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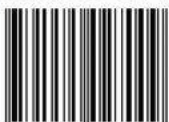
Everything you need to know about Meetings, Incentives, Conventions, Exhibitions, and Business Tourism in Asia and the Asia Pacific Region.

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BANGKOK'S ICONIC LANDMARK THE
QUEEN SIRIKIT NATIONAL CONVENTION CENTER
GETS A NEW LOOK AND SET TO OPEN IN 2022



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Malaysia Joins
Hybrid City Alliance
a Multi Hub
Concept for
Hybrid Events

Founding Members of
Asia Convention Alliance
Signs Memorandum
of Understanding for
Bilateral Agreements

The Shift from
Physical to Virtual is
the Beginning of
a New Age in
Business Events

Malaysia Joins Hybrid City Alliance a Multi Hub Concept for Hybrid Events

The country is looking at promoting its appeal in the area of business events through establishing Kuala Lumpur, the capital as a knowledge city. By joining the Hybrid City Alliance, it gives local business events industry players, the opportunity to be part of the global community and for the development of knowledge.

Membership of the Alliance was taken up for the country by, Malaysia Convention and Exhibition Bureau with convention bureaus from Penang, Sarawak and Sabah Tourism Board forms the grouping in support of the membership.

Dato' Sri Abdul Sr Abdul Khani Daud the chief executive officer said, "MyCEB is thrilled to join the like-minded global convention bureaus in the Hybrid City Alliance, to work as a team for the recovery of the meetings industry and with this new international alliance, Malaysia's business events industry is even more prepared to advance feasible digital solutions which will resonate well with our Malaysia Business Events Strategic Marketing Plan 2021-2030."

Launched in December last year, the Hybrid City Alliance was set up by The Hague Convention Bureau, Ottawa Tourism Business Events, Prague Convention Bureau and Geneva Convention Bureau. The Alliance offers international event organisers solutions in planning events with multiple cities as hubs.

Sarawak Partners with Global Destination Sustainability Index for Business Events and Tourism

The globally recognised benchmarking system will rank Sarawak's business events and tourism sustainability performance. Assessment will be made based on 71 indicators across four key areas of performance that is: on environmental; social progress; destination supplier; and destination management.

In line with Business Events Sarawak's Legacy Impact is environmental sustainability which emphasises on its long term effect in business events.

"Sustainable conventions, exhibitions, corporate meetings and corporate incentives are a must," said Ms. Amelia Roziman, Business Events Sarawak's chief executive officer.

Ms. Roziman added: "More business events planners are making decisions based on sustainability performances and this matter, goes as deep as evaluating social inclusiveness and the return on investment of their events. These factors also affect international and national delegates' decision to visit Sarawak for business events."

Kuching city has been selected as the pilot project for the index. The city, has been positioned, as one of 75 progressive destinations in the world, to undertake the GDS-Index. Once assessment of Kuching city is completed, it will expand to other cities such as Sibul and Miri, as well as major towns in Sarawak.

Steering the assessment is Sarawak's 30 committee members under the GDSI-Sarawak Partner, who will be leading the state's sustainable future and responsible for consolidating data, engagement with stakeholders and communication. There will also be bi-annual check-ins to compile results, recommendations and to update policies.

Founding Members of Asia Convention Alliance Signs Memorandum of Understanding for Bilateral Agreements



Signing of the Memorandum of Understanding was held on live stream.

Thailand Convention and Exhibition Bureau and the Thailand Incentive Convention Association have entered into agreements with three Asian convention bureaus: the Seoul Tourism Organization; Malaysia Convention and Exhibition Bureau; and Taiwan External Trade Development Council, to jointly promote the convention industry in Asia and future plans for the Asia Convention Alliance.

On September 2, live from Bangkok, Thailand saw the parties involved, sign three memorandums of understanding aimed at strengthening bilateral partnership among members, by undertaking projects that are of mutual benefit; collaborate among competitors through the facilitation of business development, and exchange of knowledge.

