

The Successful Holding of AIPC Asia Summit 2024

On March 5, the 2024 AIPC Asia Summit, organized by the International Association of Convention Centres (AIPC) and Shenzhen Zhaohua International Exhibition Operation Co., LTD., was successfully held at the Shenzhen World Exhibition & Convention Center (hereinafter referred to as Shenzhen World). This is the first time that AIPC's international summit has been held in a Chinese city. As a highly regarded and anticipated international industry summit, AIPC Asia 2024 attracts more than 150 managers, operators, guests and event organizers from 7 countries in the global convention industry to focus on the latest trends, future directions and innovation paths of economy, commerce and technology within Asia.



At the summit, Sven Bossu, CEO of AIPC, Qiao Jin, General manager of Shenzhen Zhaohua International Exhibition Operation Co., LTD., and Panittha Buri, Board member of AIPC & Vice Chairperson of Bhiraj Buri Group(BITEC), delivered opening speeches respectively.

Sven Bossu stated that this summit is the first one that AIPC has ever held in China. Due to the support of all parties and the arrival of all guests, and dedication of Shenzhen World Exhibition & Convention Center and the operation team, the AIPC Asia Summit was successfully held.



【Sven Bossu | CEO | AIPC】

With the continuous recovery of the global economy and the rapid development of science and technology, Panittha Buri pointed out that the scale and influence of conference and event industry has been expanding, and has become an important force to promote economic growth, cultural exchanges, cooperation and development. AIPC will work with industry colleagues to jointly cope with the challenges, and promote the healthy and sustainable development of the industry.



【Panittha Buri , Board member of AIPC & Vice Chairperson of Bhiraj Buri Group(BITEC)】

At present, the convention & event industry is at a critical stage of rapid development, facing new opportunities and challenges. Mr. Jin stated that Shenzhen World will always uphold the values of “innovation, win-win, efficiency and openness”, fully tap and utilize the advantages and potential of the venue, continuously promote the service upgrading, efficiency optimization and customer experience improvement, and work together with industry colleagues, injecting new vitality and impetus into the development of the convention and event industry.



【Qiao Jin, General manager of Shenzhen Zhaohua International Exhibition Operation Co., LTD.,】

The summit focuses on the current global economic development and the new development trend of the global convention and event industry, and discusses the importance of the convention and event industry to China’s economy, the introduction of high-end international event paths, business development strategies, technology-enabled event industry, sustainable development, and the need to change.

Based on the current global economic development background, Sven Bossu proposed that practitioners in the convention and event industry should focus on four aspects: business development, leadership, new technology application and sustainable development, and shared in detail the work and exploration of AIPC in responding to these trends and challenges.



【Global Outlook; Business Development: exercise: Sven Bossu | CEO | AIPC】

Long Yongtu, Chief Negotiator for China's accession to WTO, Former Secretary-General, a prominent guest at the meeting, elaborated on the important role of the conference industry in communication, communication, industrial chain restructuring, the Belt and Road Initiative, high-level reform and opening up and other levels.



【Importance of events for Chinese Economy: Yongtu Long | Chief Negotiator for China's accession to WTO | Former Secretary-General | Boao Forum for Asia】

Yao Wang analyzed the keys to successfully host large international conferences from five aspects, namely precise position, attractive content, exquisite promotion, professionals' participation, and detailed services. With Boao Forum as an example, he explained this profound topic in simple terms.



【The road to success for high-end international forums: Wang Yao | Vice-president | Western Returned Scholars Association | Consultant | Boao Forum for Asia】

Han Buxin, Secretary-General of the International Association of Applied Psychology and Alice Yao, Managing Director of IME Consulting had their sharing under the topic “The Voice of the Customer: How to bring international conference to China” and discussed especially how to bring international conference on psychology to China. They expand from this niche to the whole industry and gave practical suggestion about how to introduce international events.



