

16th UTM-UNWTO Training Programme

“TRANSFORMATIVE POWER OF TECHNOLOGY IN MEETINGS AND EVENTS INDUSTRY”

Programme Brochure

Macao SAR, China

19 – 22 November 2024



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

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Background



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The World Tourism Organization (UN Tourism) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

In 2015, UNWTO (currently known as UN Tourism) signed a Memorandum of Understanding with the Macao SAR Government, aiming to enhance collaboration in nurturing tourism talents and advancing the sustainable development of the tourism industry. Subsequently, in 2016, IFTM (currently known as Macao University of Tourism, UTM) established the Global Centre for Tourism Education and Training to engage in joint initiatives, elevating the quality of human capital and bolstering the competitiveness of tourism destinations. Through tailored training and support, these programmes address the unique needs of the Member States, equipping tourism officials and industry representatives with the essential skills and knowledge to contribute to the sustainable development and competitiveness of tourism destinations, particularly in Asia and the Pacific.

The Training Programme, with an emphasis on successful capacity building, brings together high-level government officials from across Asia and the Pacific. It serves as a vibrant platform for exchanging insights and experiences. Participants will have the chance to refine their strategic tourism skills and build a network of regional peers, aiding their ongoing professional growth. The upcoming 16th edition of the Training Programme will be held under the theme “Transformative Power of Technology in Meetings and Events Industry”.

Programme



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ARRIVAL DATE – Monday, 18 November 2024

All Day	Arrival
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DAY 1 – Tuesday, 19 November 2024

13:00 – 14:30	Welcome lunch (hosted by MGM at Grand Salon I & II, Level 1, MGM Cotai)
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Opening session

(Venue: MGM Cotai Conference Room)

Master of Ceremony: Ms. Hilda Fok, Lecturer of Macao University of Tourism (UTM)

14:30 – 14:50	- Opening remarks by Dr. Fanny Vong, Rector, Macao University of Tourism (UTM) - Welcome video remarks by Mr. Harry Hwang, Director of Regional Department for Asia and the Pacific UN Tourism - Congratulatory remarks by Dr. Iwan Dietschi, Senior Vice President of Hospitality, MGM
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14:50 – 15:00	Group photo
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DAY 1 – Tuesday, 19 November 2024 (Cont')

Thematic discussion: The Future Landscape of Meetings and Events

Session Moderator: Ms. Mary Elizabeth Eddy U, Lecturer of Macao University of Tourism (UTM)

15:00 – 16:15	Keynote Session: • International Tourism Trends, Outlook, and Digital Transformation, by Dr. Eunji Tae, Regional Department for Asia and the Pacific, UN Tourism • Global Trends in Meetings and Events, by Ms. Waikin Wong, Regional Director of Asia-Pacific Chapter of International Congress and Convention Association (ICCA) • AI or IA: Navigating the path forward, by Professor Hwabong Lee, Department of Integrated Service Management, Mice Planning & Management at Hallym University, Republic of Korea • Enhancing MICE Management through Technology, by Mr. Andre Hong, Vice President of the Macao Convention and Exhibition Association (MCEA), Managing Director of Macau Faith Exhibition Equipment Services Co., Ltd, and Managing Director of Macau WellWin Technology Co., Ltd
16:15 – 16:45	Coffee break
16:45 – 17:30	Panel discussion Speakers: • Ms. Waikin Wong, ICCA • Professor Hwabong Lee, Hallym University • Mr. Andre Hong, MCEA • Dr. Iwan Dietschi, MGM
	Free evening

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DAY 2 – Wednesday, 20 November 2024 (Venue: MGM Cotai Conference Room)

Session I: Future of AI for the Meetings and Events

AI technology, with its limitless potential, stands at the forefront of this revolution era, offering event organizers unprecedented opportunities for customization, interaction, and operational excellence. From personalized attendee experiences to streamlined event management processes and data-driven decision-making, AI is reshaping the landscape of events and meetings. This session aims to demystify AI, showcasing its transformative power to enhance, innovate, and empower different aspects of the planning and execution of events and meetings.

