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**Webinar Summary Report - Promoting Trade by
Utilizing Digital Technology (CTI 07 2021S)
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**Asia-Pacific
Economic Cooperation**



14 September, 2021

**Webinar Summary Report for APEC Project:
Promoting Trade by Utilizing Digital Technology
(CTI 07 2021S)**

by Chinese Taipei

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1 EXECUTIVE SUMMARY

On 14 September, 2021, Chinese Taipei held a half-day webinar with 2 sessions to discuss promoting trade by utilizing digital technology in response to the COVID-19 pandemic, and particularly focused on the Meeting, Incentives, Conventions and Exhibitions (MICE) industry. Over 200 participants from the public and private sectors in APEC registered for the webinar, where speakers shared the measures and experiences from government-led programs in the Asia Pacific Region and successful business solutions.

The first session dwelt on government-led programs that included the use of a MICE-inspired roadmap and the implementation of digital transformation measures to promote trade in the context of COVID-19 and post-COVID-19 period.

Dr. Xin-Wu LIN shared Chinese Taipei's experiences in promoting trade by utilizing digital technology and identified 3 indicators to measure digital transformation progress in an organization. Mr. Masayoshi WATANABE spoke about Japan's experiences in helping SMEs expand globally and pursue digital transformation. Mr. Andrew PHUA described Singapore's three-pronged approach in helping businesses undergo digital transformation in response to COVID. Mrs. Merry MARYATI briefly introduced the Roadmap for Indonesia Digital 2021-2024.

The second session was about private sector experiences and cases in using digital technology to promote trade. Dr. Chuan-Yu CHANG from Chinese Taipei gave a comprehensive explanation of the Online Merge Offline technology used in some exhibitions. Mr. Peerachai ASADACHATREEKUL discussed Thailand's MICE Innovation Model and Mr. Justin PAU spoke on how Swapcard's all-in-one, AI-powered events and community platform helped organizers hold smart MICE events.

The participants agreed that the hastened development of digital technology had diversified the ways businesses engaged in trade and in holding MICE activities. The webinar explored how digital technology facilitated cross-border trade promotion, and the resulting challenges and opportunities in its use. It provided participating APEC member economies an opportunity to share practices and policies to advance trade. It gave the private sector a floor to share practical experiences on the use of digital technology to increase trade and business opportunities in the context of COVID-19. The APEC Secretariat and member economies' public and private sectors contributed to the successful organization of this webinar.

2 OPENING ADDRESS

Welcome remarks by *Mr. Chih-Hung LIU, Deputy Director General of Bureau of Foreign Trade, the Ministry of Economic Affairs (MOEA).*

Mr. Liu spoke on how COVID-19's unprecedented disruption of global trade and the exhibition industry underscored the need for exhibition organizers to reinvent their business models through digital transformation. Against such backdrop, the webinar sought to explore how digital technology could serve as a tool against the impact of COVID-19 and effectively promote trade .

Since the pandemic started, the Bureau of Foreign Trade has launched a series of digitization measures to support SMEs in building digital skills. As an increasing number of MICE events shifted from physical to virtual, Mr. Liu said that a present government research project seeks to develop digital exhibition solutions to help exhibition organizers acquire digital skills in delivering customized visitor experience.

The Deputy Director closed by stating that Chinese Taipei looked forward to exchange experiences and insights with other APEC member economies on promoting trade through digital technologies amid COVID-19, and expressed his gratitude to all the webinar participants and the organizers.

3 POLL RESULTS

Following the opening remarks, a poll was conducted to understand the background of the participants, and the results showed that the majority worked in the public sector, while others were from the private sector. The poll also revealed that around 50% of the participants knew about their economies' digital transformation policies.

4 KEYNOTE SPEECH: COVID, Technology and the Impact on Business Events

Speaker: Mr. Mark COCHRANE - Regional Director of Asia Pacific, the Global Association of the Exhibition Industry (UFI)

Mr. Mark Cochrane started with a brief introduction of UFI, and gave an overview of the devastating impact of COVID-19 on the business events industry as a whole. He highlighted three factors hindering the recovery process: inadequate vaccine supply in some economies, access to free international travel, and government restrictions such as border control and mandatory quarantine. Nevertheless, situations and the pace of recovery vary across different economies, with some markets adopting a Zero COVID strategy, others striving to co-exist with the virus.

