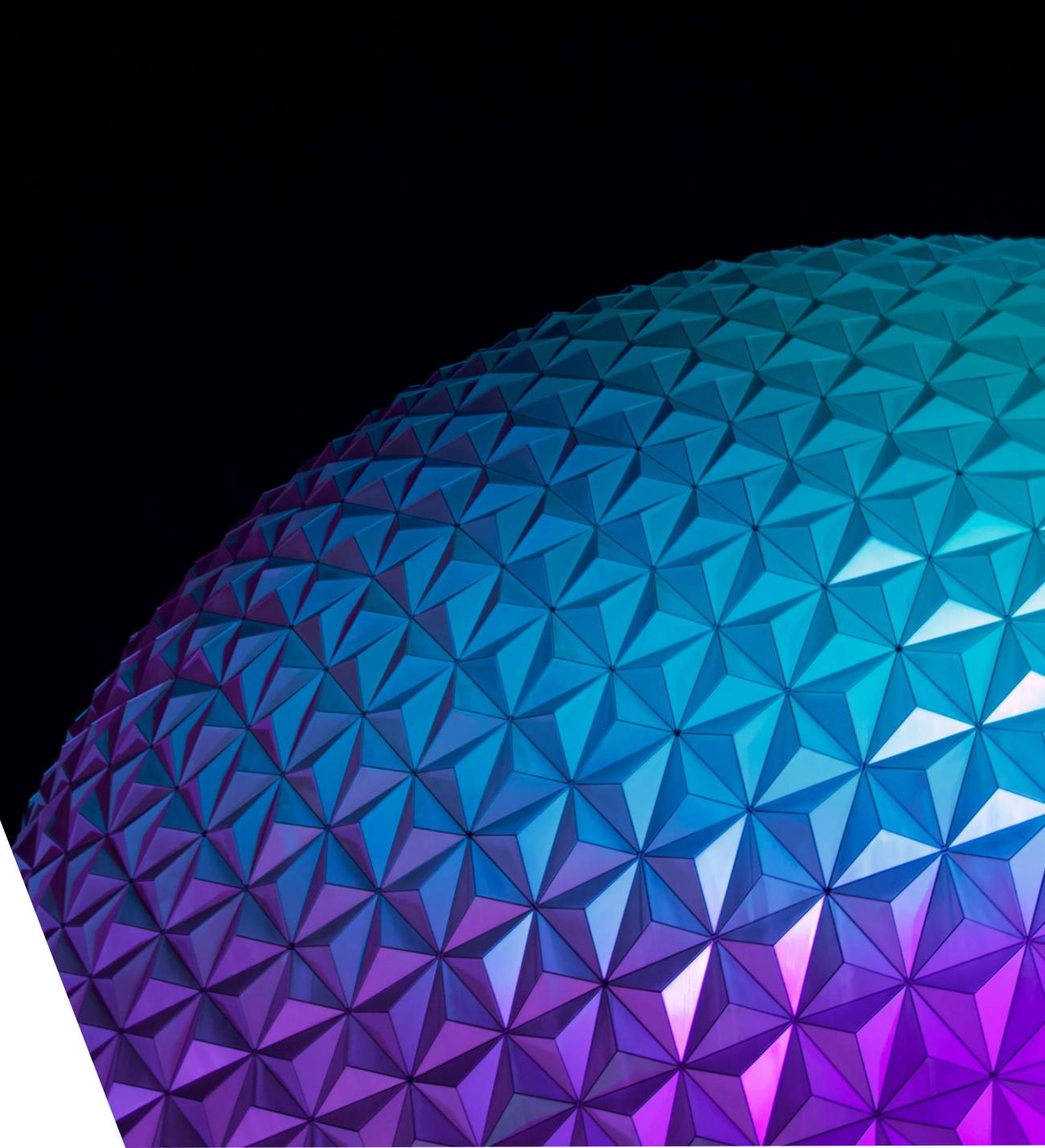


Asia Destination Roundtable: Market Overview

Mike Williams, GainingEdge



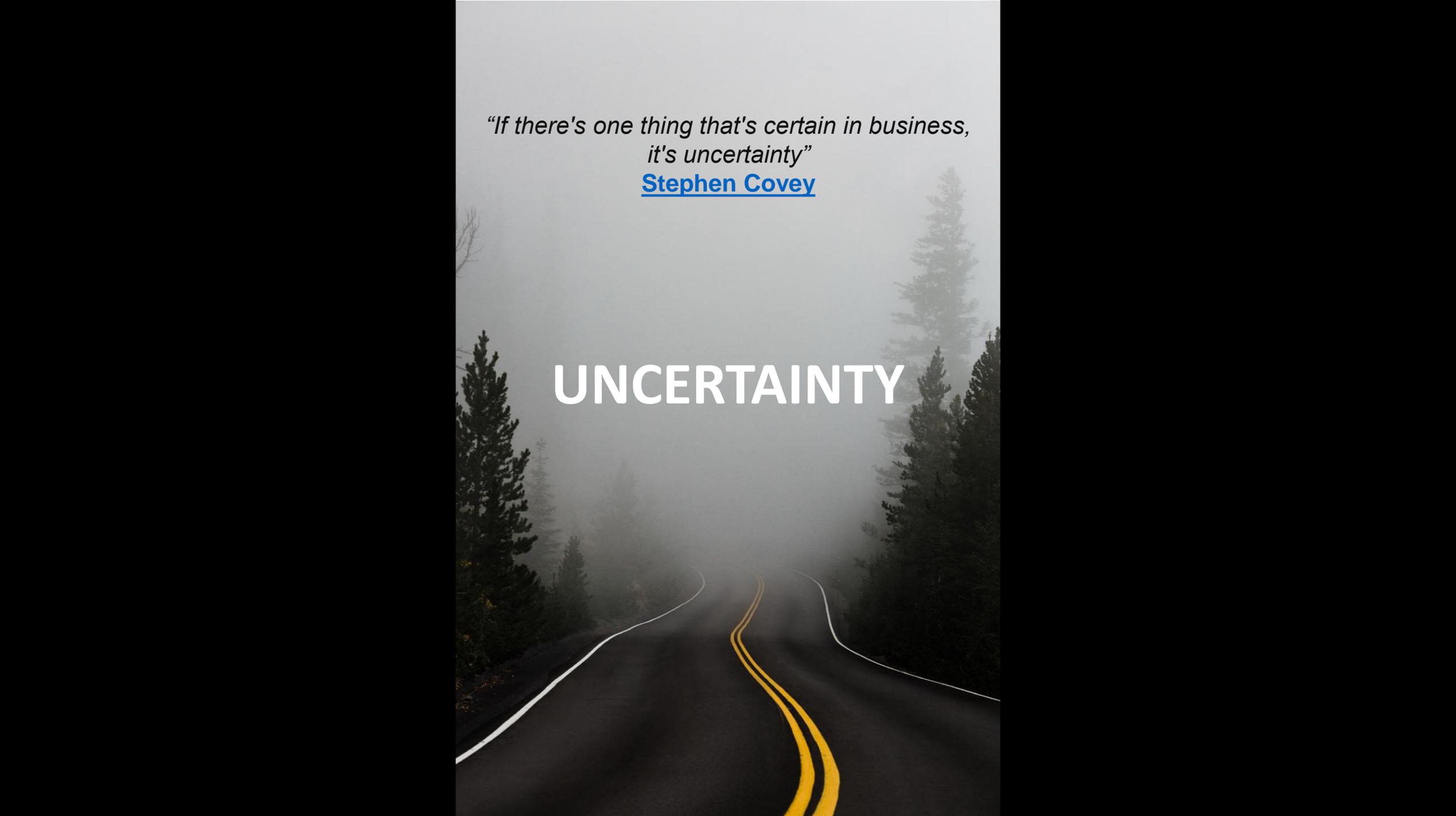
Advising the world's convention and meetings industry



*“If there's one thing that's certain in business,
it's uncertainty”*

[Stephen Covey](#)

UNCERTAINTY

A photograph of a winding asphalt road with double yellow lines in the center and white lines on the edges. The road is surrounded by tall evergreen trees and is shrouded in a thick, white fog that obscures the background. The overall mood is mysterious and uncertain.

COVID-19

UNCERTAINTY

June 2020: 74% drop in tourism for Asia Pacific (UNWTO)

Recovery timeframe ?????

