

Organized By



In Partnership With



Hospitality Indochina

June 16th – 17th, 2016. GEM Center, Ho Chi Minh City, Vietnam

HOSPITALITY PROFESSIONALS OF ALL TYPES UNDER ONE ROOF

Co-Hosting

Indochina Hotel

INVESTMENT



Indochina Hotel

Development

Indochina Hotel

Management

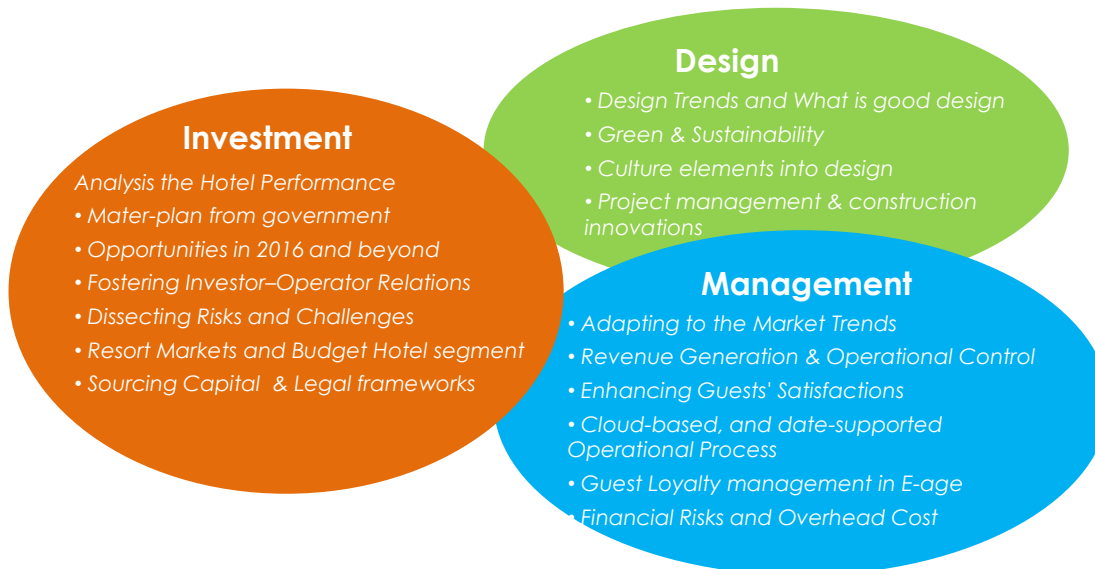
DISCUSSIONS ON INVESTMENT OPPORTUNITIES,
DESIGN INNOVATIONS & REVENUE GENERATIONS
IN DAILY OPERATIONS IN INDOCHINA

Producer's Remarks



INDOCHINA, spearheaded by Vietnam, Cambodia and Thailand, is increasingly appealing for hotel investment due to its strong economic growth. The quality of infrastructure and hotels in Vietnam, Myanmar and Cambodia has improved considerably over the last few years, and this has led, and will continue to lead, to a more stable and resilient tourism market. Thailand and Singapore are at the centre of Asia's growing travel and tourism industry, this no doubt signals exciting times ahead. Foreign direct investment (FDI) in Vietnamese real estate is experiencing strong growth in the past year, and hotel investment is riding that growth. By Oct 2015, FDI in real estate was up 58 percent year-on-year, accounting for 13.7 percent of total FDI inflows. Outside of Hanoi and HCMC, the profiles of Da Nang, Phu Quoc and Nha Trang are also rising as hotel investment destinations.

Indochina Hospitality is an conference consists of **Indochina Hospitality Investment Summit, Indochina Hotel Design Summit, Indochina Hotel Management Summit**. It brings together some 300 real estate leaders, financing communities, project owners, Architects & interior Designers, Engineers and Contractors, Hotel Groups, consultants, suppliers and vendors across Indochina market, including Vietnam, Myanmar, Cambodia, Thailand, Malaysia. The program has been designed to address the key topics including:



Looking forward to seeing you in the beautiful HCMC at this important dialogue.

Gloria Wong, Conference Producer

Indochina Hotel Investment Outlook in 2016: Year of upward momentum



Vietnam

By Oct 2015, FDI in real estate was up 58 percent year-on-year, accounting for 13.7 percent of total FDI inflows. Outside of Hanoi and HCMC, the profiles of Da Nang, Phu Quoc and Nha Trang are also rising as hotel investment destinations.