Mr. Cochrane then shared insights and feedback from UFI members regarding the changes in visitor and exhibitor expectations as a result of the pandemic. To begin with, COVID has made health and safety a priority for event organizers, and hastened the adoption of digital tools and platforms. Secondly, while physical events remained essential in generating leads and ROI, some trade shows or exhibitions could benefit from digital elements that enable access to a wider market. As such, the MICE industry still had significant potential to rebound despite challenges caused by the pandemic and technology-driven evolutions.

The exhibition industry has enjoyed year-on-year growth with little digital adoption due to the fear of change and risk aversion, but COVID-19 has forced a mindset shift among event organizers. The impact of technology on exhibitions included diversified revenue streams, new recruitment considerations, and technology-aided networking between key stakeholders.

While existing digital platforms might not be effective enough in generating revenue, Mr. Cochrane believes digital services would mature over time, and therefore today's business event organizers need to adapt to change swiftly with an open mind, keep up with stakeholder needs through constant improvement to deliver more value, and stay afloat in the industry.

5 SESSION 1: Policies to Promote Trade by Utilizing Digital Technology

Moderator: Dr. Xin-Wu LIN – Chinese Taipei

(1) Topic 1: Industrial Digital Transformation Strategies for Trade Promotion

Speaker: Dr. Xin-Wu LIN – Chinese Taipei

Building industry-wide digital transformation ecosystems is a key theme under the government's upgraded Master Plan DIGI+, a roadmap to digital transformation using advanced technologies. To facilitate industrial digital transformation, five research areas on digital transformation have been identified: aligned understanding of digital transformation, effective leadership and strategy, resource support, digital skills, and cross-industry collaboration. In addition, three strategies are proposed to help businesses succeed in digital transformation: strengthening core values, adopting a smart and agile process, and deploying digital marketing tools.

Stakeholders from various background have worked in developing a digital transformation index, a guide to a digital transformation ecosystem for industries to enhance global competitiveness and grasp new market opportunities. The assessment tool consists of

three indicators: Digital Input, Digital Maturity and Digital Impact, and was designed to measure an organization's digital transformation progress and guide it to the next steps.

Dr. Lin closed by sharing insights gleaned from research. He said that promoting digital transformation and trade required a new mindset and strategy; each organization has its own approach to digital transformation; and that policies on digital transformation should reflect technology advancements and market needs.

(2) Topic 2: JETRO's New Support Programs for Overseas Expansion with Digital Technology - Providing Digital Tools for Regional SMEs to Directly Connect with Overseas Markets -

Speaker: Mr. Masayoshi WATANABE – Japan

Mr. Watanabe began with a brief introduction of JETRO, and said that as the global e-commerce retail market continues to grow, a key mission of JETRO in recent years has been helping SMEs in Japan expand globally and pursue digital transformation. After the COVID-19 pandemic disrupted both the tourism and MICE industry, JETRO swiftly shifted online its consultation, matchmaking and other support services.

To step up its export promotion efforts, three programs were launched: Japan Mall, Japan Linkage and Japan Street. Japan Mall was set up on e-commerce sites worldwide to promote sales of Japanese products through promotion campaigns. Japan Linkage, developed to respond to challenges amid COVID, aims to support SME participation in year-round online exhibitions, while Japan Street, a B2B matchmaking website, provides Japanese companies an opportunity to meet quality buyers worldwide and facilitates business negotiations and transactions. Additionally, Digital School was founded to help SMEs acquire digital skills to conduct e-commerce business effectively.

In closing, Mr. Watanabe stressed that JETRO has been able to respond to COVID-19 quickly by digitizing their support services for businesses, and reaffirmed the organization's commitment to supporting businesses.

(3) Topic 3: Driving Innovation in Singapore's MICE Industry

Speaker: Mr. Andrew PHUA – Singapore

Mr. Phua touched upon the severe disruptions in the MICE industry caused by COVID-19, and shared Singapore's three-pronged approach in helping businesses undergo digital transformation. They include grant schemes for digital transformation, a Learn, Test, Build

Framework for upskilling, and the launch of the Events Industry Resilience Roadmap (IRR), a set of guidelines to help enterprises deliver safe experiences and build resilience.

Singapore has also relied on innovation to further drive industry transformation, partnering with the Infocomm Media Development Authority (IMDA) to launch the Open Innovation Platform (OIP), a virtual crowd-sourcing platform that connects Problem Owners with Problem Solvers and matches real business challenges or digitalization opportunities.

