

Event Programme*



ITB

Asia

The Trade Show for the Asian Travel Market

21-23 October 2009
Singapore

www.itb-asia.com

*Open Flyer to View
Event Programme

Conference Partner:



Supported by: Held in:



UNIQUELY
Singapore

MBS Messe Berlin
Singapore

Events Schedule

20 Oct, Tue	21 Oct, Wed	22 Oct, Thur	23 Oct, Fri
	Opening Ceremony ITB Asia, Theatre, Level 2 9.00–10.00		
Web in Travel, Ballroom 2, Level 2 8.30–18.30	Web in Travel, Ballroom 2, Level 2 10.20–13.30	WIT Ideas Lab, Ballroom 2, Level 2 8.30–11.00	WIT Ideas Lab, Ballroom 2, Level 2 8.30–11.00
additional fee applies		free of charge	
	Opening Press Conference ITB Asia, Room 208 11.15–12.30	Asia Connect by HSMAI Asia Pacific, Ballroom 2, Level 2 11.30–14.30	Asia Connect by HSMAI Asia Pacific, Ballroom 2, Level 2 11.30–14.30
		free of charge	
		Business Events Forum at ITB Asia, Ballroom 2, Level 2 15.00–17.00	
		free of charge	

Note: Program correct at time of publication and is subject to change.

October 20–21, Web in Travel (WIT)

Web in Travel, October 20, 2009

(additional fee applies)

Venue:
Ballroom 2,
Level 2

- 08.00 **Registration**
- 08.30 **Opening**
- 08.45 **Coffee with KP Ho, Executive Chairman, Banyan Tree Holdings**
- Audience With The CEOs, Part 1**
Ho Kwon Ping, Executive Chairman, Banyan Tree Holdings;
Michael Issenberg, Chairman & COO, Accor Asia Pacific;
Hans Lerch, Vice Chairman, Hotelplan, Switzerland;
Wu Hai, CEO, Orange Hotel Group, China
- 09.30 **Web Triple X – a series of short, sharp, snappy presentations from three perspectives, followed by Question Time**
- Hail The New Web**
Mark Inkster, Managing Director, Microsoft Online Services Group, Southeast Asia

- A Web Without Walls**
Ram Badrinathan, General Manager-Asia, PhoCusWright Inc
- The Web Dissected**
Timothy Hughes, BOOT – The Business of Online Travel
- 10.30 **Transit Cafe Break**
- 11.00 **Stormy Skies**
Coffee with Dr Amin Khan, Senior General Manager, Network & Revenue Management, Malaysia Airlines
Interviewer & Moderator: Gordon Locke, Vice President, Airline Marketing & Strategy, Sabre Airline Solutions & Sabre Travel Network
- Chong Phit Lian, CEO, Jetstar Asia;
Azran Osman Rani, CEO, AirAsia X;
Gerry Oh, Regional Vice President, South-east Asia & Australasia, Jet Airways (India)*
- 11.50 **The Online Chat Room, Part 1**
*Robbie Cooke, CEO, The Wotif Group;
Richard Noon, CEO, Webjet;
Adrian Currie, Chairman, Agoda*

- 12.30 **Transit Cafe Lunch Break**
- 13:30 **Coffee with Don & Scott**
*Don Birch, CEO, China Opportunity;
Scott Blume, Founder, Scott Blume Inc.*
- 13.45 **The WIT Start-Up Pitch**
Judges:
*William Liu, Chairman, Stream Global;
Lim Kim Hai, Executive Chairman, Regional Express Airlines;
Dennis Melka, East Pacific Capital;
Michael Yap, Deputy CEO, Media Development Authority;
Reza Behnam, Partner/Co-Founder, Digital Direction*
- 14.35 **Land of the Tough Yen**
Moderator: Aya Aso, CEO, Agora Hospitalities, Japan
- Masashi Okatake, President, Rakuten Travel, Inc;
Suguru Tomizuka, Company President,
RECRUIT Co. Ltd., Travel Information Company*
- 15.20 **Taming The Social Media Beast: Is It All About Twitter, and What About Search?**
Morris Sim, CEO, Circos.com

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Panel Discussion on search and social media

Moderator: *Timothy Hughes, Blogger, BOOT
– The Business of Online Travel*

*Fritz Demopoulos, CEO, Qunar;
Sajith Sivanandan, Head of Travel, Automotive,
Vertical Retail Sales, Google Southeast Asia;
Robbie Hills, CEO, GroupM Search Asia Pacific;
Vikas Gulati, Vice President, Sprice;
Shashank Nigam, CEO, Simpliflying;
Morris Sim, CEO, Circos.com*

16.00 Transit Cafe Break

16.30 Tough Love Hotel

*Apo Demirtas, Chief Marketing Officer,
Jumeirah Group;
Patrick Andres, Managing Director, SynXis Asia
Pacific;
Romain Roulleau, Senior VP Ecommerce, Accor
Worldwide;
Roland Jegge, Vice President-Asia,
WORLDHOTELS;
Grant Colquhoun, Director of Hotels,
Travelocity Asia/Pacific*

