

# GLOBAL TOURISM ECONOMY FORUM - MACAU 2014



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**Global Tourism Economy Forum • Macau 2014** **Unlocking Strategic Intercontinental Cooperation & Business Opportunities in Tourism along Maritime Silk Road** **17 October 2014, Macau**

Hosted by the Secretariat for Social Affairs and Culture of the Macau SAR Government, the third edition of the Global Tourism Economy Forum • Macau 2014 (the “GTEF” or the “Forum”) is set to be staged at the Venetian Macau from 27-29 October 2014. A pre-event press conference was held today (17 October) to unveil the Forum agenda and lineup of guests and speakers.

## **First-time delegations from Middle-East countries**

The first two editions of GTEF have leveraged Macau’s East-West Convergence to function as an effective platform which has not only fostered collaboration across regions and sectors but also facilitated various cooperative agreements. Their achievements have won international recognition. Themed on “Maritime Silk Road – From Macau We Begin”, the third edition garners active participation from Maritime Silk Road (MSR) countries and regions to further explore business opportunities through the Forum’s collaborative platform. For instance, Kazakhstan and Cambodia, both observer states in the previous edition, are confirmed to attend the latest edition with a large delegation and organize relevant promotion activities such as Presentation by Kazakhstan. The Forum is excited to receive for the first time delegations from Middle-East countries and regions including Dubai from the United Arab Emirates; as well as Greece, Sri Lanka and Malaysia, further enhancing its global visibility.

The Forum continues to earn wide support from domestic provinces and regions such as Jiangxi Province, Shandong Province, Fujian Province and Guangxi Zhuang Autonomous Region. Jiangxi Province will be showcasing its mix of tourism scenery pictures and tourism products, and “Fujian Province Dance Drama - Dreams Seeking on Silk Sea Route” will be presented by Fujian Province to showcase its enchantment through intangible cultural assets.

## **Publication of the first Joint Annual Report on Asia Tourism Trends**

The first Joint UNWTO/GTERC Annual Report on Asia Tourism Trends will be presented during the opening ceremony. The joint research reflects the two organizations’ shared commitment to promote tourism as an economic drive, and their determination to find solutions through sharing and discussions to make a positive impact on people’s lives in the far-reaching tourism economy eventually.

With an estimated scale similar to the previous two editions, the event is expected to attract close to 1,000 delegates from around the world including four domestic provinces and regions as the Forum’s key partners, as well as around 180 local and overseas media representatives. In addition,

the Forum will bring together over 40 ministerial officials, globally-renowned corporate leaders, experts and academia to deliver an address.

Acting Chief of Office of the Secretary for Social Affairs and Culture of the Macau SAR Government, Maria Leong Madalena and Director of Macau Government Tourist Office (MGTO), Maria Helena de Senna Fernandes both delivered a remark in the press conference, followed by a presentation from Vice Chairman and Secretary-General of GTEF, Pansy Ho to unveil the agenda and speaker lineup of the Forum.

Acting Chief of Office of the Secretary for Social Affairs and Culture of the Macau SAR Government, Maria Leong Madalena remarked in her speech, "In the past, Macau was one of the major ports on the Maritime Silk Road; nowadays, tourism is a pivotal industry in Macau. This GTEF edition has a dual meaning to Macau, not only because of Macau's historical ties with the Forum's theme, but also because the occasion gathers tourism ministers, business leaders, experts and scholars in the city to explore current tourism opportunities and potentials brought by the historical MSR."

MGTO Director Maria Helena de Senna Fernandes stated, "Tourism has become an economic drive for many countries and regions, and Macau is among the beneficiaries; the development process is however full of challenges. We expect Macau not only plays a role of networking platform, but also strengthens its capabilities and broadens its horizons by organizing and participating in international conferences more often. This will bring huge benefits for Macau to establish itself as the World Centre of Tourism and Leisure."