Myanmar

Hotel supply in Myanmar is expected to surge in the coming years, to the tune of around 34% year over year through 2018



Cambodia

Tourism is the area in which Cambodia rightly most wants to attract foreign investment. The country is anticipated to exceed the 1-million-tourists mark in the next two years and the potential here may be huge. It offers almost unlimited potential as do investment in hotels, golf courses and other amenities.

Thailand

Thailand will remain one of the most attractive hotel investment market in the region, with expectation of 28 million arrivals in 2015 and Phuket is especially promising given that it is the number 1 choice for foreigners' second home. Thai hotel business remains healthy



Laos

Laos has had considerable success in developing its tourism industry: the sector is now second in importance only to mining in the economy. There remains considerable room for further growth, although visitor arrivals are not well diversified and more needs to be done to attract long-haul tourists.

Partial Speakers (by April 10th)



To be Announced
Vietnam National Administration of Tourism



Nguyen Thu Nhan
Program Lead
International Finance Corporation
(World Bank Group)

To be Announced
Vietnam Tourism Property Association



To be Announced
Saokhue



Rajiv Puri
Sr. VP, Projects and Development, Technical
Services
Minor International



Masami Hatae
Chief Executive Officer
Myanmar JP Asset Co.



Fenady Uriarte
Business Development Manager, Southeast Asia
STR Global



Jens O. Reichert
Vice President Development - Asia Pacific
Moevenpick Hotels & Resorts



Lawrence Lee
VP, Development SEA & Korea
InterContinental Hotels Group



Nathalia J. Wilson
Senior Director
Savills



Michael Piro
Chief Operating Officer
IndoChina Capital



Clint Nagata
Founder & Senior Creative Director
BLINK Design



Kevin Wallace
Managing Director Australasia
Plateno Hotels Group



Mauro Gasparotti
Executive Director
Alternaty (Vietnam)



Le Hoang Vu
SVP-Hospitality Management
MIK Land



Nguyen The Nhien
CEO
Eurocapital



Arjan De Boer
Senior Vice President Development and
Technical Services
Regent Hotels and Resorts



Gonzalo Maceda
Vice President Development
Melia Hotels International



Rodney Simpson
Regional Director of Operations
Best Western Hotels and Resorts



Andy Han Suk Jung
COO
Sonkimland Corporation



Vincent Tiberghien
Business Development Director
HBA



David Wray
Vice President Acquisitions and Development
Wyndham Hotel Group



Hua Tiong Lim
Sr. Vice President Vietnam
Capitaland



Dung Le
Executive Director Real Estate & Hospitality
BIM GROUP



Rudolf Hever
Executive Director
Alternaty (Vietnam)



Symon Bridle
COO
Rosewood Hotel Group



Paul Steven
Vice President Operations Midscale & Economy Brands
Upper Southeast Asia
Accorhotels Group



Kai Marcus Schroter
CEO
Hospitality Tourism Management



Suparat Chirathivat
Vice President Business Development
Centara Hotels & Resorts



Nguyen Thanh Hung
Chairman
Sovico Holdings

Partners & Sponsors

Welcome Letter from the Thai Hotels Association



On behalf of Thai Hotels Association (THA), it's our great pleasure to support "Hospitality Indochina" which will be held on 16-17 June 2016 in Ho Chi Minh City, Vietnam.

"Hospitality Indochina" is an integrated conference including three tracks: Hotel Investment Summit; Hotel Design Summit; Hotel Management Summit. It brings together over 200 real estate leaders, financing communities, project owners, hospitality professionals, consultants across Indochina market.

All the event programs are designed for knowledge-sharing and business networking purpose including exhibition and showcasing.

Finally, I would like to take this opportunity to invite all of you to "Hospitality Indochina" and wish you a successful participation.