Severity of 2nd and subsequent waves

Development & distribution of vaccine

Travel restrictions

Travel confidence

Extent of economic disruption

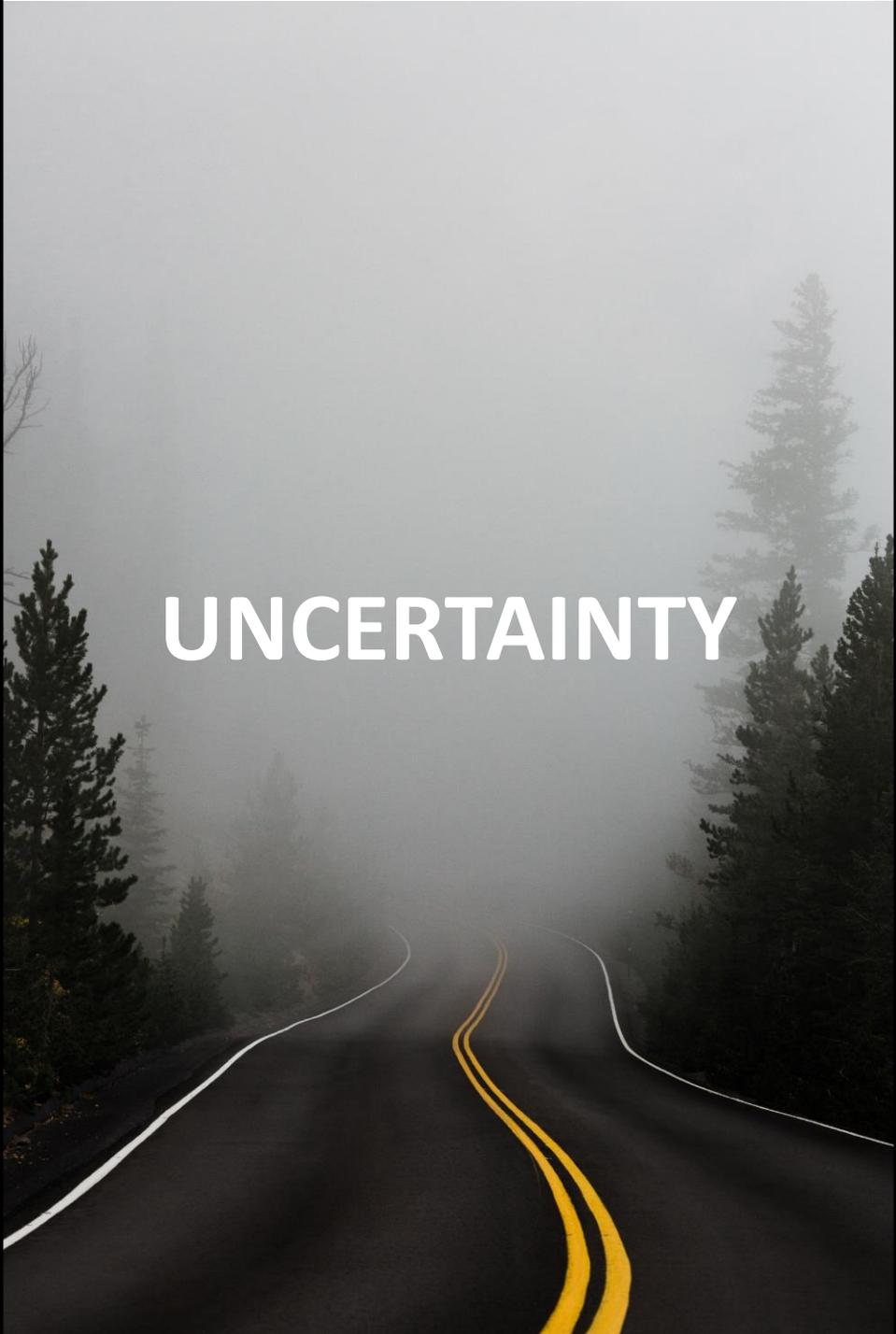
Ability to recover

Tackling the pandemic and its aftermath will be a MARATHON, not a sprint.

More needs to be done to ensure the long-term survival of the tourism sector as it braces itself for recovery.

Keith Tan, CEO,
Singapore Tourism Board

PATA / SG Tourism Roundtable



UNCERTAINTY

The COVID crisis, has rewritten the playbook for Singapore's tourism industry.

In this changed landscape, brands have had to seek out new growth opportunities, retune their business plans, unlearn old habits and adopt new ones.

Agility and creative innovation are key enablers to drive tourism (and MICE) recovery.



ROADMAP





ROADMAP



COVID-19 Recovery and Rebound Framework for the Australian Business Events Industry



An alliance of Australia's business events industry



Australian Convention
Centres Group



www.businesscouncil.org.au

INTERDEPENDENCE

How the policies of one nation impact on the rest



Our
recovery is
totally
dependent
on....