Chairman of Global Tourism Economy Research Centre (GTERC) and Secretary-General of GTEF, Pansy Ho elaborated, "With our latest Forum's theme on Maritime Silk Road, we are delighted to receive wide recognition and enthusiastic response from various overseas countries as well as domestic provinces and regions in China, particularly those along the Maritime Silk Road. We are very pleased to have established GTEF as a substantial platform for international cooperation within three years, which enables different destinations to join actively and showcase their investment opportunities and tourism resources for a brighter prospect in the industry. Moreover, it is testimony to Macau's forefront role to bridge the East and West with new possibilities for innovative and far-reaching cooperation. We have also summarized the discussions in the past two editions and carried out the first research project on Asia Tourism Trends in the past year through GTERC's partnership with UNWTO. With results to be announced in GTEF 2014, the Forum will open a new chapter by solidifying both its tangible functions and benefits."

### **Programme Highlight - Roundtable of Ministers and Private Sector CEOs**

The much anticipated "Face to Face, Ministers and Private Sector CEOs" session in the third edition of GTEF will invite tourism ministers and corporate leaders to have an in-depth dialogue on the current and future development of tourism and related industries under the topic of Tourism - A driving force for cooperation on the 21st century Maritime Silk Road. Dr. Thong Khon, Minister of Tourism, Cambodia; Mr. Rapol Zhoshybayev, First Deputy Minister of Foreign Affairs of the Republic of Kazakhstan and Commissioner of the International Specialized Exhibition EXPO 2017; Mr. Rodolfo López Negrete Coppel, Chief Executive Officer, Mexico Tourism Board; Mr. Anastasios Liaskos, Secretary General of the Ministry of Tourism of Greece; Dr. Yaddhige Don Nihal Jayathilaka, Secretary of the Ministry of Economic Development, Sri Lanka; Tan Sri Dato' Sri Dr. Ng Yen Yen, Chairman, Malaysia Tourism Promotion Board and Mr. Yousuf Ahmad Lootah, Executive Director, Tourism Development and Investments, Department of Tourism and Commerce Marketing, Dubai, United Arab Emirates are among the confirmed government dignitaries to participate.

Other fascinating panels include the "Dialogue with Travel & Tourism Leaders by China Daily"

session as a timely industry response to the intriguing MSR prospect from the perspective of “Maritime Silk Road” Tourism for Future Tourists; the “Passage from the Past to the Present” session aims at identifying the new direction for establishing The New Maritime Silk Road through grasping the glorious past with present and future efforts across the region; and the “Shaping the Present for the Future” session is designed to accommodate new tourism trends on the 21st century MSR backdrop under the Creative strategies to win today and tomorrow.

Apart from a series of fascinating panels and GTE-Forum 2015 Partner Country Presentation, Macau Trade and Investment Promotion Institute again supports the event by organizing a networking session which fosters business partnership and agreements as a platform so that the Forum can achieve substantial results. On the other hand, the expanded Exhibition Pavilion features a variety of exhibitions, presentations and performances. The pavilion will be opened to the public on 29 October 2014, and is expected to create more networking opportunities between participating exhibitors and different local sectors in Macau.