Mr. Surapong Techaruvichit
President
Thai Hotels Association

Strategic Partners



Sponsors



Official Venue



Medias



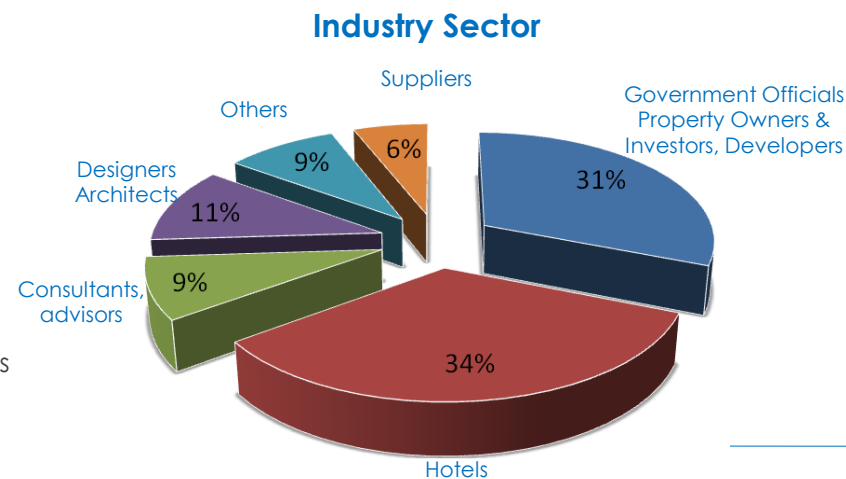
Attendees' Demographics

300 Senior Executives from Asia-Pacific's Property, Architectural and Hospitality Community: Tourism Authorities, Investors, Property Owners, Developers, Contractors, Engineers, Architects & Designers, Hotel Groups, Management Companies, System Integrators, Suppliers, Consultants...



By company type

- Tourism Authorities
- Hotel owners and investors
- Hotel operators and brands
- Property Owners / developers
- Funds and asset managers
- Banks and financiers
- Consultants, Lawyers
- Designers & Architects
- Engineers, EPCs
- Project Management Companies
- System Integrators
- Vendors, Suppliers, Its
- Others

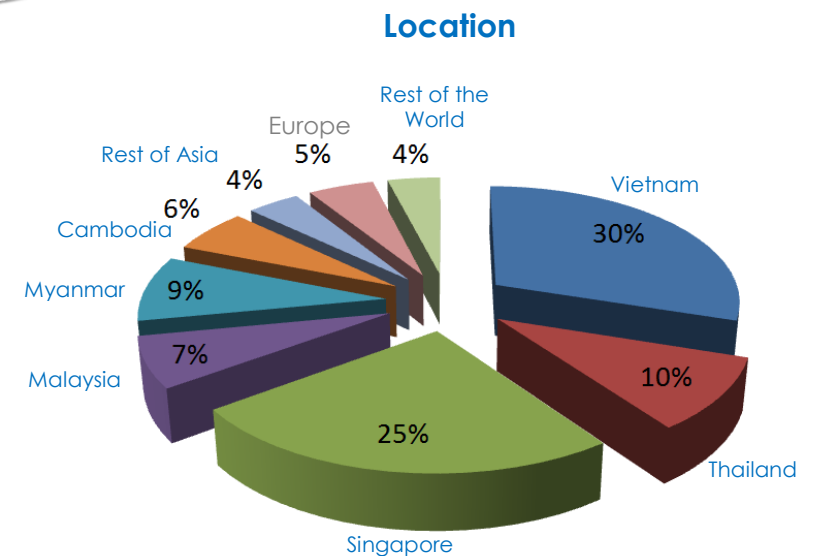


Delegate Breakdown



By job title

- Government Official
- CEO, President, Managing Director, VPs
- Chief of Development
- Chief Consultant
- Principal
- Chief Architects, Head of Design
- Head of Project, Design, Construction, Engineering
- CIOs
- COOs
- Head of Revenue Strategy
- CMOs
- General Managers
- Department Heads
- Others



One Ticket Access to ALL

Hospitality Indochina is composed of 3 co-hosting summits

Indochina Hotel Investment

Government Officials
Tourism Authorities
Property Investors & Owners
Developers
Hotel Groups
Financiers
Consultants

Developers
Designers / Architects
Hotel Owners & Operators
Green Building Professionals
Vendors & Suppliers

Indochina Hotel Development

Indochina Hotel Management

Property Owners /Hotel Owners
Hotel Groups / Operators
Consultants
IT system Integrators
Marketing & CRM partners
Vendors & Suppliers

- 240 Senior hospitality Executives from Asia-Pacific
- One Ticket Access to ALL conference programs
- Shared Networking Sessions & Pre-function areas
- Shared Exhibition & Showcasing
- A series of focused workshops will also take place on the day before the main conference
- Shared Cocktail Reception and Dinner Session to maximize the networking opportunities

AT THE INDOCHINA HOSPITALITY 2016, WE WILL BE GIVING OUR DELEGATES AN EXCLUSIVE LOOK INTO HOSPITALITY BUSINESS MODEL, FROM PROJECT PLANNING TO CONSTRUCTION TO DAILY OPERATIONS.

