

# AHRA CONFERENCE 2011 TO EXPLORE THE OPPORTUNITIES IN TOURISM



Experience an iconic event that explores the abundance of opportunities in the tourism industry - within Asia and beyond. AHRA Conference 2011 is expected not only to provide valuable information and discussion but also to inspire the travel trade!

Opportunities in Asia are the main theme of the coming conference of the ASEAN Hotel and Restaurant Association (AHRA). Organized jointly by Malaysian Association of Hotels (MAH) and the Malaysian Association of Hotels Training and Education Centre (MAHTEC), this year's AHRA focuses on showing the 'way forward' for the Asian tourism industry.

'Problems can become opportunities when the right people come together.' This quote by Robert South, an English churchman, depicts **the objective of the AHRA Conference 2011 that is to create a valuable network of expertise, experience and extraordinary personalities**. The Conference takes place on 22nd September in the Kuala Lumpur Convention Center and coincides with Culinaire Malaysia 2011, which is a highly successful F&B show.

"The AHRA Conference encourages dialogue and networking between regional businesses focusing on creating competitive industries within Asia, exploring opportunities with trading partners, and assessing both the problems and solutions of Asian policies in relation to the hospitality and tourism industries," said the organizers.

According to MAH, the list of speakers ensures that the Conference is set to offer an eye-opening experience for all participants. The keynote speaker is **Dr Victor Wee**, Chairman of Tourism Malaysia, and of the Programme Committee of UNWTO. Among other speakers is **Mr Robert Hecker**, Managing Director of Horwath HTL, who is going to speak on 'Hotel Development/Investment Challenges and Opportunities in Asia'. **Dr. Andy Nazarechuk**, President of Asia-Pacific CHRIE, is to discuss 'Creating a "Tourism Experience" That Will Help Position Your Destination in Today's Competitive Market', and **Mr Apichai Sakulsureeyadej**, President of Tourism Technology Association (Thailand) is going to speak on 'Growing the Travel Business in Asia Through the Use of Technology and the Internet'.

"We believe that this year's Conference will offer valuable insights from some of Asia's most notable corporate high fliers and hoteliers as well as highly relevant topics of discussion on the hospitality and tourism industries in Asia and beyond," said the organizers.

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