



ICCA

Cultivating Future MICE Leaders:

Career Paths & Destination
Stories from Perth and Macau





Ziyue (Yoyo) WU

Manager - Event Services and Operations
Macau Expo Group Limited

ICCA Future Leaders Council 2025-2027

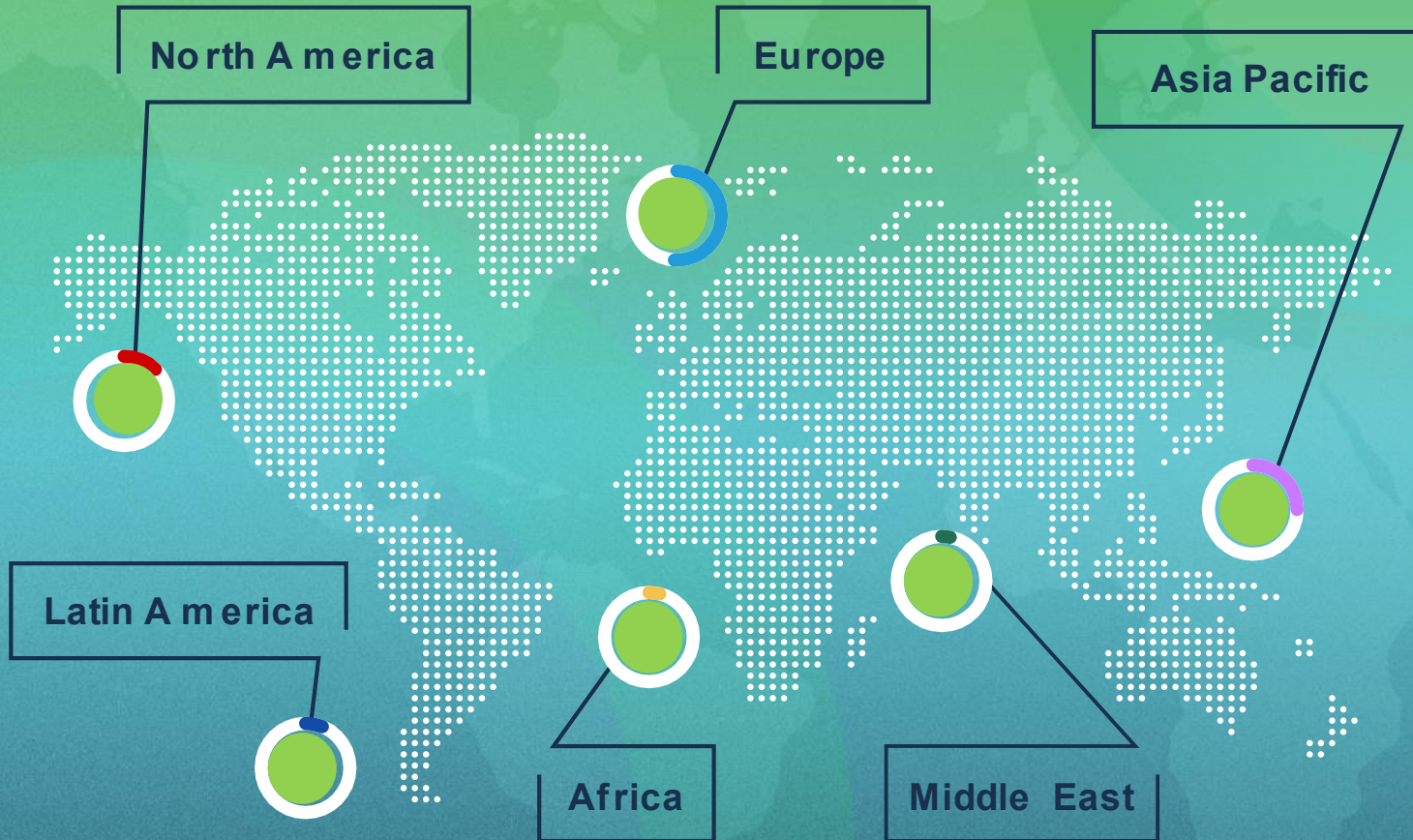


Mitchel McCuish

Director, Marketing and Engagement
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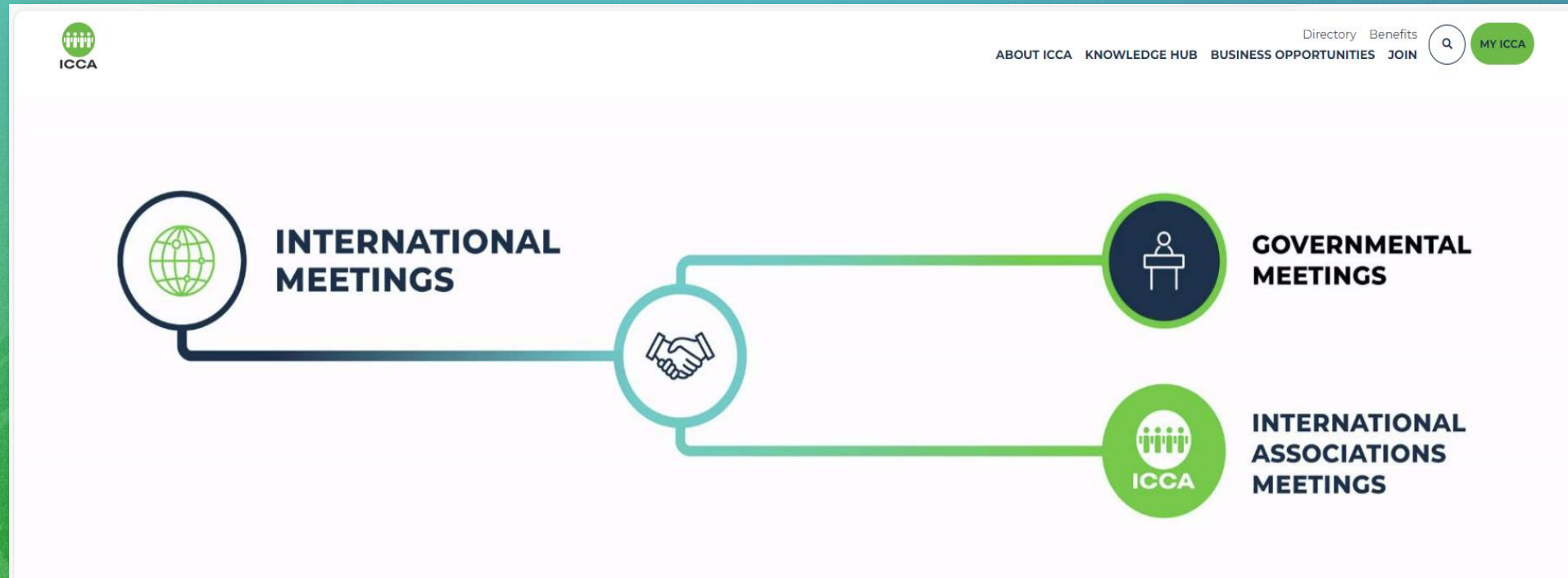
ICCA Global Meetings industry Community



- Destination Marketing
- Venue
- Event Support
- Transport
- Association Community
- ICCA Uni

ICCA Global Meetings industry Community:

Connect People and Ideas



Global Tourism

10%

Global GDP

1/10

Jobs

The business events
industry represents

25%

of global tourism

Beyond GDP

The societal - intellectual impacts





FUTURE LEADERS COUNCIL

2025 - 2027



Bashaer Al Hajri

Sales Researcher - Intl.
Oman Convention &
Exhibition Centre



Stephanie Cheung

Director,
Strategy & Insight
MarketID



Mitchel McCuish

Director Marketing
Business Events Perth



Juliana Nascimento

Congress Sales Coordinator
Riocentro, GL Events
Centro de Convenções



Gaelle Uwera

Chief Operations Officer
Rwanda Events Group



Edurne Sauto

Project Manager
Bilbao Exhibition
Centre



Ziyue Wu

Manager Event Services
& Operations, Zhuhai
Macau Expo Co., Ltd



Joao Lemos

Intl. Promotion Meeting
Industry Expert, Visit Porto
& North of Portugal CVB



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Business Events Perth

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Perth, Nurturing the Next Generation of MICE Leaders