Signature Projects in Indochina

Developer	Operator	Project Descriptions	Country
M.I.K Corporation; HAGL	Melia Hotels International	Sol House Phu Quoc, the first Sol resort in Vietnam is scheduled to open in 2016; Melia Yango is scheduled to be completed by 2017	Vietnam; Myanmar
Family Business Group Hotel Limited	Starwood Hotels & Resorts	Starwood is enter Myanmar with the signing of Sheraton Yangon Hotel , scheduled to Open in 2017	Myanmar
M.I.K Corporation	IHG	New 300-room Crowne Plaza Phu Quoc Starbay to welcome guests in 2017.	Vietnam
	Absolute Hotel Services	Eastin Easy Nha Trang in Vietnam making a total of 830 rooms is targeted to open in 2017.	Vietnam
Binh Le Xuan Ltd.	Centara Hotels & Resorts	Centara is going to debut in Laos with a 2017 Opening of Centara Grand Hotel Vientiane.	Laos
Myanmar JP Asset Co. Ltd.; State Development Company Ltd.	Dusit International	First Dusit Thani hotel is slated to open late 2016 ; First-ever dusit D2 project to be located in Myanmar which is slated by late 2017.	Vietnam; Myanmar
	Best Western Hotels & Resorts	Best Western has signed an agreement for a new-build Vib hotel in Vientiane, the capital of Laos , scheduled to open in 2018	Laos
Ha Long Star Service & Tourist Joint Stock Company	Wyndham Hotel Group	Wyndham will debut in Vietnam by its first property in Vietnam Wyndham Legend Hainan, which is slated to open in early 2016	Vietnam
Eurowindow Nha Trang Investment and Tourism Joint Stock Company	Carlson Rezidor Hotel Group	Carlson Rezidor enters Vietnam with the signing Of Radisson Blu Cam Ranh Bay, which is slated to open in the first quarter of 2019.	Vietnam
HB Group	ONYX Hospitality Group	Onyx announces its entry into Vietnam with the signing of a partnership agreement with HB Group to manage OZO Hoi An, which is scheduled to open in late 2016.	Vietnam
Oxley Gem (Cambodia)	Shangri-La International Hotel Management	Shangri La signed a MoU with a Cambodian partner to launch the kingdom's first Shangri-La Hotel in Phnom Penh, and the construction for the development is estimated to conclude in Dec of 2020.	Cambodia
TEHO Development Cambodia	Hotel Okura	Okura signed an agreement to manage The Okura Prestige Phnom Penh, a 45-story hotel that will open its doors in 2019 .	Cambodia
Eden Group	Hilton	Hilton expects to open the Hilton Bagan and Hilton Inle Lake in 2016 followed by the Hilton Mandalay in 2017.	Myanmar
NHO	The Ascott	Citadines Central Binh Duong is slated to open in 2018	Vietnam
Waterfall Management Sole Co., Ltd.	Rosewood Hotels & Resorts	Rosewood Luang Prabang in Laos is slated to open 2017; Rosewood Phnom Penh is scheduled to Open 2016.	Laos; Cambodia

Inviting Delegate from

(Including, but not limited to, the companies listed below)

Absolute Hotel Services Group (AHS)
 ACCOR
 Alternaty
 Archetype Vietnam
 B+H Architects
 Banyan Tree Hotels & Resorts
 Best Western Hotels & Resorts
 BIM Group
 Bitexco Group
 BLINK Design
 Boutique Group of Companies
 BRG Group
 Capitaland
 Carlson Rezidor
 CBRE
 Centara International Management
 CEO Group
 City Land-Phu Quoc Investment
 Colliers International
 Cong ty TNHH Sovico Khanh Hoa
 CPG VietNam Ltd.,Co
 Dat Xanh Group
 Elite Hospitality Group
 Emerald Management Group (EMG)
 EUROCAPITAL
 FLC Group
 Gaw NP Capital Partners
 GEMA Architecture & Interior Design
 Grand Lion Group
 H&K Hospitality