Session Moderator: Mr. Joe Lam, Lecturer, Macao University of Tourism (UTM)

09:30 – 09:50	• Smart events: how AI is revolutionizing efficiency and customer satisfaction, by Mr. Joe Lam, Lecturer, Macao University of Tourism (UTM)
09:50 – 10:10	• Innovative event formats: how technology is shaping the future of meetings and events, by Mr. Joey Pather, Senior Vice President of MICE Sector, Galaxy Entertainment Group
10:10 – 10:30	• The Future of Meetings and Events, by Mr. Will Kataria, Senior Director of Sales and Operations, Cvent
10:30 – 11:10	Panel Discussion
11:10 – 11:30	Coffee break
11:30 – 12:30	Country presentations (10mins for presentation + 5 mins for Q&A per each) for Bangladesh, Cambodia and Indonesia to share trends in their own countries OR insights/experiences on the current session
12:30 – 14:30	Lunch (hosted by MGM at Hou Guo, MGM Cotai)

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DAY 2 – Wednesday, 20 November 2024 (Cont') (MGM Cotai Conference Room)

Session II: Digital Marketing Tools for Smart Destination Management

Digital marketing tools, such as social media platforms, customer relationship management systems and digital advertising solutions, have become essential components of modern marketing and business strategies. In this session, through case studies and success stories, how to select the right digital tools, use data-driven insights to inform strategic decisions, and integrate digital channels to create cohesive and impactful marketing campaigns will be demonstrated

Session Moderator: Dr. Simon Lei, Assistant Professor, Macao University of Tourism (UTM)

14:30 – 14:50	• Digital marketing: tools and tactics for event marketing, by Dr. Simon Lei, Assistant Professor, Macao University of Tourism (UTM)
14:50 – 15:30	• The transformation of digital marketing: tools in the age of AI and big data, by Dr. Dan Wang, Associate Professor, Associate Director of Research Centre for Digital Transformation of Tourism, Hong Kong Polytechnic University and Dr Truman Huang, CEO, Wintour Information Technology, Inc.
15:30 – 15:50	• Practices and challenges: the role of tourism big data in enhancing destination marketing and planning by Dr. Yuanyi Chen, Research Fellow at Sun Yat-sen University
15:50 – 16:10	Panel Discussion
16:10 – 16:30	Coffee break
16:30 – 17:30	Country presentations (10mins for presentation + 5 mins for Q&A per each) for Malaysia, Maldives and Myanmar to share trends in their own countries OR insights/experiences on the current session
	Free Evening

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DAY 3 – Thursday, 21 November 2024 (Venue: MGM Cotai Conference Room)

Session III: Digital Skills for Professionals in the Meetings and Events Industry

In the meetings and events industry, digital platforms are now integral to planning, executing, and enhancing the attendee experiences. Staying ahead of these technological advancements is no longer an option but a necessity for professionals in this dynamic field. In this session, challenges and actionable strategies for building digital skills and addressing the skills gap will be investigated.

Session Moderator: Dr. Helmond Io, Assistant Professor, Macao University of Tourism (UTM)

09:30 – 09:50	Key digital skills for event professionals, by Dr. Helmond Io, Assistant Professor, Macao University of Tourism (UTM)
09:50 – 10:10	Safeguarding Data Security and Privacy in the Events Industry, by Dr. Gary Chio, Vice Chair, Macao Cyber and Data Security Society
10:10 – 10:30	Using AI for Meeting and Event Industry, by Mr. Raymond Tsang, Global Training Advisor, Senior Technical Trainer in Alibaba Academy, Alibaba Cloud International
10:30 – 11:10	Panel Discussion
11:10 – 11:30	Coffee break
11:30 – 12:30	Country presentations (10mins for presentation + 5 mins for Q&A per each) for Papua New Guinea, Philippines and Samoa to share trends in their own countries OR insights/experiences on the current session
12:30 – 14:30	Lunch (hosted by MGM at Hou Guo, MGM Cotai)

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DAY 3 – Thursday, 21 November 2024 (Cont') (Venue: UTM Mong-Ha Campus – Pousada Conference Room)

14:30 – 15:00

Transfer to UTM Mong-Ha campus

Session IV: Enhancing Destination Sustainability with Technologies

From energy consumption and waste generation to carbon emissions and resource use, the footprint of traditional events is undeniable. Technological advancements have catalyzed innovations that are transforming the meetings and events industry in recent years. In this session, examples of how technologies can be applied to minimize ecological impacts and enhance the sustainability of event destinations will be illustrated and discussed.