COLLABORATION



Industry & Government

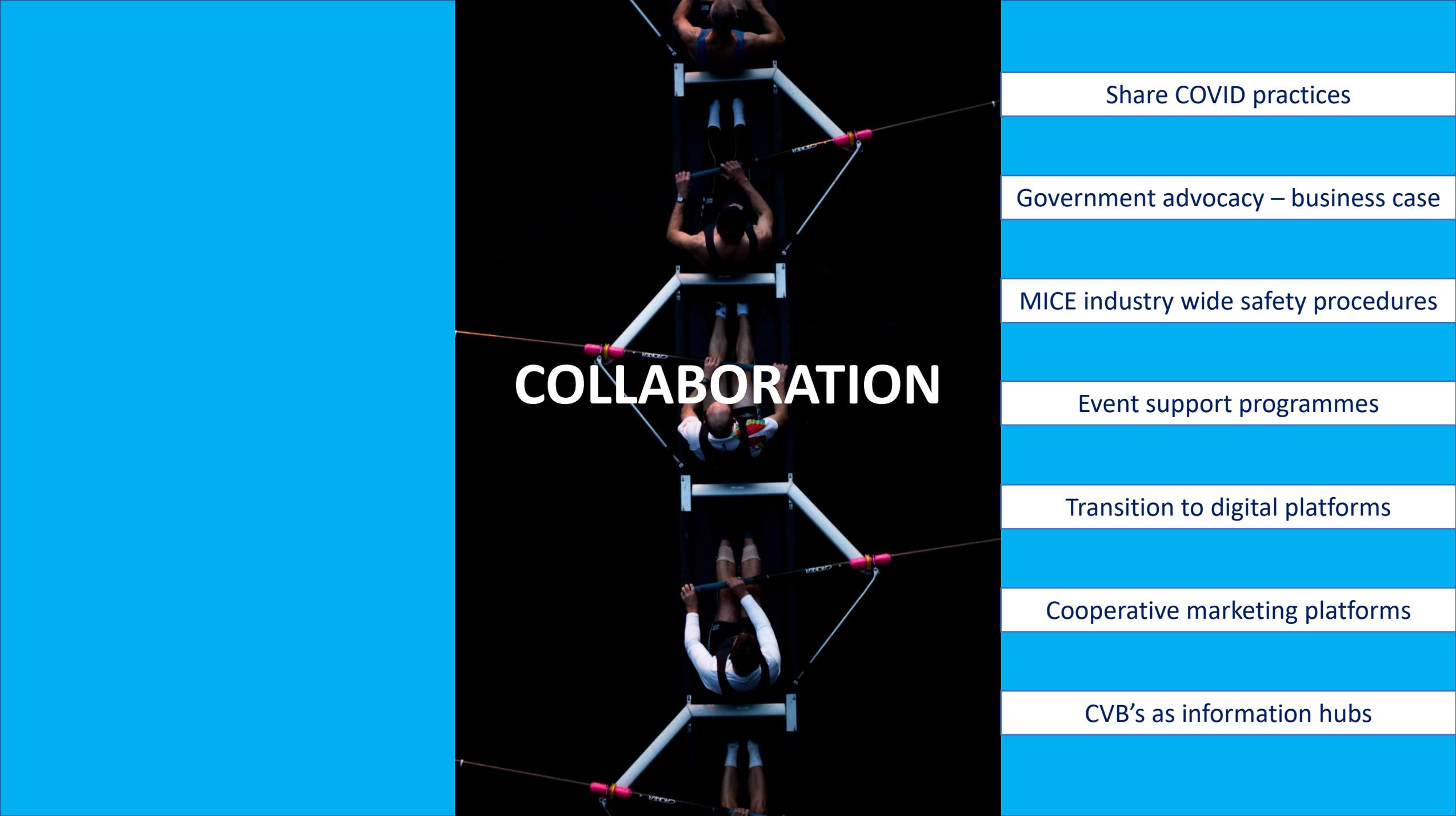
City, State, National, Regional, Global

Complementary products and services

Coopetition (competitive alliances)

COLLABORATION





COLLABORATION

Share COVID practices

Government advocacy – business case

MICE industry wide safety procedures

Event support programmes

Transition to digital platforms

Cooperative marketing platforms

CVB's as information hubs

DIGITAL
DISRUPTION

WE ARE BEING
FAST TRACKED
INTO THE
VIRTUAL
EXPERIENCE
ECONOMY



**BE TECH
(MICE TECH)**

AUTOTECH

PHARMTECH

FINTECH

CYBERTECH

ESPORTS

DIGITAL
DISRUPTION

WE ARE BEING
FAST TRACKED
INTO THE
VIRTUAL
EXPERIENCE
ECONOMY



**BE TECH
(MICE TECH)**

**PHASE 1
VIRTUAL**

100% online

**PHASE 2
HYBRID**

Domestic onsite
International virtual

**PHASE 3
HYBRID**

Regional onsite
International virtual

**PHASE 4
HYBRID**

Onsite / virtual
option for all

HYBRID EVENTS



Extends event
timeframe

24/7 access

Extends audience reach

Benefits remote
locations

Cost benefits

Content/speakers

Vehicle to promote
live attendance

Opportunity for remote
locations

Increases ROI

World Intelligence Congress & Exhibition 2020 (China)