Hirsch Bedner Associates
 HOK
 Indochina Capital
 InterContinental Hotels Group
 International Finance Corporation
 Jones Lang LaSalle (JLL)
 JP Asset Co. Ltd
 Keppel Land
 Lao National Tourism Administration (LNTA)
 LCD Investment/ Cityview Vietnam
 Ly Bao Minh JSC
 Mekong Capital
 Melia Hotels International
 MIK Land
 Ministry of Culture, Sports and Tourism, Vietnam
 Ministry of Tourism of Cambodia
 Moevenpick Hotels & Resort
 Mường Thanh Hospitality Group
 Myanmar JP Asset
 Novaland
 Onyx Hospitality
 Openasia Group
 Overseas Cambodian Investment Corporation/Canada Bank
 Paradise Bay Resort-Alma
 PHD Management(Sovico Holdings)
 Plateno Hotel Group
 Refico
 Regent Hotels and Resorts

Rosewood Hotel Group
 Royal Group of Companies
 Saigon Construction Corp.
 Saigontourist
 Sapphire Vietnam
 Savills
 Serenity Holding
 SOKHA HOTELS & RESORTS(Sokimex Group)
 SonKim Land
 Sovico Holdings
 STR Global
 Sun Group
 Thang Long GTC
 The Ascott Limited
 Tourism Solutions International
 Tran Thai Group
 Tran Thai Group
 Victoria Hotels and Resorts
 Vietnam Tourism Property Association (VnTPA)
 Vietnamese Chamber of Commerce in Singapore
 VinaCapital
 VinGroup
 VIPD GROUP –VIETNAM INFRASTRUCTURE AND PROPERTY DEVELOPMENT GROUP CORPORATION
 WATG and Wimberly Interiors
 Windsor Property Management Corporation
 Wyndham Hotel Group
 ...

Draft Agenda Day ONE

Exclusive Session: Project Owners' Day

 Thursday June 16th, 2016 **DAY 1**

 13:00 **REGISTRATION & PRE-EVENT NETWORKING**

 14:00 **Welcoming Speech by Conference Chairman**

 14:10 **Exclusive Panel Sessions Led by Property Investors, Project Owners and Government Officials**

Topic 1: Indochina Real Estate and Hotel Property Market Outlook in 5 Years

The barriers deterring progress in macro-economy & political and social impacts on hospitality industry
 What are the promising spots in terms of tourism development?
 Fundamental strengths that drives Indochina's growth and development.
 Where the investment is heading to?
 What can be done and needs to be done to drive its progression ? (Airport development? Air routes development? Tapping new lands?
 Even massive marketing campaigns?)

 14:50 **Topic 2 : The Perfect Model of Management Contract, Franchising and Lease Agreement**

What are the vital criteria when they assess a project?
 What elements will impact their decisions?
 What is the right model to draft an agreeable contract?
 How to identify the portion of franchising or leasing terms?
 What standards should be considered and clarified in the process?

 15:30 **NETWORKING & TEA BREAK SESSION**

 16:00 **Topic 3: High-end Hospitality Market**

With the rapid increase in middle class in Asia, people are more looking into the premium hotel facilities which drive the high-end hotel market development.
 What are the locales that the travelers interested?
 What are the X factors ?
 How to create there own niches?

 18:00 **Gala Dinner + Cocktail Reception** (Exclusive Session by invitation only. Dinner and Cocktail session is NOT included in the delegate meeting package).

 21:00 **Close of Day One**

An Exclusive Workshop Sponsor Slot is Available!



Schedule 40 minutes. June 16th, 16:40pm – 17:30pm

Target Sponsor Hotel Operators; Design or Construction Related Solutions Providers, Suppliers

Key Features

- (1) *Exclusivity :There will be one and only one workshop slot for sponsors.*
- (2) *Invitation-Only; The workshop is a closed door program only opens to around 40 pre-selected, high caliber industry leaders and it is by invitation only.*
- (3) *The workshop sponsor can work out it's own wish-list of 20+ potential clients to be invited to join the workshop.*
- (4) *The content of the workshop is completely up to the sponsor to decide.*

