



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



17th UTM – UN TOURISM TRAINING PROGRAMME LEVERAGING MEETINGS AND EVENTS FOR LOCAL DEVELOPMENT

21 – 24 October 2025
Macao SAR, China

PROGRAMME

DAY 0 – Monday, 20 October 2025

All Day Arrival

DAY 1 – Tuesday, 21 October 2025

(Venue: MGM Cotai Grand Salon I & II)

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

(Venue: MGM Cotai Conference Room)

Opening session

Master of Ceremony: **Ms Ashley Kuong**, Macao University of Tourism (UTM)

- 14:30 – 14:50
- Opening remarks by **Dr Fanny VONG**, Rector, Macao University of Tourism (UTM)
 - Welcome remarks by **Ms Christine BREW**, Programme Officer, Regional Department for Asia and the Pacific, UN Tourism
 - Congratulatory remarks by **Dr Iwan DIETSCHI**, Senior Vice President of Hospitality, MGM

14:50 – 15:00 **Group photo**

Thematic Discussion: *Meetings and Events as Catalysts for Local Prosperity*

Session Moderator: **Ms Mary Elizabeth Eddy**, Macao University of Tourism (UTM)

- 15:00 – 16:30 **Keynote Session:**
- Event Management – an Academic Perspective, by **Prof Eve REN**, Macao University of Tourism (UTM)
 - How Events Drive Local Economic Growth? The Economic Impact of the Events Industry on Local Development by **Dr Dixi ZHONG**, Academic Committee Member of China Convention, Exhibition, Event Society (CCEES) / Associate Professor, South China Normal University (SCNU)
 - Regional Collaboration and Cross-Border Opportunities, by **Mr Lloyd TAN**, Head of Capability Development, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)



16:30 – 16:50 Coffee break

16:50 – 17:30 **Panel discussion**
 Speakers:

- Prof Eve REN, UTM
- Dr Dixi ZHONG, CCEES / SCNU
- Mr Lloyd TAN, SACEOS
- Ms Cindy LUI, MGM

Free Evening

DAY 2 – Wednesday, 22 October 2025 **(Venue: MGM Cotai Conference Room)**

Session I: ***Destination Branding – Building Identity through Events***

In an increasingly connected world, destinations face the challenge of distinguishing themselves amidst fierce competition. More than just physical locations, destinations need to tell unique stories, evoke emotions, and create memorable experiences to resonate with diverse audiences. Events—be they cultural festivals, sports competitions, or community-driven gatherings—have proven to be powerful tools in shaping these narratives. This session aims to explore how destinations can effectively leverage events to build and sustain strong, authentic brands.

Session Moderator:
Dr Joe Yong ZHOU, Assistant Professor, Macao University of Tourism (UTM)

09:30 – 09:50

- Presentation:
 Leverage Insights from Event Impacts to Drive Effective Destination Development, by **Dr Joe Yong ZHOU**, Assistant Professor, Macao University of Tourism (UTM)

09:50 – 10:10

- Presentation:
 Utilizing Cultural, Sports, and Entertainment Events as Branding Tools, by **Ms Maria Helena de SENNA FERNANDES**, Director, Macao Government Tourism Office

10:10 – 10:30

- Presentation:
 From Casino Hub to Conference Powerhouse: MICE as a Catalyst for Macau's Global Identity, by **Mr Joey PATHER**, Senior Vice President of MICE Sector, Galaxy Entertainment Group

10:30 – 11:10 **Q&A and Discussion**

11:10 – 11:30 Coffee break

11:30 – 12:30 Country presentations:

- Bangladesh
- Bhutan
- Maldives

12:30 – 14:30 **Lunch (Venue: Hao Guo)**



Session II: ***Policy Frameworks and Public-Private Partnerships for MICE Success***

The Meetings and Events industry is a powerful catalyst for economic growth, social development, and cultural exchange in destinations worldwide. As competition intensifies and the demands on host cities increase, innovative policy approaches and effective public-private partnerships (PPPs) have become essential to sustainable success in the sector. In this session, how to create robust policy environments and dynamic partnerships will be investigated.