Engaging with Future
Talent



Supporting Emerging
Leaders



Hands-On Learning
Opportunities



Education & Industry
Collaboration



Championing Excellence
in Business Events



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Macau: Cultivating MICE Leaders from the Ground Up

-- A Glimpse From My Journey



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A Student's Spurt at Competition



Talent Incubator from Campus
Inspire Fresh Minds
Citywide Call for Potentials



Campus as a Studio



Curriculum Meets Reality
Build the Skillset
Grow up at Real Scene



Mandatory Internship Program



Seamless Career Launch
Policy for Hands-on Experience
Eliminate Employment Gap

Macau: Cultivating MICE Leaders from the Ground Up

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Professional Upgrade



Collaborative Support System
Public-Private Partnership
Local-International Connection



Stepping onto the World Stage



Connecting Local Talent to the World
Forging Global-Minded Leaders



From Participant to Host



Virtuous Cycle of Giving Back
Sustainable Ecosystem of Youth
Development

Macau Youth Initiatives



Labour Affairs Bureau (DSAL)

- Macao Youth Job Matching & Pre-employment Guidance Session, offering 1,100+ graduate-level positions
- Career Launch Internship Programme, with 180+ youth participants, expanded offshore internships (200+ spots)



Macao Trade and Investment Promotion Institute (IPIM)

- Globally recognized MICE courses: IAAE's CEM, UFI's EMS & UCP, ICCA Skills, CEM CHINA, ICCA Bidding Workshop
- Over 80 learners successfully obtained international certified vocational certificates.
- More than 330 practitioners have joined diverse courses



Education and Youth Development Bureau (DSEDJ)

- Student Career Planning Blueprint, introducing career guidance from junior high and facilitating internships for university students.
- Macau Youth Employment Fairs (2,000+ roles), Career Matching Fairs (1,100+ roles)



ICCASkills

Global Certification for the Meetings Industry

REGISTER NOW

CICE Course: ICCASkills Asia-Pacific Hub - Beijing on 08 - 10 December 2025

Developed by ICCA and designed by our industry experts, ICCASkills delivers the only globally recognised certification for suppliers in every sector of the meetings industry.

From juniors ([CICS](#)) to executives ([CICE](#)), ICCASkills benefits meetings services professionals at any stage of their career. The two different certification tracks offer tailored learning paths and advanced course content. All instructors are industry experts with proven teaching abilities and international business events experience.

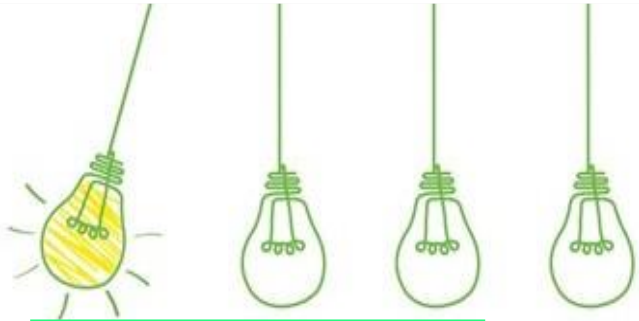
ICCASkills is engaging and interactive with real-world perspective which bridges theory and practice with hands-on professional development.

ICCASkills - designed for our industry, by our industry.

The competition aims to support students and young professionals under the age of 30 in the business events industry, offering participants an exclusive opportunity to take centre stage and showcase their innovative and creative ideas. The challenge is designed to test the participants' ability to meet the requirements and criteria outlined in a client's bid document or brief. The finalists then get the chance to be hosted by the event's host city for their final presentation, and the winning team is invited to attend the ICCA Congress.

The Asia Pacific Business Events Youth Challenge





Macau



The Asia Pacific Business Events Youth Challenge 2026

AP EvolvDestination Forum
2026, Macau





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