Draft Agenda Day Two

Track 1: Hospitality Development

Track 2: Hotel Technology & Management

 Friday June 17th, 2016 **DAY 2**

08:00	Registration & Morning Tea
09:00	Welcome Speech by Conference Chairman
09:10	Government Welcoming Remarks
	Vietnam Focus: How Vietnam Government is Supporting the Tourism Development Identifying Strategic Areas and Tourism Development Opportunities
	Learning the What is the Role of Vietnam Government in facilitating investment & Development What are the incentives or initiatives provided for local & foreign investors What are the laws foreign investors should be careful when invest in Vietnam
09:40	KEYNOTE
	Regional Hotel Performance Review and Outlook
10:00	SHARED NETWORKING SESSION
10:30	PANEL CONNECTING Owners, Operators & ARCHITECTS
	Understanding Owners' Expectations for Collaborative Stakeholder Relationships
	How to work through the hierarchy of the projects What is expected from the architects How to develop effective business relationships with all the influencers involved
11:10	KEYNOTE
	Speaking slot reserved for B + H
11:40	KEYNOTE
	Speaking slot reserved for Grundfos (providing energy-efficient pumps for commercial buildings)
12:10	ARCHITECTS' PANEL
	Elements of Future Hospitality Architecture in Indochina
	Where do we stand, what obstacles we face and what opportunities should we be on the look out for Reconnecting local cultures through contemporary architecture Understanding the brand essence and incorporate in the projects Future trends in hospitality interior design with incorporating key innovative technologies
12:50	SHARED LUNCH BREAK & NETWORKING

13:50	KEYNOTE
	Speaking slot reserved for Centara International Management
14:20	Complex Development Panel
	Resort Next Generation: Integrated Resort Development
	Modern travelers is now calling for premium travel experience not only by providing high-end hotel facilities but also by providing well-rounded peripheral recreations. What is the imperative project components when design a mix-use project How to prioritize while choosing the components to maximize its value-added functions How to allocate the investment and resources of the hotel element
15:00	INVESTOR PANEL
	Insights for Outbound Tourism Investors
	Generally, foreign investor will place Thailand as a stepping stone to investment in neighboring markets. Investors from Russia, Singapore, Japan, Singapore, America, etc. are seeking opportunities in Indochina area. What are in the pipeline & the potentials lies in How is gaming sector providing growth opportunity
15:40	SHARED NETWORKING SESSION
16:20	KEYNOTE
	Understanding the Customers' Evolving Needs and How this Impacts the Hospitality Design
	Rethinking guestroom configurations in the mobile age Concept of everyone's a designer What are the elements to attract the high-end travellers
16:50	Asset Management Panel
	Control Overheads Cost to Increase Revenue and Generate Profit
	With the quality staff becoming more expensive, what aspects can be controlled or downsize in order to save cost consequently drive profit and how to identify the non-use expenditure?
17:30	CLOSING REMARKS BY CHAIR
18:00	CLOSING OF THE EVENT

Draft Agenda Day Two

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Track 2: Hotel Technology & Management

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09:00 Welcome Speech by Conference Chairman

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What are the incentives or initiatives provided for local & foreign investors
What are the laws foreign investors should be careful when invest in Vietnam

09:40 KEYNOTE on Performance

Keynote: Asia Pacific Hotel Performance Trend

The hotels investment performance figures under a tough economic climate, and comparing the Indochina regional performance with that of China, India, Japan, Australia. Hence further to predict the performance of the next 2 years and analysis the key factors make impacts.

Presented by **Mr. Jesper Palmqvist** Area Director Asia Pacific STR Global

10:00 SHARED NETWORKING SESSION

10:30 COO PANEL

Boosting Profit Margin Through Revenue Generation and Operational Control

Analyzing Factors that Impact Travelers' Purchasing Decisions
Incorporating Peripheral Services into Room Packages
Examining guest behavior and feedbacks for new revenue sources
Connecting operational control with financial performances
Striking the balance between service recovery and revenue

11:10 KEYNOTE

Speaking slot reserved for Hanvico

11:40 KEYNOTE on REVENUE

Mastering Price Optimization to Increase Yield and Profitability

Determining optimal rates and rate spectrum based on price sensitivity of demand and capacity distribution
Gaining deeper insights and making faster data-driven decisions from business intelligence and historical data
From pricing to revenue to profit, how hoteliers should look at revenue management differently today

12:10 MARKETING PANEL

Marketing Strategy in Big Data Age

Expectation Management in the Age of Social Media and Online Reviews
Exploring Partnering with Tourist Attractions, Transportations and Destination Management Companies to Provide Extra Special Experiences for Affluent Guests
Engaging In-house Guests Via Social Media to Boost Satisfaction and Loyalty

12:50 SHARED LUNCH BREAK & NETWORKING

13:50 PANEL on F & B

Operations for Profit: Transforming your Fitness center, Spas, Meeting facilities, Restaurants and Bars into Profit Centers

Driving Patronage through Partnerships with Leading Celebrity Chefs, Consumer Brands, Banks and Loyalty Programs
Increasing Publicity through Multi-Media Channels: Print, Online, Social & Referrals
Utilizing Technology to Capitalize on Up-selling Opportunities and Minimize Non-essential Costs and Wastage

14:30 KEYNOTE on WIFI

Improving Internet Infrastructure to Support High Bandwidth Usage

The speed of internet is affecting most technologies in hotels, including TV, phone, cloud PMS and all the mobile devices travelers bring with them. What needs to be done to improve bandwidth and reduce costs & who should be doing it?