In reimagining the future for a new COVID-19 environment for the MICE industry, Mr. Phua said that large-scale MICE events were likely to resume, but with a heightened focus on health protocols, and the use of digital tools for contact tracing and gathering delegate experience. Safe itineraries and personalized experiences would also play a critical role. He also shared a white paper launched jointly with the Professional Convention Management Association (PCMA) and UFI. It highlighted three innovation pillars to successfully reimagine the industry: Business Models, Delegate Experience, and Talent & Capabilities.

Mr. Phua closed by expressing Singapore's commitment to supporting businesses in reimagining and reinventing the MICE industry, as the tourism and MICE sectors prepare for safe and calibrated reopening.

(4) Topic 4: Promoting the Export of Indonesian Products through Digital Technology Amid Covid-19 Pandemic

Speaker: Mrs. Merry MARYATI – Indonesia

Mrs. Maryati started with an overview of Indonesia's balance of trade from January to July 2021, and said that as COVID-19 pandemic disrupted global trade, digital transformation has been identified as a cornerstone to economic recovery. The value of Indonesia's digital economy is expected to grow eightfold by 2030, with e-commerce as a critical driving force. The trend is further supported by local unicorn startups and adoption of advanced digital technologies in the private sector. The government of Indonesia has also drafted the Roadmap for Indonesia Digital 2021-2024, which targets four strategic areas to drive digital transformation: digital infrastructure, digital administration, digital economy, and digital community, with e-commerce regulations stipulated to support the process.

In response to the pandemic, the Indonesian government has launched a series of digital initiatives to promote exports of domestic products, including online marketplace platforms designed to help businesses reach global market through promotion campaigns; virtual business matching services that connect Indonesian exporters and international buyers;

and virtual exhibitions like Trade Expo Indonesia Digital Edition, organized by the Ministry of Trade to boost exports and market expansion.

In closing, Mrs. Maryati said that collaboration between Indonesia and other APEC member economies was key to overcoming existing challenges and boosting regional trade and economic growth through digital technologies.

(5) Q&A Session

Moderated by *Dr. Xin-Wu Lin*.

- i. **Question to Japan:** You mentioned you are having good success with the [JETRO's] e-commerce program. Is this a new business model born out of COVID? When live events come back, will you focus your promotion activities on such events or continue efforts on e-commerce promotion?

Mr. Masayoshi Watanabe: The three models mentioned in the presentation are not solely a response to COVID, but part of a long-term development plan for e-commerce, and JETRO will continue to support SMEs in both e-commerce and physical events.

- ii. **Question to Japan, Singapore, and Indonesia:** Current workers in the events industry have difficulties in acquiring digital skills. Could the government provide any incentive?

Mr. Andrew Phua: Singapore provides funding for the MICE employees to attend digital event courses, and get them certified for digital capability.

Mr. Masayoshi Watanabe: JETRO does not provide financial support for acquiring digital skills. Nevertheless, Japan has programs like Digital School which was shown in the presentation.

Mrs. Merry Maryati: The Ministry of Trade of Indonesia does not provide financial support for digital skills. Indonesia focuses on providing capacity building for exporters/SMEs. The Ministry of Tourism and Creative Economy, Indonesia, is in charge of capacity building for MICE employees.

Mr. Lin, the Moderator said in his concluding remarks for Session 1, that as a paradigm shift towards digitization of the economy is already underway, and the world is disrupted by COVID-19, economies and businesses should turn this public health crisis into an opportunity for digital transformation and reinvention.

6 SESSION 2: SMART MICE

Moderator: Ms. Waikin WONG- Regional Director Asia Pacific, International Congress and Convention Association (ICCA)

(1) Topic 1: Development and Application of Digital Technology in Exhibitions

Speaker: Dr. Chuan-Yu CHANG - Deputy General Director, Service Systems Technology Center, Industrial Technology Research Institute (ITRI)

Dr. Chang started with an overview of the MICE industry and key stakeholders in the ecosystem, and then reviewed recent technology developments in the exhibition industry: collecting visitor data more effectively, and using data to improve marketing and communications efficacy and to support events management. Such trends reflect a growing focus on visitor experience and engagement.

Using a video clip to depict the future of exhibitions, Dr. Chang made a deep-dive into the exhibition technologies that supported Online Merge Offline (OMO) exhibitions, and that offered hybrid formats, personalized experience, gamification, and focus on sustainability. In response to the shift towards OMO exhibitions, ITRI has designed an exhibition visitor journey covering the entire event lifecycle, in order to help enterprises identify opportunities and use digital tools for targeted marketing through data analysis. ITRI has also worked with another stakeholder to create an all-in-one exhibition solutions hub that offered market-oriented E2E Total Solutions package.