15:00 – 15:20

- Propelling the meetings and events industry towards a sustainable, net-zero future, by **Ms. Stephanie Zhao, Associate Director of Sustainability, Sands China Ltd.**

15:20 – 15:40

- A story of Huawei's International Low Carbon City (ILCC) Convention and Exhibition Centre (TBC), by **Mr. Viga Liu, Director of Intelligent Campus Solution Sales Department, Huawei Technologies Co., Ltd**

15:40 – 16:40

Country presentations (10mins for presentation + 5 mins for Q&A per each) for **Thailand, Vanuatu and Viet Nam** to share trends in their own countries OR insights/experiences on the current session
Moderator: Mr. Hiroaki Oikawa, Programme Officer, Regional Department for Asia and the Pacific, UN Tourism

16:40 – 17:00

Coffee break

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DAY 3 – Thursday, 21 November 2024 (Cont')

Concluding Session

Master of Ceremony: Ms. Hilda Fok, Lecturer of Macao University of Tourism, UTM

17:00 – 17:20	- Closing remarks by Dr. Fanny Vong, Rector, Macao University of Tourism (UTM) - Closing remarks by Dr. Eunji Tae, Regional Department for Asia and the Pacific, UN Tourism, UN Tourism
17:20 – 17:30	Certificate presentation and Group photo
17:30 – 18:00	Campus Tour
18:00 – 19:30	Farewell Dinner (hosted by UTM at Educational Restaurant)

DAY 4 – Friday, 22 November 2024

09:15 – 12:30	Technical Tour
13:00 – 14:00	Lunch (hosted by UTM at Indian Spice)
14:30 – 17:30	Tour of The Historic Centre of Macau
	Free evening

DAY 5 – Saturday, 23 November 2024

	All Day – Departure
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Opening Session



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Dr. Fanny Vong
Rector,
Macao University of Tourism



Mr. Harry Hwang
Director,
Regional Department for Asia
and the Pacific
UN Tourism



Dr. Iwan Dietschi
Senior Vice President
of Hospitality
MGM China

Keynote Speeches



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Speakers



Dr. Eunji Tae
Regional Department
for Asia and the Pacific, UN Tourism



Ms. Waikin Wong
Regional Director of Asia-Pacific
Chapter of International Congress
and Convention Association (ICCA)



Professor Hwabong Lee
Department of Integrated Service
Management, Mice Planning &
Management at Hallym University,
Republic of Korea



Mr. Andre Hong
Director of Vice President of the Macao
Convention and Exhibition Association

Session I: Future of AI for the Meetings and Events

Speakers



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Mr. Joe Lam
Lecturer
Macao University of Tourism



Mr. Joey Pather
Senior Vice President of MICE
Sector,
Galaxy Entertainment Group



Mr. Will Kataria
Senior Director of Sales and Operations, Cvent

Session II: Digital Marketing Tools for Smart Destination Management



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Speakers



Dr. Simon Lei
Assistant Professor,
Macao University of Tourism



Dr. Dan Wang
Associate Professor, Associate Director
of Research Centre for Digital
Transformation of Tourism,
Hong Kong Polytechnic University



Dr. Truman Huang
CEO,
Wintour Information Technology, Inc.



Dr. Yuanyi Chen
Research Fellow at
Sun Yat-sen University

Session III: Digital Skills for Professionals in the Meetings and Events Industry



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Speakers



Dr. Helmond Io
Assistant Professor,
Macao University of Tourism



Dr. Gary Chio
Vice Chair, Macao Cyber and
Data Security Society



Mr. Raymond Tsang
Global Training Advisor, Senior Technical Trainer
in Alibaba Academy, Alibaba Cloud International

Session IV: Enhancing Destination Sustainability with Technologies



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Speakers



Ms. Stephanie Zhao
Associate Director of
Sustainability, Sands China Ltd.