15:00 KEYNOTE on Mobility

Boosting Productivity and Efficiency through Technology Automation

Automating back of house processes to boost internal efficiency and reduce manpower
Increasing accountability and auditability through latest technology
Eliminating service inconsistency to minimize service recovery costs
Utilizing mobility technology to manage staffing, scheduling and resources

15:30 SHARED NETWORKING SESSION

16:00 KEYNOTE on CLOUD COMPUTING

The Value Analysis of PMS, e-Commerce and Mobility Based on Cloud Computing & Data Analytics

Exploring the pros and cons of integrating online distribution system with PMS
Designing and implementing an all-round mobile strategy to convert visitors and upsell guests
Optimizing Big Data and Cloud Computing Technology for Smarter Solutions
Points of considerations when deciding between payment gateways and third party booking engines to support real-time bookings

16:50 INTERACTIVE DISCUSSION

Hotel Open Platform vs. OTA Open Platform: Who Will Be the Winner?

OTAs are instrumental in generating demand during especially during low-occupancy periods and OTAs have essentially been catalysts in bringing business for hotel brands the partnership between hotel management companies and OTA appears very crucial in sustain and drive the growth ahead. The session will focus on discussing the smart ways in driving collaboration in the industry in order to fulfill greater success

17:30 CLOSING REMARKS BY CHAIR

18:00 CLOSING OF THE EVENT

Previous Sponsors



Testimonials

Well organized program, I am waiting for the next year's annual program.

Lies Yuwati
General Manager
Alum Hotel Batam

Good event every step starting from the pre-event until finish.

Adrianus Pangarso
General Manager
Operations
Best Western International

The event was great, we hope to see more sponsors next time.

Hans Hadityo
Corporate IT Director
Parador Hotels & Resorts

My 2nd time attending, again, well organized and very good attendance.

Javier Salgado
Head of Development
PT Carlson Panorama

This is my 2nd time attending. Every year it gets better!

Kevin Wallace
Managing Director
Plateno Hotels Group
Australasia

Fairly good line-up of Speakers!

Juliana Tong
Senior Marketing Manager,
Asia Pacific
Christie Digital Systems

I think the event was very good because sharing knowledge growing business networks and it gave me technological insights too.

Pak Sunarto
Kompas Gramedia Group

Escom has done a wonderfully specific job, hits the spot. Our sponsorship is worth it, we are very grateful for the assistance provided by Escom.

Almira Navarro
Marketing Manager
Genie Technologies Inc.

It was great and opening up many new areas for me, thank you!

Dwi Dewi Permatasari
Head of Marketing
Indofood CBP Sukses Makmur

I found Escom organized the event is quite effective and fast in responding all the requirement.

Darma Suyasa
Corporate General
Manager
Avilla Hospitality

Being Miaja Design Group's first participation it has been a pleasure to work and attend with Escom Team, thanks to Gloria and her team for considering Isabelle Miaja as a speaker and we look forward to coming next year.

Julian Miaja
Marketing & Business
Development
MIAJA Design

The summit provided very interesting presentation materials, many ideas about hospitality development.

John Herzong
Senior Consultant
ControlRisk

Well prepared...The organizer put a lot of efforts in gathering top quality speakers and panels.

Artur Batubara
Director/CEO
MandiriLand

Good reunion. Atmosphere is good as there seems to be more unconventional yet personalised forum which I feel refreshing.

Patricia Ng
General Manager
Fraser Residence

This event is good, there were a lot of the presentation content useful. Thanks and Hope to receive the presentation copies and wish to attend next year.

Meiry Daniel
Ingenico

It is great to host the hotel & resort summit in Jakarta with hotel owners and operators in a common place.