Session Moderator:

Dr Sherry TAN, Assistant Professor, Macao University of Tourism (UTM)

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| 14:30 – 14:50 | <ul style="list-style-type: none"> • Presentation:
Government's Role and Events Sector Development, by Dr Sherry TAN, Assistant Professor, Macao University of Tourism (UTM) |
| 14:50 – 15:10 | <ul style="list-style-type: none"> • Presentation:
The Role of Policy and Public–Private Partnerships in Hengqin's MICE Industry Development, by Mr Vic In Kit LAM, Chief of Division of Tourism, MICE and Commerce, Economic Development Bureau of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, China |
| 15:10 – 15:30 | <ul style="list-style-type: none"> • Presentation:
Possible Partnership between an Association and Government, by Ms Synthia CHAN, Vice Chair of UFI Association Committee / Chairperson of Macau Fair and Trade Association |
| 15:30 – 15:50 | <ul style="list-style-type: none"> • Presentation:
Partnerships in Motion: How Western Australia Aligns Industry and Strategy for MICE Success, by Mr Mitchel McCuish, International Congress and Convention Association (ICCA) Future Leaders Council member / Director of Marketing, Business Events Perth |
| 15:50 – 16:30 | Q&A and Discussion |
| 16:30 – 17:00 | Coffee break |
| 17:00 – 18:00 | Country presentations: <ul style="list-style-type: none"> • Cambodia • Iran • Malaysia |

Free Evening



DAY 3 – Thursday, 23 October 2025

(Venue: MGM Cotai Conference Room)

Session III:

Youth Development for the Sustainability of the Meetings and Events Industry

The workforce is a primary pillar for the success of any industry. In the post-pandemic landscape, attracting, developing, and retaining young professionals—especially those who witnessed the MICE sectors come to a standstill—has become one of the most pressing challenges. This session will explore strategies to support skills and talent development among youth, aligning with Sustainable Development Goal (SDG) 8 of promoting inclusive and sustainable economic growth.

Session Moderator:

Dr Catherine LI, Assistant Professor, Macao University of Tourism (UTM)

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| 09:30 – 09:50 | <ul style="list-style-type: none"> • Presentation:
The Sustainability of the Meetings and Events Industry through the Youth, by Ms Christine BREW, Programme Officer, Regional Department for Asia and the Pacific, UN Tourism |
| 09:50 – 10:20 | <ul style="list-style-type: none"> • Presentation:
Cultivating Future MICE Leaders: Career Paths & Destination Stories from Perth and Macau, by International Congress and Convention Association (ICCA) Future Leaders Council members: Mr Mitchel McCUIISH, Director of Marketing, Business Events Perth and Ms Yoyo Ziyue WU, Manager - Event Services & Operations, Macau Expo Group Ltd. |
| 10:20 – 10:40 | <ul style="list-style-type: none"> • Presentation:
Mini Events as Catalysts for Youth Engagement in the Event Industry, by Dr Catherine LI, Assistant Professor, Macao University of Tourism (UTM) |
| 10:40 – 11:20 | Q&A and Discussion |
| 11:20 – 11:40 | Coffee break |
| 11:40 – 12:40 | Country presentations: <ul style="list-style-type: none"> • Philippines • Sri Lanka • Vietnam |
| 12:40 – 14:30 | Lunch (Venue: Grand Salon I) |

Session IV: *Technical Tour*

14:30 – 17:30 Guided Tour at the 30th Macao International Trade and Investment Fair

Free Evening



DAY 4 – Friday, 24 October 2025

(Venue: Macao University of Tourism, Mong-Ha Campus)

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| 09:00 – 09:45 | Transfer to UTM Mong-ha Campus |
| 09:45 – 12:30 | Cultural experience session |
| 12:40 – 14:30 | Farewell Lunch (hosted by UTM at Educational Restaurant) <ul style="list-style-type: none"> • Closing remarks by Dr Fanny Vong, Rector, Macao University of Tourism (UTM) • Closing remarks by Ms Christine BREW, Programme Officer, Regional Department for Asia and the Pacific, UN Tourism • Certificate presentation • Group photo at Educational Restaurant after lunch |
| 14:30 – 16:00 | Campus Tour and UTM 30th Anniversary Celebration |
| 16:00 – 16:30 | Transfer to MGM |
| 16:30 – 17:30 | Technical visit at POLY MGM MUSEUM |

Free Evening

DAY 5 – Saturday, 25 October 2025

All Day – Departure