The ultimate goal of the alliance is to drive more regional conventions by organising joint conventions on a rotational basis among members as a means, to boost the convention market in the region.

Thailand Convention and Exhibition Bureau and Thailand Incentive and Convention Association first mooted the idea of the alliance in December last year, with the objective of restoring the region's convention industry, and bolster relations among member countries.

BUSINESS EVENTS INDUSTRY NEWS

MyCEB Chief Operating Officer is Noor Ahmad Hamid

The chairman of Malaysia Convention and Exhibition Bureau, Dato' Dr. Noor Zari Hamat has announced the appointment of Mr. Noor Ahmad Hamid as the new chief operating officer of the convention bureau. A highly respected, and well-known member of the business events and tourism industry globally who started his career in Tourism Malaysia. Prior to joining MyCEB, Mr Hamid was the regional director Asia Pacific for ICCA where, he served for more than 11 years.



Intrado Technology Partners with Interprefy to Provide Flexible Real-Time Audio Interpretation

Intrado Corporation announced a partnership between Intrado Digital Media and Interprefy, a cloud-based remote simultaneous interpretation solutions provider. The partnership enables the delivery of multilingual audio content in real-time for clients using Intrado Digital Media's webcasting platform, Studio.

Six Senses Introduces Luggage Free Booking Platform

Guests can enjoy the freedom of travelling light, and sending their bags ahead of time, to any of the brand's properties through its partnership with Luggage Free. The convenient door-to-door shipping service covers a wide range of items including golf clubs, skis and snowboards.

HotelPlanner and Reservations.Com Enter Three-Way Merger with Astrea Acquisition Corp

The combined company will become a public company listed on NASDAQ under the new ticker symbol of HOTP. After the merger, HotelPlanner will keep its name together with its family brands of HotelPlanner.com, Meetings.com and now Reservations.com. The merger transaction is expected to enable HotelPlanner to transform into a diversified hotel and event booking platform with complementary revenue streams.

Nomination for the World Tourism Network Heroes Award Now Open

You can now submit your choice for Tourism Hero. That is, someone who has been going the extra mile to make a positive difference in the travel and tourism industry in your region, or the world. There is no cost to nominate or to receive this award. The award is one way to give back to the global family and the travel and tourism community.



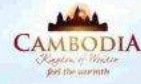
New CEO for Business Events Sarawak

Ms. Amelia Roziman has been appointed the chief executive officer of BE Sarawak. She will helm Malaysia's first convention bureau established in Sarawak. Ms. Roziman has more than 20 years experience in branding and marketing, and 15 years in business events.



ASM Global Appoints Inaugural General Manager for Bahrain International Exhibition and Convention Centre

Dr. Debbie Kristiansen, an experienced Middle East venue management and entertain professional, is the general manager of the new Bahrain International Exhibition and Convention Centre, which is scheduled to open in 2022. The first female chief executive officer in the Middle East, Dr. Kristiansen is ranked in 2019, as one of the top 30 'Most Inspirational Women' in the Arab world. Dr. Kristiansen has had a long and distinguished career in tourism, exhibition, events and entertainment.



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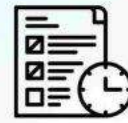
Come together to discuss topics surrounding the future of post-pandemic travel and accelerate international recovery at ASEAN Tourism Forum (ATF) 2022, the leading leisure travel tradeshow.



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For further information please contact David Lim or Quinie Tan at seller@atf2022cambodia.com.



ATF 2022 moves to Sihanoukville, Cambodia

A seaside port city in the south, Sihanoukville has been designated by the Kingdom as a special multi-purpose economic zone as part of its larger plans to grow and diversify its economy. Well-known as the Rising Star in the Southwest by the Most Beautiful Bays in the World Organization, pristine white sand beaches and azure blue waters await you.

Join us to revitalise, reinvigorate and re-imagine the tourism industry.

See you in Sihanoukville, Cambodia.



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