of directors while providing mentorship, training, and performance feedback to all TCEB departments.

Prior to the current position, Chuta was Director of Northern Region Office and strategically led Northern Region MICE development and promotion. Her background in international relations and economics, strong and extensive network in both government and private sectors, together with professional training in certified MICE specialist courses ensures she delivers insightful and practical advice to different destinations in Thailand to develop their own Unique Selling Points and MICE strategies.

Starting from only Bangkok in 2008, under her leadership the MICE City project has successfully expanded to five major cities across Thailand (adding Pattaya, Chiang Mai, Phuket and Khonkean). Thailand’s MICE city network now increases to 10 cities and keeps growing both in terms of number and quality. Chuta laid strong foundations for each destination by engaging key local stakeholders, providing capacity building to the public and private sectors, and coordinating multi-agency efforts focused on destination development. With firm belief in the Power of MICE and a strong passion to use MICE as tools to develop cities in Thailand, Chuta enjoys sharing her professional experiences

with a broad spectrum of audiences to forge an even stronger MICE alliance. An active speaker and trainer, she also advises cities, universities and various public agencies on MICE-related issues



DANIEL CHUA
Co-Founder
MICEcarbon

Daniel Chua is co-Founder of MICEcarbon in partnership with Ureca, a platform that enables large-scale decarbonization of the MICE industry to combat climate change and allows Organizers to focus on what they do best – organize successful events. He possesses more than 20 years of global Business Events and Communications experience built on Sustainability as a core pillar. A Sustainability advocate, he served on STB’s Sustainability Committee and contributed to the Sustainability Roadmap launched on 1 December 2022. He served also as inaugural chair of his Town Council’s Greener Environment committee where he tabled Sustainability as a permanent agenda item. Daniel served for 3 terms in SACEOS as a VP, during which he developed their Events Management course and conceived the Singapore MICE challenge.



DR. DARARAT SIMPATTANAWONG, PhD
Director, Kasetsart University International Integrated Tourism Management Programme at Faculty of Humanities
Kasetsart University

After working as an electronics and telecommunication engineer for an aesthetic medical equipment manufacturer, Dr. Dararat further her study and graduated with a Master of Business Administration and Master of Research. She focused on wellness tourism management and subsequently graduated with a PhD from Oxford Brookes University, U.K. With passion for the power of nature, compassion, health, and well-being research, she became a certified forest bathing practitioner. She was widely recognized for her expertise as a nature connectedness and well-being researcher.

Currently, she conducts a tourism for well-being course for undergraduate students and works as a lecturer at the Tourism and Hospitality Industry Department, Faculty of Humanities, Kasetsart University, Thailand.



DIANA BLOSS
Co-Founder & Director of Operations
Worldwide Cruise Associates

Diana Bloss is the Co-Founder, Vice President, and CFO of Worldwide Cruise Associates. She began her career in the travel industry in 1976 in England working for the company that would become Flying Tigers. In 1983 she opened a retail travel agency in St. Thomas dealing primarily with cruise ship passengers and crew. In 1989 she started, with Steve, what would become WW Cruise Associates which was later moved to Fort Lauderdale. She has been the Director or Operations for the company since 1992 where she handles the organization of all onboard events for client groups and charter programs.



ENRIQUE FLORENCIO
Secretary General
Association of Development Financing Institutions in Asia and the Pacific

Enrique is a Certified Sustainability Assurance Practitioner (Accountability 1000) and a Certified Professional Association Executive. He is currently the Secretary-General of the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP).

He has worked with Sustainability Strategics in some of its SR projects in the Philippines and Asian Development Bank as a project consultant. Enrique has over 15 years of working as an ESG Specialist in select ADFIAP members in the Asia Pacific region and helps promote the integration of ESG standards to increase financing for environmentally sustainable, socially responsible/inclusive, and climate-friendly/projects. Collaborates with various development partners such as public and private sector stakeholders, donors, and multilateral/international financing institutions on increasing awareness and understanding of ESG approaches and practices, in lending and investment operations, sustainable and green finance initiatives, opportunities, and resources. Acts as a resource person and delivered training/webinars modules with a focus on sustainability management and reporting.