340,000 exhibition views > 100 million viewers > 700 million page views

VIRTUAL
EXPERIENCE
ECONOMY



ARTIFICIAL
INTELLIGENCE

Machine
Learning

Chatbots

Business
matching

Beacons

SMART tags

PILOT
EVENTS



EVERYTHING

By GITEK

10 MAR

11 MAR

2020

DUBAI WORLD TRADE CENTRE

The World's Largest and Most Empowering
AI Summit for Governments, Businesses, Social
Enterprises and the Creative Economy

South Africa **“Proof of Concept”** hybrid
event across 5 venues

MOTCE Indonesia, in partnership with
Biztrip Teknologi Multimedia Solusi and
Global Mediacom, is organising the
Indonesia Corporate Travel and MICE
event (ICTM) 2020.

Dubai created **“AI Everything
Conference”**, the regions first in
person business event showcasing
new technologies for safe events.

VENUES



Marina Bay Sands, Singapore
Hybrid event broadcast studio

**International Convention Centre
Sydney**

ICC Connect

Virtual event platform

Broadcast studios

End to end virtual and hybrid tools

**Melbourne Convention & Exhibition
Centre**

Broadcast studio, production support,
high speed internet, privacy controls,
customised platforms

DMOs
CVBs



Melbourne Convention Bureau
Virtual site inspections

Hong Kong Tourism Board online business matching platform for MICE stakeholders to promote their businesses and match with potential buyers.

Singapore Tourism Board

- *Tourism Innovation Challenge* - an open call to technology providers to collaborate with tourism and MICE industry players to accelerate the adoption of new technologies in the sector.
- Digital training support

BESarawak: Tribal Gathering 2020

In Conjunction with the Launching of Trio Initiatives:

- *BESarawak's Marketing Campaign*
- *Reactivation Guideline for Organising Business Events in Sarawak*
- *TriBE Digital Campus*

TRIBE
LEGACY
SARAWAK

TRIBE**SPIRIT**
the unique DNA of
SARAWAKIANS

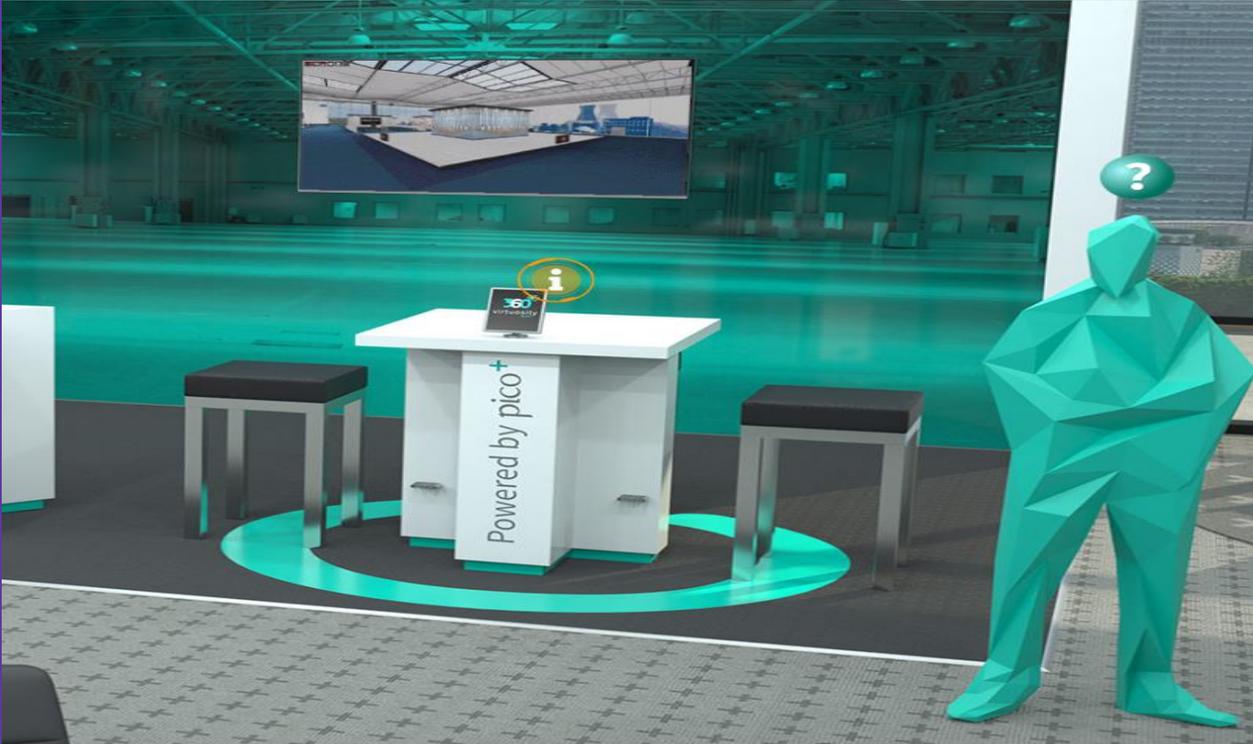
TRIBE**camp**
DIGITAL CAMPUS



Business Events Sarawak

Tribal Exchange – virtual roadshow
Tribal Digital Campus – skills training
Tribal Gathering – hybrid industry events
Tribal Legacy – conference legacy initiatives

