



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

In collaboration with



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17th UTM – UN TOURISM TRAINING PROGRAMME

LEVERAGING MEETINGS AND EVENTS FOR LOCAL DEVELOPMENT

21 – 24 October 2025
Macao SAR, China

Information for Country Presentations

To promote knowledge sharing, spark collaborative efforts, and offer valuable insights into the development of the Meetings and events industry, programme participants are invited to give presentations that highlight advancements, best practices, and innovative cases from their home countries.

For each country or destination represented, a 12- to 15-minute presentation is requested, which covers an overview of your country's meetings and events sector landscape and any of the following:

- **National MICE Strategy & Vision:**

Outline your country's overarching strategy and policy vision for developing the Meetings and Events industry. How is it integrated into the national economic development or tourism master plan?

- **Economic Impact Analysis:**

Present key data and case studies demonstrating the economic contribution of the MICE sector to your country, such as revenue generation, job creation, and support for SMEs.

- **Signature Events as a Branding Tool:**

Showcase one or two international events and explain how they have helped shape or enhance your country's destination brand and global image.

- **Leveraging Cultural & Heritage Assets:**

Discuss how your country utilizes its unique cultural, historical, or natural heritage as a core component of its event offerings to create distinctive and authentic experiences for delegates.

- **Community Engagement & Social Inclusion:**

Provide examples of how MICE events in your country are designed to involve local communities, ensure social benefits are widely distributed, and promote inclusive growth.

- **Target Markets and Competitive Positioning:**

Identify your country's primary target markets for MICE tourism and explain your unique competitive advantages in attracting international business events compared to other regional destinations.



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- **Public-Private Partnership (PPP) Models:**

Detail a successful example of a PPP in your MICE sector. What were the roles, responsibilities, and benefits for the government and private entities? What made it successful?

- **Infrastructure for MICE:**

Describe your country's key MICE infrastructure—convention centres, hotels, and transportation links. Highlight any recent developments or future projects aimed at enhancing competitiveness.

- **Human Capital & Youth Development:**

Explain the strategies and programmes in place to attract, educate, train, and retain young talent in the Meetings and Events industry. How are you ensuring a sustainable and skilled future workforce?

- **Innovation & Knowledge Economy:**

Illustrate how your country uses conferences and exhibitions as platforms to foster innovation, knowledge transfer, and the development of a knowledge-based economy in specific sectors, e.g., tech, medicine, finance.

- **Sustainability and Legacy Planning:**

Share your country's approach to making MICE events more sustainable, both environmentally and socially. How do you measure the long-term "legacy" of major events beyond their immediate economic impact?

If using PowerPoint, please limit the presentation to a maximum of 20 slides.

~Thank you~