17.10 Tough Love: Audience with the CEOs, Part 2

Moderator: *Yeoh Siew Hoon, Producer,
WIT–Web in Travel*

*Simon Nowroz, Managing Director Asia,
Travelport GDS
Robert Bailey, President & CEO, Abacus
International;
Ric Leutwyler, President, Utell & Chief
Marketing Officer, Pegasus Solutions*

17.40 The Online Chat Room, Part 2

*Roshan Mendis, President, ZUJI/Regional Vice
President, Travelocity Asia Pacific;
Jens Uwe Parkitny, Managing Director-Expedia
Affiliate Network;
John Fearon, Head of Marketing, Asia Rooms*

18.30 WORLDHOTELS party at WIT

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Web in Travel, October 21, 2009

(additional fee applies)

Venue:
Ballroom 2,
Level 2

- 10.10 **WIT Day Two opens**
- 10.20 **SHY's People: Coffee with Michael Peschardt**
Michael Peschardt, TV Presenter and Host, BBC World
- 10.50 **The Yin & Yang in Customer Insights: Turning Tough Love From Customers Into Profitability**
Gordon Locke, Vice President, Airline Marketing & Strategy, Sabre Airline Solutions & Sabre Travel Network;
Kathleen Tan, Head of Commercial, AirAsia Group
- 11.10 **Panel Debate: Is Content Really King or Is It All About Price?**
Moderator: Morris Sim, CEO, Circos.com
- Frank Trampert, Executive Vice President-Revenue Generation, Asia Pacific, Carlson Hotels Worldwide;*
Maria Taylor, Vice President-Distribution, Accor Asia Pacific;

Joel Brandon Bravo, General Manager, Frommer's Unlimited;
Jens Thraenhart, CEO, Chameleon Strategies;
Takanobu Yamamoto, Trip Advisor, Japan

- 11.50 **No Events, No Money**
Moderator: Elizabeth Rich, Executive Director, Business Events Council of Australia

Robin Lokerman, Managing Director, MCI Asia Pacific;
Jill Henry, CEO, Sarawak Convention Bureau;
Sandra Chipchase, Chief Executive Officer, Melbourne Convention & Visitors Bureau

- 12.20 **The WIT Customer Stand-Off**
Supply Chain – *Gerry Oh, Vice President-South-east Asia, Jet Airways (India);*
Aileen Clemente, Rajah Tours, Philippines;
Mark Inkster, Managing Director, Microsoft Online Services Group, Southeast Asia;
Martin Symes, CEO, Wego.com;
Joel Brandon-Bravo, General Manager, Frommer's Unlimited;
Takanobu Yamamoto, Trip Advisor, Japan;
David Chambat, TVTrip
(and more to be confirmed)

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*Customer Panel – Luke Clark, Alison Marshall,
Dave Lim (and more to be confirmed)*

13.00 **The Final Debate: What conquers all:
Love or Money?**
Money: Martin Symes, CEO, Wego
*Love: John Northen, Vice President-South-east
Asia, Marriott International*
Adjudicator: Michael Peschardt

13.30 **WIT, The Main Event Ends**

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October 22, CSR in the Asian Industry

**CSR in the Asian Industry,
October 22, 2009**

17.15 **Press Conference**
**PATA study on 15 Concrete Examples of CSR
in the Asian Industry**
**followed by Responsible Tourism Networking
Event**

Venue:
Room 208

**ITB Asia is actively aware
of tourism's responsibilities
to society as a whole.**



As the leading trade show for the tourism industry in Asia, it sees itself as a link between research and science, between companies, markets and societies.

ITB Asia undertakes the following measures to encourage the commitment to **CSR**:

- Paperless Media Centre
- Usage of recyclable flyers and printing materials
- Recycling of exhibition badges
- Distribution of walking maps to guests in hotels around Suntec
- Signage at venue all reusable
- Special recycling bins on and around the show floor
- Various independent initiatives of Suntec Singapore Convention Centre
- Workshop on CSR topics as part of the Conference&Workshop segment
- And several more

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October 22, Business Events Forum

**Business Events Forum at ITB Asia,
October 22, 2009 (free of charge)**

Venue:
Ballroom 2,
Level 2

15.00 **Industry veteran Elizabeth Rich will set the scene with commentary on today's market forces, and will be joined by a number of other business events experts.**

*Robin Lokerman, Managing Director, MCI Asia Pacific;
Sandra Chipchase, Chief Executive Officer, Melbourne Convention & Visitors Bureau*

Producer: Elizabeth Rich, Chief Executive, Business Events Council of Australia

Notes: The Business Events Forum is open to all WIT and ITB Asia delegates.