MICE SUPPLIERS



PICO “*Virtuosity*”
experience design - tech enablement -
brand engagement

EventsAir “*OnAir*” & “*AirCast Studio*”
Virtual and hybrid event solution to
curate content in an interactive
environment

MCI Group
D.I.V.E. – digital engagement tools

Infosalons
Big data & business intelligence
reporting
Facial recognition

SACEOS MOU with Alibaba Cloud to
provide training on AI, big data and
cloud

*If the worldwide developments now being seen are any indication, we can expect an accelerated retreat from globalization, along with **the hastened emergence of semi-autonomous regional blocs.***

The Nation
March 2020



REGIONALISATION

*A worldwide BCG survey in May 2020 found that **43% of companies plan to make permanent changes to their supply chain structures following COVID-19.** New supply chain models are emerging, including **regionalised supply chains.***

Boston Consulting
Group, July 2020

RECOVERY

Short to Medium
Term
DOMESTIC

Medium to Long
Term
REGIONAL

Long Term
INTERNATIONAL

REGIONALISATION

Regional trade agreements

Economic diversity government agendas

Suring up distribution channels

Emergence of regional associations

Regional investment >
IMC's, R&D, tertiary institutions

Domestic then regional recovery

RECOVERY

Short to Medium
Term
ASIA PACIFIC

Medium to Long
Term
EUROPE, AMERICA

Long Term
GLOBAL



ASIA PACIFIC



AUSTRALIA

An alliance of Australia's business events associations



The Association of Australian Convention Bureaux (AACB)
Australian Convention Centres Group (ACCG)
Exhibition and Event Association of Australasia (EEAA)
International Convention and Congress Association (ICCA)
Meetings and Events Australia (MEA)
The Professional Conference Organisers Association Inc (PCOA)

Business Events are major drivers of the Australian economy and generate trade, investment, employment, knowledge sharing and also stimulate the visitor economy

Value of Business Events

43.7 million attendees

484,000 business events

AU\$35.7 billion direct contribution

229,000 direct employment

AU\$11.1 billion direct wages

Lost Business Report – Impact of COVID-19

- 96% of scheduled events cancelled or postponed
- Loss of 1.15 million event days
- Loss between Au\$29.4m to \$35.7 Million over next 12 – 15 months
- 92,260 estimated staff loses
- 59% of businesses will take a year or longer to recover business

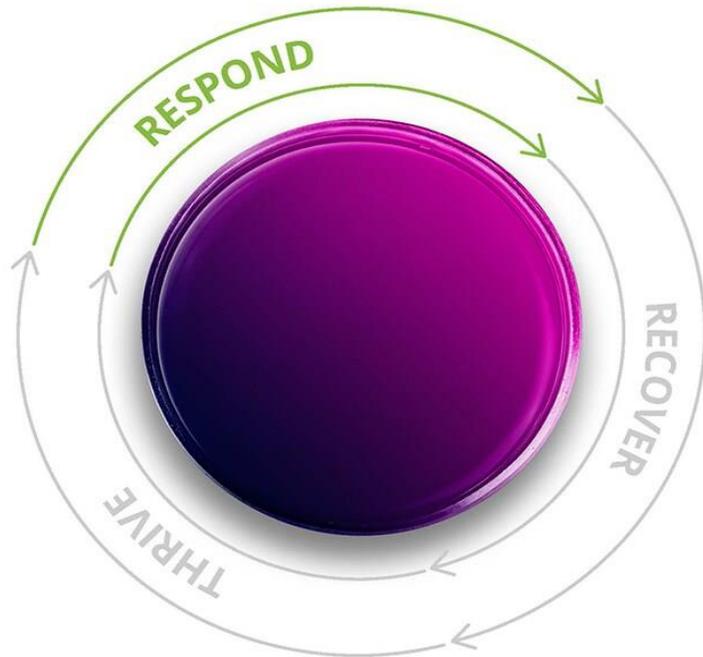
- COVID-19 Recovery and Rebound Framework for the Australian Business Events Industry
- Extension of Government's Job keeper subsidies for industry sectors hardest hit by COVID crisis
- Prime Minister announces AU\$50 million funding for business events industry