Mr. Viga Liu
Director of Intelligent Campus
Solution Sales Department,
Huawei Technologies Co., Ltd



Mr. Hiroaki Oikawa
Programme Officer, Regional Department for
Asia and the Pacific, UN Tourism

Concluding Session



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Dr Fanny Vong
Rector,
Macao University of Tourism



Dr. Eunji Tae
Regional Department
for Asia and the Pacific, UN Tourism

Speaker



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Dr. Eunji Tae is a Programme Officer for the Regional Department for Asia and the Pacific at the United Nations World Tourism Organization (UN Tourism, formerly known as UNWTO), based in Madrid, Spain. Working closely with member states, she engages in various technical and political areas of international tourism affairs. Since joining in 2004, Eunji has excelled in various roles within UN Tourism, notably as a Knowledge Network Coordinator and Communication Officer. In these capacities, she significantly enhanced the organization's knowledge distribution initiatives and public relations efforts. She also played a pivotal role as the main coordinator for the UNWTO Ulysses Prize and the UNWTO Awards for Excellence and Innovation in Tourism.

Prior to joining UN Tourism, Eunji honed her in-depth expertise in the tourism and hospitality industries, working across both public and private sectors. Her experience includes roles at Samsung Everland Corporation in Seoul, Republic of Korea, the Jeju Provincial Government, Republic of Korea, and the Hyatt Hotels Corporation in California, USA.

Eunji holds a Ph.D. in Law from Universidad Autónoma de Madrid, Spain. She also holds Master's degrees in International Law and International Relations, and Tourism & Hospitality Management from Universidad Autónoma de Madrid and Florida International University, respectively.



Dr. Eunji Tae
Regional Department for Asia and the Pacific
UN Tourism

Speaker



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Dr. Dietschi leads the hospitality division of MGM including Hotel, Food and Beverage, and Retail Operations. He joined in 2021 and was part of the company's retendering efforts for the license renewal for the next 10 years. He is a dedicated leader and hospitality expert and assists the various divisions with day-to-day operations, involving service excellence, business recovery, product enhancement and development.

Prior to MGM, he served as multi-property Vice-President at Marriott International, Luxury, overseeing eight properties in Mainland China, including The Ritz Carlton and St. Regis in Shenzhen, The Ritz-Carlton and the W in Guangzhou, The Ritz-Carlton, St. Regis, and the W in Chengdu, as well as The Ritz Carlton Harbin and Jiuzhaigou at the pre-opening stage.

Dr. Dietschi possesses more than twenty-eight years of luxury hotel knowledge and experience, working in 13 countries and four continents, including 23 hotel openings, and was a member of The Ritz-Carlton Global General Manager Service Excellence team.

Being a native Swiss, Dr. Dietschi speaks fluent French, German and English. He graduated from the world-renowned École Hôtelière de Lausanne, Switzerland; received his Executive MBA from California State University, Monterey Bay, in 2012, and his Doctor of Business Administration from the College of Management and Technology at Walden University (USA) in 2018. He published his first book titled "Mastering Hospitality" in 2021 and is a frequent speaker at Universities.



Dr. Iwan Dietschi
Senior Vice President of Hospitality
MGM

Speaker



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Ms. Waikin Wong has robust background in her career journey particularly in the medical communication, meeting segment and destination marketing/ management. With almost 20 years of experience in meeting industry in Asia Pacific Region, Waikin has based in Kuala Lumpur, Hong Kong, Taipei and Shanghai. Having worked with most major pharmaceutical clients, medical associations both local and international; she is also highly experienced in association management, working closely with key opinion leaders, government division and industry experts.

Waikin has extensive managerial experience in developing effective communication strategies in bidding, conference management and targeted education programme. She is passionate in young professionals' development in meeting industry and associations.

Waikin Wong is currently the Regional Director – Asia Pacific for International Congress and Convention Association (ICCA).



Ms. Waikin Wong
Regional Director

Asia Pacific for International Congress and Convention Association

Speaker



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Professor Hwabong Lee is an Associate Professor in Convention and Event Management at Hallym University of Graduate Studies, Seoul, South Korea. His career began with years of experience at COEX, a major convention center in Seoul, where he was involved in planning and managing a wide range of business events, including cultural content exhibitions, industry fairs, and urban festivals. He also played a key role in the planning team of South Korea's first alternative cultural festival, the Independent Art Festival, which has evolved into the Seoul Fringe Festival.

Professor Lee holds a Master's degree from the University of Nevada, USA, and a Ph.D. from Hong Kong Polytechnic University. He now teaches and conducts research, primarily focusing on digital tourism and technological innovation in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. His expertise bridges both academic research and practical experience in the field, contributing significantly to the development of the MICE industry.