19.00 – **Hosted Buyers Dinner**

21.30 Venue: Park Hotel Clarke Quay

22.00 – **TTG Asia: Late Night Function**

Late Venue: Meritus Mandarin Singapore

October 22–23, WIT IDEAS LAB

**WIT IDEAS LAB, October 22, 2009
(free of charge)**

Venue:
Ballroom 2,
Level 2

08.00 **Signing In**

08.30 **Tough Love: Positioning Your Business For The Recovery**

*Patrick Imbardelli, CEO, Pan Pacific Hotels Group;
Chananya Phataraprasit, Chairman, East West Siam/Asian Oasis, Thailand;
Karthik Siva, Chairman, Global Brand Forum;
Simon Nowroz, Managing Director, Asia, Travelport GDS*

09.15 **The Changing World of Travel Distribution & Marketing**

Moderator: *Yeoh Siew Hoon, Producer, WIT-Web In Travel
Ram Badrinathan, General Manager-Asia, PhoCusWright Inc;
Timothy Hughes, BOOT – The Business of Online Travel Blog;
Brett Henry, Vice President Marketing, Abacus International;
Martin Symes, CEO, Wego.com*

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- 10.15 **The Middle Kingdom: Changes In The Value Chain**
Laurent Kuenzle, Managing Director, Asian Trails Group;
Gregory O'Neil, President Asia Pacific, BCD Travel;
Adrian Currie, Chairman, Agoda;
Aileen Clemente, President, Rajah Travel, Philippines

WIT IDEAS LAB, October 23, 2009
(free of charge)

Venue:
Ballroom 2,
Level 2

- 08.00 **Signing In**
- 08.30 **Tough Love: Ideas To Transform Your Business For The Future**
Hans Lerch, Vice Chairman of the Board of Hotelplan, Switzerland
- 09.00 **Opportunity Markets: Specialise or die or, even better, do some good in the process**
Community tourism: *Bruce Hancock, Director of Operations, Asian Oasis*
Accessible tourism: *Lim Kin Chew, Senior Lecturer/Research Fellow, School of Science & Technology, SIM University, Singapore*

09.45 **Open Space/Group Workouts**

Taming The Social Beast, Part 2
Morris Sim, CEO, Circos.com

Fat Dumb and Lazy (or, in other words, how to cut fat in distribution)
Timothy O'Neil Dunne, Managing Partner, T2 Impact

Innovation for Free including Marketing on a Zero Budget
Ivan Wong, CEO, Maple Commerce

Ticket Prices & Registration:

Web in Travel: Registration on level 2, in front of Ballroom 2, Tickets: USD 710,00 for ITB Asia delegates

WIT Ideas Lab: Free of charge for registered ITB Asia and WIT delegates

Business Events Forum: Free of charge for registered ITB Asia and WIT delegates

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Oct 22, Asia Connect by HSMIAI, Part 1 (free of charge)



Day One: Selling with Pride, not Price	
Time	Description
11.00	Registration + Networking Opportunity
11.15	Introduction to HSMIAI
11.30	Selling with Pride, not Price When business is down, who do you call? Sales. So why has our knight lost his shiny armour? Our keynote speaker will share how sales can once again rise with pride and how we need not always resort to price.
12.00	Selling in a Buyers' Market Gain a greater understanding on consumer behavior, as there are different buying modes as well as different selling modes. Our speaker will introduce the "value orientation" model that will give sales associates useful tools for more successful dynamic selling.
12.30	Panel Debate: Is Rate Parity - „Best Rate Guarantee“ a Marketing Gimmick or an Effective Pricing Strategy? Come and witness the hottest debate on rate parity. Our panelists will present their strong opposing views on the concept of „Best Rate Guarantee“.
13.00	Panel Discussion: Discounting Everyone is offering a discount, so how do you create value to differentiate your product from the "noise" in the market? Let our panelists offer you some tips on effective discounting.
13.30	Panel Discussion: Low Cost While the luxury travel market is shrinking, the low cost sector has managed to grow the pie. Our panelists will share their expert advice on targeting this growing consumer market.
14.00	Meet the Speakers + Networking

Oct 23, Asia Connect by HSMIAI, Part 2 (free of charge)



Day Two: Case Study Workshops	
Time	Description
11.00	Registration + Networking Opportunity
11.15	Introduction to HSMIAI
11.30	Case Study: Rate Parity Why is rate parity a constant challenge for hotels? Learn ways to overcome the challenges and reap the long-term benefits of rate parity.
12.00	Case Study: Discounting Discounting is a norm in the travel industry. Learn proper ways of discounting in the context of price sensitivity and how hotels often overshoot when lowering prices - and as a result lose potential revenues.
12.30	Case Study: Low Cost When major airlines are losing money and passengers, low cost carriers are announcing profits and expanding their routes. So what are they doing right? Learn the new norms for the airline industry.
13.00	Case Study: Social Media How do you create buzz in a matured market? Learn how a Singapore hotel has successfully utilized social networks and viral marketing to promote its opening.
13.30	Meet the Speakers + Networking

Media Partners ITB Asia 2009



Travelmote
THE ONLINE COMMUNITY FOR THE
TRAVEL AND TOURISM INDUSTRY



Save the date:

ITB Asia 2010,

20–22 October, Suntec

Messe Berlin (Singapore) Pte Ltd
25 International Business Park # 04-113
German Centre • Singapore 609916
Tel. +65 6330 6615 • Fax +65 6336 2263
itbasia@messe-berlin.com