### **GTEF gathers global dignitaries and business leaders in Macau**

Set to commence on 27 October, the event will once again be graced by many global dignitaries, Mainland officials, business leaders and distinguished experts. Mr. Chui Sai On, Chief Executive of Macau SAR; Mr. Ho Hau Wah, Vice Chairman of The National Committee of the Chinese People's Political Consultative Conference and Chairman of GTEF; Mr. Qiang Wei, Party Secretary of the Communist Party of China Jiangxi Provincial Committee; Mr. Li Gang, Director of the Liaison Office of the Central People's Government in the Macau SAR and Honorary Chairman of GTEF; Mr. Márcio Favilla Lucca de Paula, Executive Director for Operational Programmes and Institutional Relations, UNWTO; Mr. Hu Zhengyue, Commissioner of the Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macau SAR and Honorary Chairman of GTEF; Mr. An Qiyi, Vice-Chairman of All-China Federation of Industry and Commerce; Ms. Du Yili, Vice-Chairman of China National Tourism Administration; Mr. Zhu Hong, Deputy Governor of the People's Government of Jiangxi Province; Mr. Ji Xiangqi, Deputy Governor of the People's Government of Shandong Province; Mr. Lan Tianli, Vice Chairman of Guangxi Zhuang Autonomous Region; Mr. Cheong U, Secretary for Social Affairs and Culture of the Macau SAR Government and Executive Chairman of GTEF; Dr. Michael Frenzel, Chairman of World Travel & Tourism Council (WTTC) and Honorary Chairman of GTEF; Mr. Scott Supernaw, Chairman of Pacific Asia Travel Association (PATA) and Honorary Vice Chairman of GTEF; and Ms. Wang Ping, Chairman of China Chamber of Tourism and Vice Chairman of GTEF, are among the prestigious guests, speakers and delegates confirmed to attend.

A broad mix of prominent industry leaders and experts are also confirmed to attend the Forum, highlighting that the 21st century MSR will not only benefit commodity trade but also foster a wide scope of exchange and cooperation opportunities in tourism, culture, professional and information technology aspects. Lord Tim Clement-Jones, London Managing Partner, DLA Piper LLP; Mr. Arthur de Haast, Chairman of Hotels and Hospitality Group, Jones Lang LaSalle; Mr. Peter Meier, Chief Executive Officer, Kuoni Group; Mr. David Baxby, President & Chief Executive Officer, Global Blue; Mr. Abid Butt, Chief Executive Officer, Banyan Tree; Mr. Vijay Poonosamy, Vice President International & Public Affairs, Etihad Airways; Ms. Zhao Yilu, Chief Strategy Officer, Qunar.com; Mr. Jorge Alberto Lozoya, Executive Secretary of the Council for Culture and Arts, the State of Puebla, Mexico; Mr. Norio Yamamoto, Advisor, UN Silk Road; Mr. Rattan Chadha, Founder and Chief Executive Officer, citizenM; Mr. Duncan Horton, Chief Executive Officer, Travel Weekly Group; and Mr. David Stein, Chairman, The Stein Group, are featured in the speaker lineup, among others. (Please refer to the Appendix for detailed speaker roster)

### **About the organizational structure of Global Tourism Economy Forum**

Co-organized by the China Chamber of Tourism under the authorization of All-China Federation of Industry and Commerce (ACFIC), coordinated by the Global Tourism Economy Research Centre and in collaboration with the World Tourism Organization (UNWTO), the first three editions of GTEF are hosted by the Secretariat for Social Affairs and Culture of the Macau SAR Government. The Forum also earns continued support from its supporting units including Liaison Office of the Central People's Government in the Macau SAR, Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macau SAR, China National Tourism Administration (CNTA), World Travel and Tourism Council (WTTC), Pacific Asia Travel Association (PATA) and Macau Government Tourist Office (MGTO). Vice Chairman of The National Committee of the Chinese People's Political Consultative Conference, Ho Hau Wah is the Chairman of GTEF, while Secretary for Social Affairs and Culture of the Macau SAR Government, Cheong U is the Executive Chairman of GTEF.

The third edition of Global Tourism Economy Forum • Macau 2014 is dedicated to the initiatives of establishing the 21st century MSR under the theme of “Maritime Silk Road – From Macau We Begin”, and taking the lead in discussing the transformation of the Maritime Silk Road (MSR) region, exploring strategic intercontinental cooperation and business opportunities in tourism across nations, domestic provinces and cities along the MSR route.

- End -

## Captions

Caption 1) Ms. Maria Leong Madalena, Acting Chief of Office of the Secretary for Social Affairs and Culture of the Macau SAR Government (middle), Ms. Maria Helena de Senna Fernandes, Director of Macau Government Tourist Office of the Macau SAR Government (left) and Ms. Pansy Ho, Vice Chairman and Secretary-General of the Global Tourism Economy Forum (right).

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