【The Voice of the Customer: Mr. Buxin Han | Ph.D.; Secretary-general | International Association of Applied Psychology; Alicia Yao| General Manager | IME Consulting】

Speakers for the topic “Technology as Enabler: How IT empowers conference and event industry” are Veemal Gungadin, co-founder of Gevme and Gu Xuebin, founder of Wemeet. Mr Gungadin shared about the most recent disruptive technology, generative AI and Mr Gu talked about how IT empowers conferences and events with the example of Wechat mini program. The development and application of new technologies are undoubtedly the driving force for the conference industry. How to capture the opportunities coming along to be the pioneers is the long-lasting topic for conference professions, which made the speeches especially inspiring, with one from the macro prospect and one from actual application.



【Technology as enabler: Veemal Gungadin | Co-Founder & CEO | Gevme; Xuebin Gu | Founder | WeMeet】

Alex Alles, CEO of JMIC promoted low-carbon, green, and sustainable development under the topic of “Sustainability- How conference centers realize sustainable development”. He advocated conference centers and stakeholders in relevant industries to conduct green practices from work flows to daily life and join hands to promote the sustainability of the industry.



【Sustainability: road ahead: Alex Alles | CEO | JMJC (Joint Meeting Industry Council)】

Aside from heartfelt keynote speeches, there was also debate among professionals and conference center managers. In the summit, the CEO debate themed with influence of business expansion, technology, sustainability, human resources to conference centers was moderated by Mao Daben, Deputy Executive General Manager of Shenzhen Zhaohua International Exhibition Operation Company, and joined by Panittha Buri, Vice Chairperson for Bhiraj Buri Group (BITEC), Fu Rui, General Manager of FIVE CONTINENTS International Exchange Center, Frankie Gao, Managing Director of MCI China, and Irene Chen, CEO of Asia World Expo. Their discussion surrounded expansion of conferences and events, application of new technologies, sustainable environment, and human resource management, which presented audience a feast of great thinking.



【CEO Debate: Daben Mao | Deputy General Manager | Shenzhen World Exhibition & Convention Center (moderator); Franki Gao | Managing Director | MCI China; Rui Fu | General Manager|FIVE CONTINENTS International

Exchange Center; Irene Chen | CEO | AsiaWorld-Expo; Panittha Buri | Vice Chairperson for Bhiraj Buri Group (BITEC)】

In the session of Promotion of New Convention Centers, Mr. Li Ling, General Manager of Hangzhou Grand Convention and Exhibition Center as the co-host of the summit, introduced the advantageous location, venue features and layout, operation services, and exhibition policies, which intrigued the audience a lot. This center which is among the top in China and serves different purpose will be completed in 30 June this year and start trial operation. Phase one and its ancillary projects will be in full operation since this September. By then, the only national-level global expo themed with digital trade in China-Global Digital Trade Expo will be held in this venue permanently.



【Promotion of New Convention Centers: Li Ling, General Manager of Hangzhou Grand Convention and Exhibition Center】

During certificate ceremony, AIPC handed out member certificates to Shenzhen World Exhibition and Convention Center, Hangzhou Grand Convention and Exhibition Center, AsiaWorld-Expo, Changsha International Conference Center, Guangzhou Yuexiu International Conference Center, and GUOCE International Convention And Exhibition Center.



At the closing ceremony, Sven Bossu, Zhendong Guo, chairman of Shenzhen Zhaohua International Exhibition Operation Co., LTD., and Panittha Buri delivered closing speeches respectively. Mr. Guo expressed gratitude to the recognition and trust of AIPC and stated that this summit is a rare opportunity to narrow the distance between managers, operators and event organizers in the global conference and event industry, and is also a starting point for in-depth communication and cooperation in the future industry. Mr. Sven Bossu and Ms. Panittha Buri pointed out that the successful holding of AIPC Asia Summit is just the beginning, the colleagues in the conference and event industry will work together to meet opportunities in the near future.



【Zhendong Guo, chairman of Shenzhen Zhaohua International Exhibition Operation Co., LTD.,】

Afterwards, participants were invited to join the venue tour, and gathered together in the rooftop garden of North Lobby. In a relaxed atmosphere, AIPC Asia Summit 2024 came to a successful conclusion.