Enrique holds a Graduate Degree in Business Administration from De La Salle University and a Graduate Degree in Educational Technology from Concordia College Graduate School.



FERRY TJAHJONO

**Executive Assistant Manager – Rooms & Sales
 Centara Grand at CentralWorld**

Mr. Ferry Tjahjono is an accomplished hospitality professional who currently serves as the Executive Assistant Manager of Centara Grand and Bangkok Convention Centre at CentralWorld. With an extensive career spanning over two decades, he has garnered a wealth of experience and expertise in various aspects of hotel and venue management.

Mr. Tjahjono's journey in the hospitality industry began after he obtained his degree in Hotel Management from a prestigious institution. He has since held key positions in renowned hotels and resorts across multiple countries, including Japan, Indonesia, and Thailand. This international exposure has provided him with immense knowledge in diverse cultural settings and a deep understanding of the global hospitality landscape.

Outside of his professional responsibilities, he remains passionate about community engagement and environmental sustainability. He actively participates in initiatives that support and uplift the local community, contributing to the overall growth and well-being of society.

In addition to his hotel career, Mr. Ferry Tjahjono is actively involved in various industry organizations and chambers of commerce. He serves as a board member of the Indonesia Thai Chamber of Commerce, where he plays a pivotal role in fostering bilateral relations and promoting trade and investment opportunities between the two countries. He also serves as the Co-chair of the Capability Development Committee of the Thailand Incentive and Convention Association (TICA). In this capacity, he contributes his expertise to the development of educational programs and initiatives for professionals in the incentive and convention industry. Through his leadership, he strives to enhance the capabilities and skills of industry practitioners, ensuring the continued growth and success of the sector.



FRANKIE LIE

**Director
 Tri Wisata Andalan**

Having graduated from Vocational Aviation, Frankie's passion for travel has led him to become an avid planner for each new destination he explores. This enthusiasm has driven him to craft unique routes that enabled him to circumnavigate five continents by the age of 24. Along this journey, he proudly held the distinction of being one of the youngest tour leaders of that era.

Frankie's specialization in selling cruises further propelled his accomplishments, culminating in the honour of winning a 10-year Costa Cruise pass in 2016. Accumulating these experiences over the

course of 23 years, including 8 years in managerial roles, Frankie assumed the helm of PT. Tri Wisata Andalan in 2019. Focused on MICE (Meetings, Incentives, Conferences, and Exhibitions) and expertly planning unique destinations and pilgrimages, Frankie steers the company towards a prosperous path of success.



IAIN BITRAN

Executive Director

International Society for Professional Innovation Management (ISPIM)

Iain Bitran is the Executive Director of The International Society for Professional Innovation Management (ISPIM) and has overseen the association's growth since 2003. Iain has organised many international conferences, developing strong networks in the process. He has been involved in many innovation-related projects and has also edited and published numerous journal issues and articles in the field of innovation management.

Iain is passionate about events and is a regular speaker at conferences around the world, particularly on the subject of how to develop successful events. He is an official MICE Ambassador for the City of Fukuoka in Japan.



KAREN YUE

Group Editor

TTG Travel Trade Publishing

Karen Yue is the Group Editor of TTG Asia Media's TTG Travel Trade Publishing business unit, a position that sees her leading a team of almost 20 editors, reporters and correspondents across Asia-Pacific and upholding the editorial quality of the team in the production of a stable of titles including TTG Asia, TTGmice and TTGassociations.

Under her charge, TTGmice features won PATA Gold Awards' Travel Journalism – Business Article in 2011, 2013, 2014 and 2018. These accolades join TTGmice's very first PATA Gold Awards' win in 2009.



KATE SARASIN
MICE Coach & Adjunct Lecturer
Kasetsart University

Kate’s involvement in the MICE industry started more than 35 years ago as she started out at a very young age by working as temporary staff at many international conferences. After graduating with a Hotel Management degree from The University of Nevada, Las Vegas, she briefly trained at the Oriental Hotel and later on, joined the banquet sales team of Dusit Thani Hotel before further her studies.

Throughout the years, she worked as a PCO and consulting PCO in Thailand for various international conferences before developing a passion in education and switching her focus to become a MICE educator over 12 years ago and teaching various MICE & events classes at many universities as well as professional-level courses.



