

PROGRAM

DAY ONE: 10 MAY 2016, TUESDAY

8:30AM	Global Tourism Cities Conference 2016 Registration Venue: Foyer of Pullman Ballroom 2, Pullman Kuala Lumpur Bangsar
8:30AM	Delegates to be seated at the Conference Hall Venue: Pullman Ballroom 2, Pullman Kuala Lumpur Bangsar
8:45AM	Arrival of Guest of Honor
OPENING CEREMONY	
9:00AM	WELCOME ADDRESS Datuk Dr. Abdul Aziz S.A. Kadir, Chairman, Confexhub Group
9:10AM	INAUGURAL ADDRESS AND LAUNCH OF GLOBAL TOURISM CITIES CONFERENCE 2016
9:30AM	Networking & Refreshments Break
PLENARY SESSION	
10:00AM	KEYNOTE SPEECH 1: The Role Of Innovation And Creativity In Developing Unique Experiences In Urban Tourism Destinations Prof. Dr. Walter Jamieson, Director of Service Innovation Program, College of Innovation Thammasat University, Thailand
10:45AM	KEYNOTE SPEECH 2: Addressing Tourism Safety and Security through Strategic Risk & Crisis Management Mr. Bert van Walbeek, Managing Director, The Winning Edge
11:30AM	KEYNOTE SPEECH 3: The Importance of Airlines Connectivity on Tourism Cities Development YBhg. Tan Sri Rafidah Aziz, Chairman, AirAsia X Berhad
12:15PM	Luncheon for Guest Speakers and Delegates
SESSION ONE: ENHANCING DESTINATIONS COMPETITIVENESS THROUGH SMART TOURISM DESTINATIONS FRAMEWORK Session Chairman: Prof. Dr. Walter Jamieson, Director of Service Innovation Program, College of Innovation Thammasat University, Thailand	
1:15PM	Paper 1: Enhancing Authentic Experiences in the Greater Mekong Subregion with Smart Destination Elements Mr. Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office, Thailand
1:45PM	Paper 2: The Use of ICT to Implement Smarter Management of Shopping Malls Ir. Lum Youk Lee, Vice President, Shopping Mall Association Malaysia
2:15PM	Open Forum: Comments, Questions and Answers
2:30PM	Networking & Refreshments Break
SESSION TWO: TOURISM PLACE MAKING THROUGH CULINARY TOURISM Session Chairman: Pn. Khathijah Md Jaafar, Associate Director, DPZ Asia	
3:00PM	Paper 3: Transforming Street Food to Food Districts in the Urbanspace – The Catalyst for Tourism Growth Mr. Mason Florence, Academy Chair, World's 50 Best Restaurants / Asia's 50 Best Restaurants
3:30PM	Paper 4: Increasing Gastronomy Attractiveness of A City through Thematic Restaurant Mr. Camiel Weijenberg, Founder and Director, Weijenberg Pte Ltd
4:00PM	Paper 5: Rise of Food Truck Culture and Its Potential On Culinary Tourism in Asia Ms. Luan Ee, Founder, Kerbside Gourmet
4:30PM	Open Forum: Comments, Questions and Answers
4:45PM	CONFERENCE DAY 1 ENDS

PROGRAM

DAY TWO: 11 MAY 2016, WEDNESDAY

SESSION THREE: MAXIMISING MEGA-EVENTS FOR URBAN REGENERATION

Session Chairman: Mr. Predeeben Kannan, Head of Research, Confexhub Group

9:00AM	Paper 6: Strategic Use of Sport Events to Revitalise Cities Clr Mathew Dickerson, Mayor of the City of Dubbo, Dubbo City Council
9:30AM	Paper 7: Integrating Unique Festivals and Recreational Facilities in Urban Master Plans Mr. Scott Dunn, Regional Managing Director, Planning, Design and Development, Southeast Asia, AECOM, Malaysia
10:00AM	Open Forum: Comments, Questions and Answers
10:15AM	Networking & Refreshments Break

SESSION FOUR: MEDICAL TOURISM DESTINATION DEVELOPMENT

Session Chairman: Mr. Predeeben Kannan, Head of Research, Confexhub Group

10:45AM	Paper 8: Medical Tourism Market: Trend, Analysis and Statistics Ms. Sherene Azli, Chief Executive Officer, Malaysia Healthcare Travel Council
11:15AM	Paper 9: KPJ Journey in Medical Tourism Ms. Rafeah Ariffin, Senior General Manager, Group International Marketing and Strategic Communications, KPJ Healthcare Bhd
11:45AM	Paper 10: Sustainable Medical Tourism Business Strategies: The Indian Experience Dr. Souji Gopalakrishna Pillai, Head of Department, School of Hospitality & Tourism, HELP University
12:15PM	Open Forum: Comments, Questions and Answers
12:30PM	Luncheon for Guest Speakers and Delegates

SESSION FIVE: CREATING SUSTAINABLE URBAN TOURISM PRODUCTS THROUGH INNOVATION

Session Chairman: Mr. Predeeben Kannan, Head of Research, Confexhub Group

1:30PM	Paper 11: Thematic Museums as Tourism Product Mr. Camiel Weijenberg, Founder and Director, Weijenberg Pte Ltd
2:00PM	Paper 12: Bringing Farmstay To The City: Reality Or Utopia? Pn. Khathijah Md Jaafar, Associate Director, DPZ Asia
2:30PM	Paper 13: Integrated Tourism Complexes – The Way Forward Dato' Kamal Ariffin Bin Zaharin, Director, DPZ Asia, Malaysia
3:00PM	Open Forum: Comments, Questions and Answers
3:15PM	TOURISM INDUSTRY CATALYST FORUM: Developing Authentic and Responsible Asian and Local Visitor Experiences: Challenges and Opportunities Moderator: Predeeben, Confexhub Group Panellists: Prof. Dr. Walter Jamieson, Director of Service Innovation Program, College of Innovation Thammasat University, Thailand Pn. Khathijah Md Jaafar, Associate Director, DPZ Asia Mr. Camiel Weijenberg, Founder and Director, Weijenberg Pte Ltd Clr Mathew Dickerson, Mayor of the City of Dubbo, Dubbo City Council Mr. Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office, Thailand
4:15PM	GLOBAL TOURISM CITIES CONFERENCE 2016 ENDS

*Invited and awaiting confirmation

**This Program is subjected to change and for updated program, please logon to www.globaltourismcitiesconference.com

Program @ 22 April 2016