SINGAPORE



The Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS)
Singapore Tourism Board (STB)
Enterprise Singapore

Industry Resilience Roadmap



- Rebranding: To position Singapore as the world's most trusted, safe and innovative MICE Destination
- SG Safe Events Standards: hygiene, emergency management, safe distancing
- Hybridisation – innovative solutions
- Capabilities and skills
- Business Model Innovation – risk analysis & growth opportunities
- Business Improvement Fund
- Event Community Network – future growth strategies

HONG KONG



Hong Kong Tourism Board (HKTB)
Hong Kong Trade Development Council (HKTDC)
Hong Kong Exhibition & Convention Industry Association (HKECIA)

RECOVERY SUPPORT

Meetings & Exhibitions Hong Kong >
Online business matching platform for MICE trade partners to promote their businesses and match with potential buyers.

100 % venue rental subsidy for
Hong Kong Convention & Exhibition Centre and
AsiaWorld-Expo

Exhibitor Subsidies (HKTDC events)



TAIWAN



MEET TAIWAN

Bureau of Foreign Trade (BOFT) / Ministry of Economic Affairs (MOEA)
Taiwan External Trade Development Council (TAITRA)

COLLABORATION

Taiwan Global Anti-Covid-19 Pavilion:

- website offering Taiwan's anti-COVID-19 resources in English
- anti-pandemic experience sharing
- Taiwan model

Risk management planning

Domestic market open since June 2020



On the Leading Edge of
World Trade
#Taiwan #TAITRA
#Digital Society

Taiwan's Medical Services and Epidemic Prevention Experience Sharing

- ▶ Date: July 28
- ▶ Time: 4:00 - 5:30 pm (GMT+8)

Sign up to receive details
about the upcoming event



Coming
soon

INDUSTRY ASSOCIATIONS



INDUSTRY ASSOCIATION COOPERATION

- International Association of Convention Centres (AIPC) International Congress and Convention Association (ICCA) and the Global Association of the Exhibition Industry (UFI) > Addressing COVID-19 Requirements for Reopening Business Events
- Business Event Associations in South East Asia (Indonesia, Malaysia, Philippines, Singapore, Thailand) > have partnered to share protocols for the safe opening of events, exchanging advocacy tactics and building resilience in the region
- Convention & Incentives New Zealand (CINZ) & Business Events Council of Australia (BECA) > landmark agreement to cooperate and solve issues affecting the MICE industry

COOPETITION



Berlin - Bogotá - Cape Town - Copenhagen - Dubai - Houston -
Madrid - Melbourne - Singapore - Tokyo - Vancouver

- Business events leads exchange – joint CRM
- Knowledge exchange
- CVB standards
- Client introductions, forums and workshops
- Strategic Partnerships – PCMA, INCON, ICCA, JMIC
- Legacy initiatives: Incredible Impacts, ICEBERG
- Meetings Escrow partnership offering secure payments and foreign currency budget protection for BCGA clients globally



CLIENT ENGAGEMENT

CLIENT ENGAGEMENT

The background of the slide is a light blue gradient. In the center, there is a faint, glowing globe. Below the globe, there are several silhouettes of people standing on a network of white lines that connect them, suggesting a digital or social network. The overall aesthetic is professional and modern.

Soft sell

Education

Virtual

Help & advice

Coop platforms

COVID response

A long wooden pier extends into the ocean at sunset. The pier is supported by numerous vertical wooden posts that create a strong sense of perspective, leading the eye towards the horizon. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The water is calm and reflects the light from the sky. A yellow rectangular box is overlaid in the center of the image, containing the word "SUPPORT" in white, bold, uppercase letters.

SUPPORT

SUPPORT

Safety & hygiene

Technology

Additional meeting space

Food & beverage delivery

Flexible terms & conditions

Lower thresholds

City wide approach

ROADMAP

BUSINESS CASE

- Value of MICE industry, ROI
- Impact on business and jobs
- Relevance to economic recovery