KRISANEE SRISATIN
Founder & Managing Director
Stream Events Asia Ltd.

Kris holds the position of Vice President at Thailand Incentive & Convention Association (TICA). A highly regarded figure in the MICE industry, Kris serves as a Market Champion for Australia & New Zealand and a Convention Industry Connection at TCEB. Her extensive knowledge and industry prowess are exemplified through her roles as a consultant project researcher for MICE-focused Community-Based Tourism (CBT) initiatives. Additionally, she has taken the stage as a keynote presenter for 7 MICE Magnificent Themes, leveraging her expertise and experience to enlighten audiences.



MANISH RAJ
Head - Strategy & Business
Lithium Urban Technologies

Manish is a Strategic Business Leader & a Net Zero champion with over 2 decades of expertise in Sustainable transport solutions, SaaS, and Travel Technology. He has varied experience in customer acquisition and engagement in Indian & International markets. He has been an entrepreneur at heart and a business leader by profession, with a track record of recruiting, mentoring & managing large teams.

His passion for ESG and sustainability found his calling in Lithium Urban Technologies, the largest B2B provider of corporate employee mobility services using 100% Electric Vehicles. Lithium helps its clients achieve their sustainability goals by decarbonizing their corporate employee transportation & business travel. Their collective effort has resulted in the abatement of 50000+ MT of Carbon.

He has pursued Executive Program in Digital Transformation from IIM Lucknow, a Postgraduate in Marketing Management, and a graduate in Hotel Management.



MONA FOO
Head of Retail & Corporate Sales, Singapore & APAC
Royal Caribbean International

Mona, Head of Retail and Corporate Sales in Singapore and APAC, has been in the cruise industry since Nov 1997, where 12 years were with Star Cruises, out of which she spent 16 months seconded to the Singapore casino bidding project under the Genting Group) and 14 years currently with Royal Caribbean Group. Her expertise lies in the Corporate Sales and Partnerships in the MICE arena.

She has a passion for finding beneficial business needs for her clients and corporate partners, and ensuring all parties are successful in their pursuit of positive end results. She also enjoys sharing new ideas in planning for clients and business partners, on how MICE groups could have an even better and unique experience during their off-site retreats.



NOOCH HOMROSSUKHON
Director of Conventions Department
Thailand Convention and Exhibition Bureau (TCEB)

Miss Nooch Homrossukhon is currently Director of Conventions Department at Thailand Convention and Exhibition Bureau (TCEB). She has been with the organization for over 14 years. She is now taking the lead role in managing the overall strategic and marketing plan for Conventions Department for 3 years now, and for Meetings and Incentives Department for 11 years. Prior to TCEB, she had over 10-year experience in Travel & Tourism industry with great understanding of the entire value chain.

Her wealth of knowledge and expertise has led her to be a featured speaker at various prestigious events, including the Asian MICE Forum 2019, ASEANTA Webinar 2020, and MICE for Executives 2023, among others. Her areas of specialization encompass Strategies for Meetings & Incentives, Conventions, Strategic International Marketing, International Partnerships and Collaboration, Event Creation, Event Bidding, and Event Planning.



RAJEEV KOHLI

**Joint MD
Creative Travel**

Rajeev Kohli, CIS, CITP, DMCP, is the Joint MD of Creative Travel India, India's most awarded DMC. Rajeev has also contributed significantly to the development of the incentive travel & tourism industry at a global level. He is currently the President of the global DMC group, EUROMIC.

He was the first Asian to ever take the leadership position of Global President of the Society for Incentive Travel Excellence, completing two terms in 2016 & 2017. He is the past Senior Vice President of the Indian Association of Tour Operators, India's apex body for the incoming tourism industry, and was on the IATO Executive Committee for 6 years. Rajeev has been the Vice Chairman of the India Convention Promotion Bureau (ICPB) and past President of the India Chapter of the American Society of Travel Agents.

In 2021 Rajeev was inducted into the Events Industry Council (EIC) "Hall of Leaders", the highest accolade in the global events industry. Rajeev is passionate about giving back to our industry and enjoys mentoring younger minds.