Several innovative exhibition technologies developed by ITRI or the private sector in Chinese Taipei were then introduced, including an eye-catching non-contact interactive wall, multiple splicing display technology, transparent digital display, and synchronous distance virtual meeting.

Dr. Chang suggested that OMO exhibition is the future, a trend further driven by the COVID-19 pandemic, which has certainly boosted industry wide adoption of AI, IoT, AR/VR, 5G and other advanced technologies. He closed by expressing hopes to join hands with APEC economies to drive further growth in the MICE industry.

(2) Topic 2: MICE in Digital Disruption

Speaker: Mr. Peerachai ASADACHATREEKUL (Mac) - Senior Innovation Manager, MICE Innovation & Intelligence Department (M2I), Thailand Convention & Exhibition Bureau (TCEB)

Mr. Asadachatrekul started with a brief introduction of TCEB, a government agency tasked with promoting and developing Thailand's business tourism sector, and said that the MICE industry in Thailand had contracted 60% due to COVID.

While the global MICE industry might not see a full recovery in another 2 to 4 years according to WTO estimates, the industry has an opportunity to reinvent itself and overcome challenges in areas such as innovation and technology, safety and hygiene, as well as engagement between stakeholders.

In building Thailand's MICE innovation ecosystem, TCEB has designed a MICE Innovation Model, which aims to deliver digital transformation both within the organization and to the sector through a series of initiatives and services. One of the services is Thai MICE Connect, a digital platform designed to connect domestic MICE suppliers and B2B buyers on e-marketplaces. Another example is the MICE Winnovation Project, launched to encourage the use of innovation and technology to bring MICE industry to the next level, and consists of four elements: the search-engine-like MICE Innovation Catalog; MICE Technomart, which connects innovation solution providers to MICE entrepreneurs; MICE Inno-Voucher for budget support; and a program to build digital literacy for MICE. A few case studies were then shared to demonstrate popular Thai business events with innovation support.

Mr. Asadachatrekul closed by sharing key trends in the MICE industry for 2021 that stakeholders should take heed of, including hybrid and virtual formats, health and safety standards, contactless operation, crowd management and social distancing, as well as outdoor activities (as opposed to indoor ones).

(3) Topic 3: SMART MICE, SMART MONEY - Where is the Industry Heading?

Speaker: Mr. Justin PAU - General Manager-Asia at Swapcard

Mr. Pau began with a brief introduction on Swapcard, an all-in-one, AI-powered events and community platform that supports all event formats, with a proven track record of success with many of the largest event organizers and corporates globally.

Regarding the development of the event industry, he observed a Covid-driven shift online, and suggested that the industry was in the middle of a 3-step evolution, moving from traditional once-a-year physical exhibitions to hybrid events, and in the future, towards a year-round omni-channel experience. Nevertheless, online events would not replace physical ones, but rather act as a complement. As such, an organizer, a combination of event formats is likely, across different periods of time.

Despite its economic importance, the industry has taken a serious hit from COVID-19, which necessitates swift adaptation to changes in attendee expectations and a reinvention of the existing business model. To that end, an event organizer needs to think about the event mix, subscription/pay-as-you-go model, and monetization layers, covering attendees, exhibitors, sponsors and data.

As the industry moves from physical events to virtual communities, the Swapcard representative shared a few insights to help organizers build “smart MICE” and make “smart money”:

- ◆ Networking happens in-between events;
- ◆ Keep an event audience engaged all year long;
- ◆ Capture data and grow revenue through effective data analysis; and
- ◆ Know the opportunity points during the event lifecycle business.

Mr. Pau said that for event organizers, the key to nurturing and growing audiences faster is using a community to create a network effect and strength around the brand. He closed by saying that running events was not enough, organizers today should focus on building a community and optimizing the mix of event formats.

(4) Q&A Session

Moderated by *Ms. Waikin WONG*.