COLLABORATION

- Government, industry, academic
- Task Force
- City, National, Regional, Global

ROADMAP

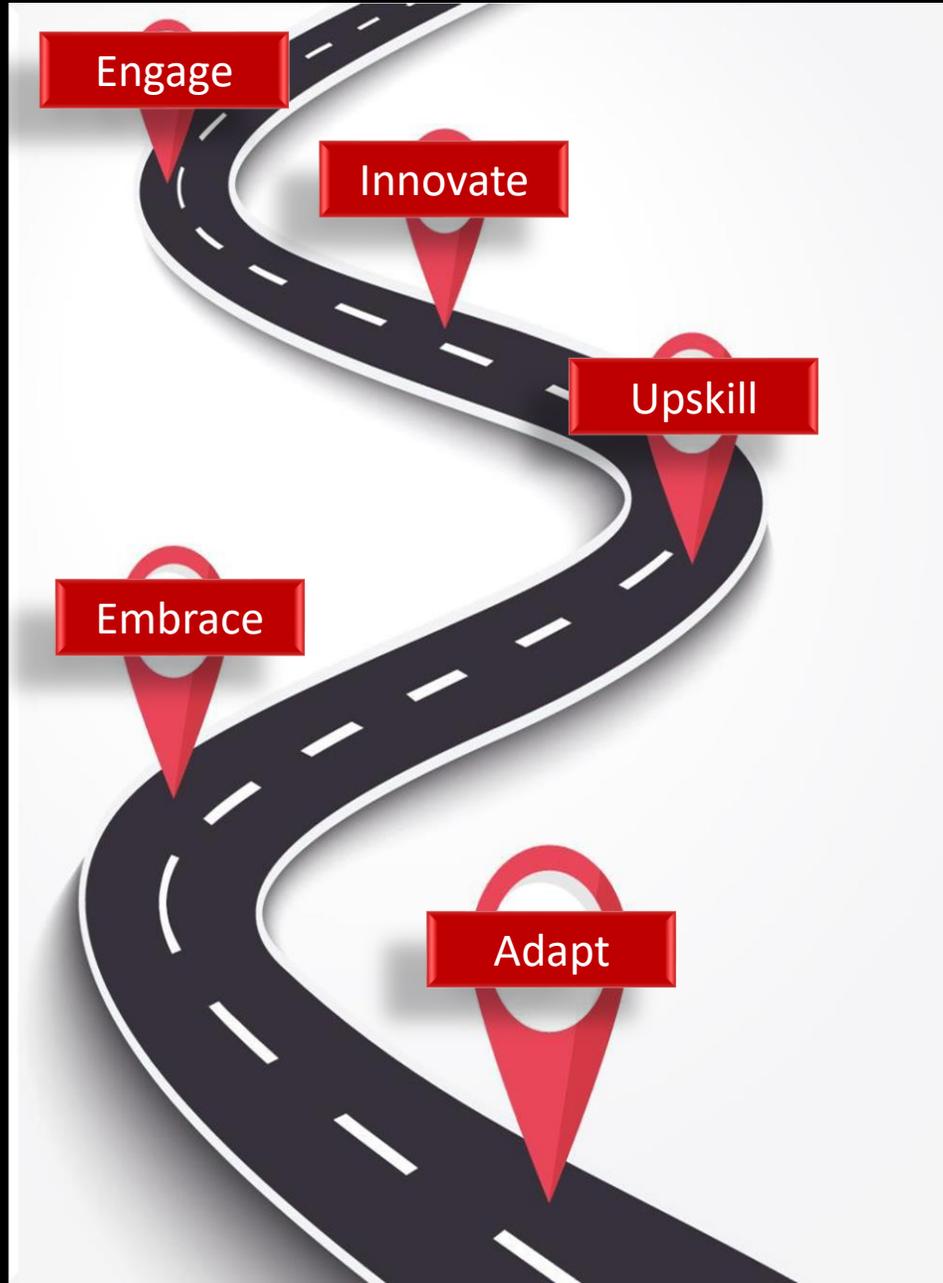
- Mitigation, recovery, COVID normal
- Short, medium, long term goals & objectives

MARKET PRIORITIES

- Domestic
- Regional
- International

PRODUCT INNOVATION

- Digital transformation
- Safety & Hygiene
- Upskilling
- Rebranding



NEW PARTNERSHIPS

- Industry & Government
- Industry Associations
- Technology providers
- Competitors

PRODUCT MARKETING

- Online: virtual sites and famils, social media, interactive information portals, electronic bids, online business matching and presentations, gamification

COMMUNICATIONS STRATEGY

- Now
- COVID normal

SUPPORT

- Stimulus packages for Industry & Clients
- Government & industry coop support

RISK

- Risk management planning

OPPORTUNITY

Hybridisation > Regionalisation > Collaboration

Creating New Regional Events



Creating linkages between regional CVBs, associations/ MICE ambassadors, industry, trade development & investment agencies.

Opportunities for less accessible destinations.



A high-contrast, black and white photograph of a person in silhouette standing in a modern, brightly lit interior space. The person is positioned on the right side of the frame, looking out towards a large window. The architecture features a prominent central pillar and a complex network of dark, angular structural beams that create a grid-like pattern. The floor is light-colored and reflective. The overall atmosphere is contemplative and minimalist. A black rectangular box is overlaid in the center of the image, containing the word "Questions" in white, bold, sans-serif font.

Questions