SRINIVAS RAO

**Head of Global TMC's Engagement, APAC
Amadeus**

Srinivas has worked in the business travel industry for more than 20 years. With his vast knowledge of Asia and its unique requirements, Srinivas has helped many organizations consult, consolidate, implement and grow their travel program. In his current role at Amadeus he is responsible for managing the strategic relationship for the Global Travel Management Companies across Asia Pacific. He provides direction and guidance with a focus on content, distribution and optimizing travel management efficiency.

Prior to Amadeus, Srinivas held a variety of roles in the industry including being responsible for expanding PTC (Partnership Travel Consulting) footprint in Asia and heading up Global Sales at CWT where he had a focus on larger customers with complex travel requirements. He has been involved with some of the largest pharmaceutical and consumer staples wins for CWT, for which he has been recognized and received multiple accolades.

Based in Singapore with his family, Srinivas enjoys short holidays across the APAC archipelago.



SUMATE SUDASNA

President

Thailand Incentive and Convention (TICA)

Sumate has been a business event professional for over 3 decades. He is the current President of Thailand Incentive and Convention Association, the first from the private sector. He is a long-time member of SITE and is now on an honorary/lifetime status.

In 1993 he was awarded World Incentive Travel Personality for Asia by the organisers of IT&ME and EIBTM and in 1995 was named SITE Member of the Year.

Sumate founded Conference & Destination Management (CDM) in 1988 as a DMC, serving the incentive travel market, and also a Professional Congress Organiser, servicing international meeting events in Thailand.



SUPANICH THIANISING

Director, Meetings & Incentives Department

Thailand Convention and Exhibition Bureau (TCEB)

Ms. Supanich Thiansing expanded her knowledge and experience in the MICE industry when she joined the Thailand Convention and Exhibition Bureau (TCEB) Meetings & Incentives Department in 2008. She spent nearly ten years working with multinational corporations and international firms before joining TCEB, where she gained extensive knowledge and a solid background in the corporate market, which will aid in propelling Thailand's meeting industry to new heights. With a passion for the business events industry, a deep understanding of the business landscapes and exceptional work performance, Ms. Supanich Thiansing was appointed as the Director to lead the Meetings and Incentives Department in 2021. Supanich is determined to elevate Thailand's position as a leading destination for meetings and incentive travels. Her commitment is to nurture valuable bonds, co-create meaningful partnerships with local and international peers, and revitalise Thailand's M&I business competitiveness to be the leading meetings and incentives destination for the sustainable MICE industry.



TAMARA BERNSTEIN

Head of Europe and Global Partnerships

ICCA

Having a background of sales and business development as well as events management, Tamara has been in the meetings Industry for over 10 years and has been leading the Europe region of ICCA for over 3.5 With a community of 500 members, Tamara supports and leads the largest ICCA region , adapting to new formats and ways of working in the industry as well as actively growing the region and collaborating with ICCA Europe members and chapter leaders .

Tamara also leads the global partnerships and sponsorships opportunities within ICCA, leading the vision and strategy as well as creating opportunities for members to collaborate and partner with ICCA across all regions.



THOMAS D. HINTON
President & CEO
CRI Global, LLC

Tom Hinton serves as the President and Chief Executive Officer of the CRI Global, LLC, an international association management firm headquartered in San Diego, California.

Each year, CRI Global produces about 35 meetings and events including incentive programs, association conferences, and Corporate Leadership Retreats. Over the years, CRI Global has used several cruise ships as a unique and popular meeting venue for its meetings and incentive programs.

Among CRI Global's clients are 6 of the Fortune 100 companies.

Tom is here today representing the American Consumer Council, a non-profit membership association with over 375,000 members.



WAIKIN WONG
Regional Director Asia Pacific
ICCA

Waikin Wong has almost 20 years of experience in meeting industry in Asia Pacific Region, especially in Kuala Lumpur, Hong Kong, Taipei and Shanghai. Having worked with most major pharmaceutical clients, medical associations both locally and regionally she is also highly experienced in association management, working closely with key opinion leaders, government division and industry experts.

Waikin has extensive managerial experience in developing effective communication strategies in bidding and conference management and targeted education program for young professionals in meeting industry and associations. Waikin is currently the Regional Director Asia Pacific for International Congress and Convention Association (ICCA).