- i. **Question to ITRI:** Do you see any elements in physical events that cannot be replaced by digital technology? Would those elements be barriers for the adoption of digital technology in trade events?
Dr. Chuan-Yu Chang: Yes, despite growing maturity in virtual exhibitions, authenticity and trust remain two elements that could be built more effectively only through face-to-face interactions. They also constitute barriers to digital adoption.
- ii. **Question to TCEB:** I think you mentioned the digital divide within the MICE industry. Do you see business opportunities in bridging the digital divide? Or do you think that might be difficult?
Mr. Peerachai Asadachatrekul: Yes, as consumer behavior continues to change, and the hybrid event format becomes the norm, new services or business models need to be developed, which will generate new business opportunities.
- iii. **Question to Swapcard:** From your point of view, will there be fewer mega-events in the future (post-pandemic) as the pay-as-you-go (PAYG) model evolves?

Mr. Justin Pau: No, mega-events will continue to exist, with new events being launched. That said, future development within the industry still needs to be closely observed.

7 CLOSING REMARKS

As the webinar drew to an end, *Ms. Antonia MEI*, CTI Representative of Chinese Taipei, delivered her closing remarks.

Ms. Mei expressed her appreciation to all the speakers and participants for joining the webinar, which delivered fresh insights on how digital technology enables trade and stimulates recovery across APEC economies.

She touched upon the importance of public-private partnership in pursuing digital transformation, the need to address the digital divide for a more effective trade promotion, and the potential of emerging technology to create new business models for trade.

Ms. MEI closed by thanking all the participating economies and the organizing team.

8 Annexes

Annex 1: Webinar Agenda

Time	Theme and Topic
10:00-10:05 (5 mins)	<p>Welcoming Remarks Mr. Chih-hung LIU Deputy Director General, Bureau of Foreign Trade, MOEA</p>
10:05-10:25 (20 mins)	<p>Keynote Speech: COVID, Technology and the Impact on Business Events There has never been such a far-reaching crisis in the recent history of business. UFI's Regional Director in Asia provided an overview of the devastating impact of COVID-19 on Asian business. The session also provided insights into how technology might reshape business events in the region as we look forward to a post-pandemic world. Mr. Mark COCHRANE Regional Director, Asia Pacific, the Global Association of the Exhibition Industry (UFI)</p>
10:25-11:35 (70 mins)	<p>Session 1: Policies to Promote Trade by Utilizing Digital Technology <i>Moderator: Dr. Xin-Wu LIN</i></p> <ul style="list-style-type: none"> ● Industrial Digital Transformation strategies for Trade Promotion Dr. Xin-Wu LIN Chinese Taipei ● JETRO's New Support Programs for Overseas Expansion with Digital Technology – Providing Digital Tools for Regional SMEs to Directly Connect with Overseas Markets – Mr. Masayoshi WATANABE Japan ● Driving Innovation in Singapore's MICE Industry Mr. Andrew PHUA Singapore ● Promoting the Export of Indonesian Products through Digital Technology Amid Covid-19 Pandemic Mrs. Merry MARYATI Indonesia ● Q&A
11:35-12:35 (60 mins)	<p>Session 2: Smart MICE <i>Moderator: Ms. Waikin WONG</i> <i>Regional Director Asia Pacific, International Congress and Convention Association (ICCA)</i></p>

Time	Theme and Topic
	<ul style="list-style-type: none"> ● <i>Development and Application of Digital Technology in Exhibitions (15 mins)</i> Dr. Chuan-Yu CHANG Deputy General Director, Service Systems Technology Center, Industrial Technology Research Institute (ITRI) ● <i>MICE in Digital Disruption (15 mins)</i> Mr. Peerachai ASADACHATREEKUL (Mac) Senior Innovation Manager, MICE Innovation & Intelligence Department (M2I), Thailand Convention & Exhibition Bureau (TCEB) ● <i>SMART MICE, SMART MONEY - Where is the Industry heading?</i> Mr. Justin PAU General Manager-Asia at Swapcard ● <i>Q&A</i>
12:35-12:40 (5 mins)	<p>Closing Remarks Ms. Antonia MEI CTI representative of Chinese Taipei Director, Multilateral Trade Affairs, Bureau of Foreign Trade, MOEA</p>

Annex 2: Speakers

Mark COCHRANE: Keynote Speaker

Mr. Mark Cochrane is the UFI Regional Director, Asia Pacific. He is also the Managing Director of Business Strategies Group (BSG), a business intelligence and strategy consulting firm focused on the B2B media industry in Asia – with a particular emphasis on exhibitions and events in Asia. Through its consulting practice and its relationship with UFI, BSG works with major exhibition organizers, venues and governments across Asia.