With his strong background in both industry and academia, Professor Lee is actively engaged in educating students and professionals, promoting sustainable practices and digital transformation in the meetings and events sector.



Professor Hwabong Lee
Department of Integrated Service Management
Mice Planning & Management at Hallym University
Republic of Korea

Speaker



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Mr. Andre Hong bachelor's degree in Mechanical Engineering and Automation, Nanjing University of Aeronautics and Astronautics, China Master in Manufacturing management, Loughborough University, UK Certified in Exhibition Management (CEM)

Since 2008, Andre has been involved in the MICE industry, engaged in the planning and project management of conferences, concerts, sports competitions, etc.

Over the past years, Andre has initiated and managed university student MICE planning competitions and different types of robot competitions.

In recent years, Andre's team have continued to pay attention to and apply new technologies to improve the management efficiency of MICE.



Mr. Andre Hong
Vice President of the Macao Convention and Exhibition Association
Managing Director of Macau Faith Exhibition Equipment Services Co., Ltd
Managing Director of Macau WellWin Technology Co., Ltd

Speaker & Moderator



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After receiving his bachelor's degree in Tourism Business Management (Hospitality), **Mr. Joe Lam** embarked on his academic journey as a lecturer and earned his master's degree in Information Technology. Currently, Joe teaches Digital Competence and Technology courses at UTM. His research interests include the applications of smart technologies, artificial intelligence, e-commerce, and data science. His work aims to explore and expand the use of technologies to enhance the service industry.



Mr. Joe Lam

Lecturer
Macao University of Tourism

Speaker



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Joey Pather is a dynamic leader with over 3 decades of experience in the global business and events industry. Known for his strategic vision and operational excellence, Joey has held several high-profile positions, demonstrating his ability to drive growth and innovation across organizations. He has a proven track record in leading diverse teams, developing customer-center strategies, and managing large-scale projects with precision.

Currently, Joey serves as the Senior Vice President – MICE Operations in Macau Galaxy International Convention Centre, where he oversees all aspects of the center's operations, including his role in promoting GICC as a premier international events destination. Under his leadership, the GICC has continued to thrive as a hub for global conferences, exhibitions, entertainment and sport events, contributing significantly to the business and local economy.

Joey – a South African, acquires globe horizon across continents from Cape Town, Durban, Amsterdam, Germany, and Foshan in China. Joey advocate mentorship, empowering the next generation of leaders through guidance and supports to Young and Women professions. His commitment positions himself as an influenceable figure in the MICE and Hospitality industry. And he has recently been nominated as one of the top 100 event influencers in the world.



Mr. Joey Pather
Senior Vice President of MICE Sector
Galaxy Entertainment Group

Speaker



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As Senior Director & General Manager, Asia Pacific, **Will Kataria** oversees Cvent's APAC business expansion and day to day operations. He is a 19 year veteran with Cvent and founded the Singapore office in 2016. His team provides consultation and guidance to event organizers and marketers throughout Asia, assisting them in exploring how technology can enhance the marketing and management of their in-person, virtual, and hybrid events, while also maximizing the effectiveness of their Total Event Program.

Will is deeply passionate about the events industry, boasting over 20 years of experience in Event Technology consultancy. He has travelled globally to collaborate with top organizations and Fortune 100 companies, helping them shape their event program strategies. Additionally, he frequently shares his expertise in the meetings and events sector as a speaker at conferences worldwide.



Mr. Will Kataria
Senior Director of Sales and Operations
Cvent

Speaker & Moderator



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Dr. Simon Lei has been a full-time faculty member of UTM/IFT since Fall 2009. Before that, he had held various supervisory positions in several multinational firms/organisations, covering the sectors of computer software, public utility, casino hotel, and education respectively. His research interests focus primarily on information systems management, hospitality management, technology-powered business firms. He is currently the deputy coordinator of Marketing and Brand Management degree programme (English medium).



Dr. Simon Lei
Assistant Professor
Macao University of Tourism

Speaker



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Dr. Dan Wang is currently the Associate Director of Research Center for Digital Transformation of Tourism (RCdTT) and Associate Professor, in the School of Hotel & Tourism Management, The Hong Kong Polytechnic University. Her research focuses on the impact of mobile Internet on tourists and organizations in tourism and hospitality fields, information technology-based service innovation, and IT strategy in hospitality firms.

