

AIPC APAC Summit China, 5th March 2024 AGENDA

Location. Shenzhen World Exhibition & Convention Center

Room. Meeting Room CC201A (Level 2)

08.30 - 09.00	Welcome coffee
09.00 - 09.15	Official opening of the APAC Summit
Official opening of the summit by the CEO of the Shenzhen World Exhibition & Convention Center and by a Member of the Board of AIPC Qiao Jin General Manager Shenzhen World Exhibition & Convention Center Panittha Buri Vice Chairperson for Bhiraj Buri Group (BITEC) & AIPC Director	
09.15 – 10.00	Global Outlook
An overview of global trends impacting the event industry and convention center management. Sven Bossu CEO AIPC	
10.00 - 10.30	Importance of events for Chinese Economy
In this session, you will be provided with insights on the impact the event industry has on the Chinese economy. Wang Yao Ph.D.; Consultant Boao Forum for Asia Former Vice President China Exhibition Economy Research Association	
10:30 - 11:00	Coffee-break
11:00 - 11:30	The Voice of the Customer
In this session, wo distinguished speakers will share their wealth of experience on bringing international events to China.	

Alicia Yao | General Manager | IME Consulting

Mr. Buxin Han | Ph.D.; Secretary-general | International Association of Applied Psychology

11:30 - 12:00

Business Development: exercise

In this session, you will be given a toolkit to assess your business development strategy.

Sven Bossu | CEO | AIPC

12:00 - 13:00

Lunch break

13.00 - 13.30

Technology as enabler

In this session, a technology provider will provide insights in the latest event technology available, the impact it can have and case studies of venues of have the technology in place.

Veemal Gungadin | Co-Founder & CEO | Gevme

Xuebin Gu | Founder | WeMeet

13.30 - 14.00

Sustainability: road ahead

What does sustainability mean for convention centers? Which steps can be taken by venues to address the challenge? This session will provide the participants with practical actions points to implement.

Alex Alles | CEO | JMIC (Joint Meeting Industry Council)

14:00 - 14:30

Coffee break

14:30 - 15:30

CEO Debate

3 venue CEO's debate key challenges such as business development, technology, sustainability and HR.

Daben Mao | Deputy General Manager | Shenzhen World Exhibition & Convention Center (Daben Mao will preside the debate)

Panittha Buri | Vice Chairperson for Bhiraj Buri Group (BITEC) & AIPC Director

Rui Fu | General Manager | FIVE CONTINENTS International Exchange Center

Franki Gao | Managing Director | MCI China

Mingqian Wei | Chirman | China National Convention Center

15.30 – 16.10

Promotion of new conference venues

2 CEOs from conference centers newly built in mainland China will promote their venues and services

TBD

16.10 - 16.30

Closing remarks

Closing remarks and wrap-up of the day

Qiao Jin | General Manager | Shenzhen World Exhibition & Convention Center

Panittha Buri | Vice Chairperson for Bhiraj Buri Group (BITEC)

16.30 – 17.30

Venue Tour

Discovery tour of Shenzhen World Exhibition & Convention Center

17.30 – 20.00

Networking cocktail