Mark has been based in Hong Kong for over 20 years and joined BSG in 2006. Prior to BSG, Mark worked in a variety of roles primarily focused on B2B media and market research including three years at Global Sources in marketing roles and three years at The Gartner Group as a senior research analyst. Mark earned an MBA from Thunderbird, the American Graduate School of International Management, in 1997. Mark is on the board of the Business Information Industry Association and presents regularly on the exhibition industry at various conferences and events in Asia.

Xin-Wu LIN: Moderator & Speaker, Session 1

Dr. Xin-Wu Lin is an experienced Economic Research Fellow and Programs Leader with a demonstrated history of working in Policies Research / Advisor for Government and Private Sectors. Strong professional and practical experiences in Innovation Policy and Strategy, Entrepreneurial Policy, Business Model Innovation, Emerging Technologies, Regulatory Compliance, IP Policy and Antitrust Economics.

Waikin WONG: Moderator, Session 2

Ms. Waikin Wong is currently the Regional Director Asia Pacific at The International Congress and Convention Association, ICCA. ICCA is the International Congress and Convention Association, and is the global community and knowledge hub for the international association meetings industry.

Waikin has a robust background and experience in the meetings industry in the Asia Pacific Region, especially in Kuala Lumpur, Hong Kong, Shanghai and Taipei. She is also highly experienced in association management, working closely with key opinion leaders, government division and industry experts particularly in international/ regional conference bidding and effective delivery of meetings. Waikin also has managed multi-market, strategic communications programs/ campaigns at international BE/MICE trade shows/ event. In 2020, Waikin was instrumental to the ICCA 2020 Convention in Kaohsiung, the first hybrid annual convention in ICCA's history.

Masayoshi WATANABE: Speaker, Session 1

Mr. Masayoshi Watanabe has been the Director-General of Digital Marketing Department, JETRO since November 2020.

JETRO is a Japanese Government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted towards promoting foreign direct investment into Japan and helping small and medium-sized Japanese firms maximize their global business potential.

Andrew PHUA: Speaker, Session 1

Mr. Andrew Phua is currently the Executive Director of Exhibitions and Conferences. In his current role, Andrew leads his team to drive the development of the Exhibitions and Conferences industry to strengthen Singapore's position as a destination of choice for Meetings, Incentives, Conventions and Exhibitions (MICE).

Andrew's portfolio includes creating, attracting and growing best-in-class and flagship business events aligned to Singapore's key and emerging economic sectors for the Asia-Pacific region. He is also currently the Asia Council Vice Chair of the International Association of Exhibitions & Events (IAEE) and Advisor of the Asian Federation of Exhibitions & Conventions Association (AFECA).

Merry MARYATI: Speaker, Session 1

Mrs. Maryati is the Director of Promotion and Branding at the Directorate General for National Export Development, Ministry of Trade of Indonesia. Prior to this role, she served as the Director of Mining and Industrial Product Export (2020 – 2021), Director of Export and Import Facilitation (2017 – 2020), and Director of Promotion and Branding (2015 – 2017).

Chuan-Yu CHANG, Speaker, Session 2

Dr. Chang is the Deputy General Director of Service Systems Technology Center, Industrial Technology Research Institute (ITRI) and the Director of Intelligent Recognition Industry Service Research Center, YunTech. His research interest includes medical image processing, neural networks, machine learning, infant crying analysis and recognition and automatic optical inspection.

ITRI is a not-for-profit R&D organization engaged in applied research and technical services. Founded in 1973, it pioneered in IC development and started to nurture new tech ventures and deliver its R&D results to industries.

Peerachai ASADACHATREEKUL (Mac), Speaker, Session 2

Mr. Peerachai Asadachatrekul is the Senior Innovation Manager, MICE Intelligence & Innovation of Thailand Convention & Exhibition Bureau (TCEB). Mac joined TCEB in 2020, has since then been driving TCEB to be an Innovative Organization by strategy, process, results and innovation fundamentals. He also managed and developed “THAI MICE Connect” E-MICE Marketplace platform that connected MICE buyers with 10,202 suppliers.

Justin PAU, Speaker, Session 2

Mr. Justin Pau has been delivering events business across Asia for over 20 years, working for leading companies including Swapcard, Informa, UBM, Allworld Exhibitions and Deutsche Messe. With a proven track record and a champion for change, he's a true believer in the power of virtual and hybrid events and their potential to transform the industry. He loves events because of their power to connect people and evolve with every single event.