Dr. Dan Wang currently serves as an associate editor for Annals of Tourism Research, Journal of Information Technology & Tourism, and Tourism Analysis. In 2023, Dr. Dan Wang was listed as one of the top 2% of scientists worldwide in the Economics & Business field (Sport, Leisure, & Tourism subfield). Dr. Dan Wang began her career in academia as a part-time instructor of Tourism and Hospitality Management at Temple University in the United States in 2010, and she moved to the Hong Kong Polytechnic University in 2012.



Dr. Dan Wang
Associate Professor
Associate Director of Research Centre for Digital Transformation of Tourism
Hong Kong Polytechnic University

Speaker



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Dr. Xin Huang, CHE, CHA, is the founder of Guangzhou Wintour Information Technology Co., Ltd., a member of the Hotel Management Professional Committee of the National Tourism Vocational Education Teaching Advisory Board, and a board member and Director of Networking for the Asia Pacific Council on Hotel, Restaurant, and Institutional Education (ApacCHRIE).

Dr. Huang has extensive practical experience and in-depth research in the fields of hotel digital operations and digital transformation. He has provided digital marketing and operational services for dozens of well-known hotel groups and over a thousand high-star hotels, and has served as an external director for several large groups. In leading and assisting companies with digital innovation, Dr. Huang focuses on how to leverage technology and data to drive digital transformation. He is also the author of several professional books, including Introduction to Hotel Digital Operations, Big Data Applications in Tourism and Hospitality, Data-Driven CRM in Tourism and Hospitality, and Marketing in Tourism and Hospitality-Based on Digital Innovation.



Dr. Xin Huang (Truman)
CEO, Wintour Information Technology, Inc.

Speaker



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Yuanyi Chen is a research fellow at the Center for Tourism Planning and Research at Sun Yat-sen University. Her research interests are tourist spatiotemporal behavior and tourism statistics. She and Prof. Bao, the director of the center, are now conducting research on statistics of the number of tourists and tourism's direct economic contribution using mobile phone data.



Dr. Yuanyi Chen
Research Fellow at Sun Yat-sen University

Speaker & Moderator



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Dr. Io is an interdisciplinary researcher, holding a Ph.D. in Business Administration with a specialization in Information Systems from the University of Macau. He has rich research experience in intelligent systems, having published numerous academic papers. His research areas include innovative technology adoption, human-computer interaction, and conversational agents. Dr. IO has conducted several innovative projects and has mentored students and young entrepreneurs to participate in innovation and entrepreneurship competitions. He has also served as a judge for various entrepreneurship competitions. Dr. IO is also a cycling and rowing enthusiast.



Dr. Helmond Io
Assistant Professor, Macao University of Tourism
(UTM)

Speaker



Dr. Gary is the Vice Chair of the Macao Cyber and Data Security Society (CDSS), a guest lecturer at the Macau University of Tourism (MTU), and a researcher at the Doctoral Think Tank of Macau. He has over 18 years of experience in IT, specializing in IT compliance, IT security, gaming and marketing systems, and project management. Additionally, he serves as the President of the Macau Professional Mediators Association.



Dr. Gary Chio
Vice Chair, Macao Cyber and Data Security Society

Speaker



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Mr. Raymond is a senior technical trainer in Great China Region for over 20 years. He has a solid knowledge in teaching Architecture, and Application Development to Government, Enterprise, SMB and Universities. He is an experienced IT consultant in many projects including web and app development, AI projects, cloud setup and configuration.



Mr. Raymond Tsang
Global Training Advisor, Senior Technical Trainer in
Alibaba Academy, Alibaba Cloud International

Speaker



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Ms. Stephanie Zhao has been working in sustainability for nearly 14 years. Throughout her career, she has had the privilege of working on a variety of exciting projects, including improving lighting performance projects, waste management systems and team member/stakeholder engagement. She is particularly proud to be leading the team to achieve the Macao Green Hotel Award, especially the Macao Green Hotel Platinum Award for Venetian, and to be in charge of the Sands ECO360 ambassador program. Additionally, she is leading the initiatives to minimize single-use plastic, such as implementing a one bin office campaign.

Currently, as the leader of Sands China's sustainability team, she is responsible for setting the vision and strategy for sustainability initiatives and overseeing their implementation. She is passionate about sustainability and is committed to making a positive impact on the environment and society. She believes that sustainability is not just a buzzword, but a crucial part of ensuring a better future for generations to come. She looks forward to continuing to work towards this goal and making a difference in the world.



Ms. Stephanie Zhao
Associate Director of Sustainability, Sands China Ltd.

Speaker



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Mr. Viga Liu is Director of Intelligent Campus Solution Sales Department of Huawei. He is responsible for the marketing and sales of global intelligent campus solutions.

With more than 17 years of global solution sales experience, he was the solution sales director of Huawei in Indonesia, Zambia, Namibia and other countries, and has been engaged in various fields such as marketing, solution sales, business models design and project management.

Mr. Liu Led a number of Intelligent Campus projects around the world, with rich experience in customer insight, business model, consulting, and solution design for Intelligent Campus.



Mr. Viga Liu
Director of Intelligent Campus Solution Sales Department
Huawei Technologies Co., Ltd

Moderator



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Mr. Hiroaki Oikawa is a Programme Officer in the Regional Department for Asia and the Pacific at the United Nations World Tourism Organization (UN Tourism, formerly UNWTO), based in Madrid, Spain. With expertise in internal and external coordination and document creation, he manages communications with member states and strategic partners, organizes events, and drafts official documents for the Organization. Prior to joining the current department, he worked in the Department of Institutional Relations and Partnerships, where he supported the Organization's partnership coordination and resource mobilization, collaborating closely with international organizations, financial institutions, and development aid agencies.

Before joining UN Tourism, Hiroaki led 84 projects with a budget of JPY 585 million (approximately USD 3.8 million: USD 1 = JPY 153) over three and a half years as a marketer and consultant for international tourism at Export Japan Inc. in Tokyo, Japan. He also initiated and led the company's newsletter project, which successfully expanded outreach and elevated the company's business profile.

Additionally, Hiroaki developed public relations expertise at Burson Japan, an international PR agency, where he facilitated media outreach for clients across diverse industries, including airlines, business consulting, food and beverage packaging, and a national promotion agency of a Latin American country.

Hiroaki holds an MSc in Tourism Management from the Erasmus Mundus European Master in Tourism Management, jointly offered by the University of Southern Denmark (Denmark), the University of Ljubljana (Slovenia), and the Universitat de Girona (Spain). He is fluent in Japanese, English, and Spanish, with upper intermediate proficiency in French.



Mr. Hiroaki Oikawa
Programme Officer
Regional Department for Asia and the Pacific
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Ms. Mary Eddy U currently serves as the deputy regent for the languages team, and also supervises undergraduate students in tourism and hospitality related research. She has been teaching English at UTM since 2010 and regularly convenes English courses as well as providing faculty development trainings related to teaching and standardization. Aside from being in the classroom, she enjoys mentoring students and newer academic staff. She has research interests in tourism (particularly accessibility and senior tourism, authenticity, and tourism education), Education (AI in the classroom, inclusive teaching and learning) and English as a Second Language teaching methods and materials development.



Ms. Mary Elizabeth Eddy U
Lecturer, Macao University of Tourism

Master of Ceremony



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Ms. Hilda holds various roles in the Macao Institute for Tourism Studies. She is currently the convener of the Year 1 English courses of the Chinese Degree Programme. For the English Degree Programme, Hilda is one of the lecturers who teaches business and academic English courses. Aside from teaching in the classrooms, Hilda is part of the Writing Centre faculty team who provide academic writing support for students; research projects. From 2015-2021, she also provided English Centre services to help student prepare for their assessments, CV and cover letters, job interviews and international standardised English tests. Her research interests include English language and education, cultural tourism and sustainable tourism development. Hilda loves music and art. In 2014, she established the IFTM Chamber Music Club and had taken the club to various locations including the Chengdu International Cities Youth Music Festival to give performances. She had also led students to other cultural exchange programmes in Beijing and Tianjin. Furthermore, she uses the name ;be__stills; and published photographs in newspapers, magazines and a book.



Ms. Hilda Fok
Lecturer, Macao University of Tourism



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