Ivan Widarmana
Head of Development
Starwood Hotels & Resorts

Participation Packages

Delegate Pass

- One attendee pass with full access to all two-day event programs;
- Access to five-star hotel luncheons, refreshments, tea breaks,
- Access to all networking and business matching sessions
- Receive the full materials incl the event book, brochure, agenda, delegate list etc.,

Type of Attendee	Day Two Only	Both Day One & Day Two
Government Officials, Property / Developers/ Owners, Investors	Complimentary	Complimentary
All Delegates not based in Vietnam, Cambodia, Laos and Myanmar, Hospitality Owners, Hotel Groups/ Management Companies/ Operators, Consulting/ Architectural/ Design/ Project Management Firms, EPC Contractors or equivalent	690 USD/ Person	790 USD/ Person
All Delegates based in Vietnam, Cambodia, Laos and Myanmar, Hospitality Owners, Hotel Groups/ Management Companies/ Operators, Consulting/ Architectural/ Design/ Project Management Firms, EPC Contractors or equivalent	290 USD/ Person	350 USD/ Person
System Integrators, Vendors & Suppliers and Others	2000 USD/ Person	2100 USD/ Person

Sponsorship Packages

	Gold Sponsor	Silver Sponsor	Dinner Sponsor	Exhibitor Sponsor	Lucky Draw Sponsor	Cocktail Sponsor
Branding Company thanked & promoted in all event materials as sponsors (Website; Brochure; Email Blasts; Materials by Event Partners; Media)	✓	✓	✓	✓	✓	✓
Sponsorship Acknowledgement Page An A5 size colorful insertion page in the conference booklet	✓	✓	✓	✓	✓	✓
Delegate List in Advance Advanced notice of all the delegate name, title, company name (one week)	✓	✓	✓	✓	✓	✓
Speaking Slot	1*30min	1*30min	1*10 min @Dinner	--	--	1*10 min @Cocktail
Exhibiting booth (3*2m = 6 sqm raw space with chair, table and electricity)	3*2m	--	3*2m	3*2m	--	3*2m
Banners inside Ballroom 2 sets banners inside the conference ballroom	✓	✓	✓	--	--	--
Detailed Delegate Contact List One week after the event	✓	✓	✓	✓	✓	✓
Delegate Passes	2	2	2	1	1	2
Your Investment in USD	10,900	7,900	12,900	4,900	4,900	12,900

You will Experiences



Full Event Documentations



Keynote Speech



Lucky Draw & Amenities



Networking Tea Session



Private Meetings



Panel Session



5 Star Lunch Buffet & Dinner



One to One Partnering



Premium Branding



5 star Refreshments



Delegate Contact List



Exhibition & Showcasing

1 Decision Makers Under 1 Roof

Investors, Hotels, Property, Consultants, Vendors, Advisors, thinkers, government... all at one!

Brand Recognition

Create Brand Awareness & Visibility among your Potential Buyers

3 Drive Sales

Tailored Sales Facilitation Activities to help you directly sell to your decision makers

Relationships-Building

Networking, Collecting Intelligence and Forging Partnerships

5 Identify Opportunities

Investment Landscape and the latest Development Projects Revealed

Quality Leads

Receive our Post-Event Report and Updates includes the Delegate Contacts

7 Stay Inspired

Being around Like-Minded People is Inspirational and Refreshing

A lot of FUN!

New & Innovative Programming & High Energy Networking

A "MUST-ATTEND" Event

Benefits of Attending

All the event programs are designed for knowledge-sharing and business networking purpose. It allows sponsors to take control of their audience and to meet their potential clients, promote their products and solutions directly to the buyers and create real businesses.

Sponsors are entitled to enjoy:



Dedicated Speaking Slot

Diamond, Gold or Silver sponsors are privileged to select a dedicated 30 minutes speaking slot, it can be either a product demonstration, a live testimonial or a onsite proposal. You are offered the exclusive speaking slot in your industry to guarantee competitive advantages.



Pre-arranged 1-1 Meetings

Diamond and Bronze sponsors are allocated an account manager who will be working hand-in-hand before and during the event from selecting the prospects (one week prior the event) to arranging onsite meetings which conducted in a separate area without interruption.



Exhibiting Booth

Diamond, Gold or Exhibitor sponsors will be allocated a 3*2m exhibiting booth at the foyer of the ballroom (Raw Space with Chair/table, electricity supply provided if needed).



Marketing & Branding

This event is already being promoted by Escom and it's event partners. The sooner you join the more exposure you will get. Multi promotion efforts are deployed: website, print media and event advertorials.



Delegate Contact Details

Sponsors are privileged to receive the delegate contact list with the name, company name, job title, telephone number, fax number, mobile numbers, email address and address. An post-event update report will be also sent to delegate for further following-ups.



High Energy Networking

Escom events are usually composed by various networking events such as cocktail reception, high energy networking supper. It is an intimate, focused, and high-energy event that brings best practices from leaders and innovators of the industry.

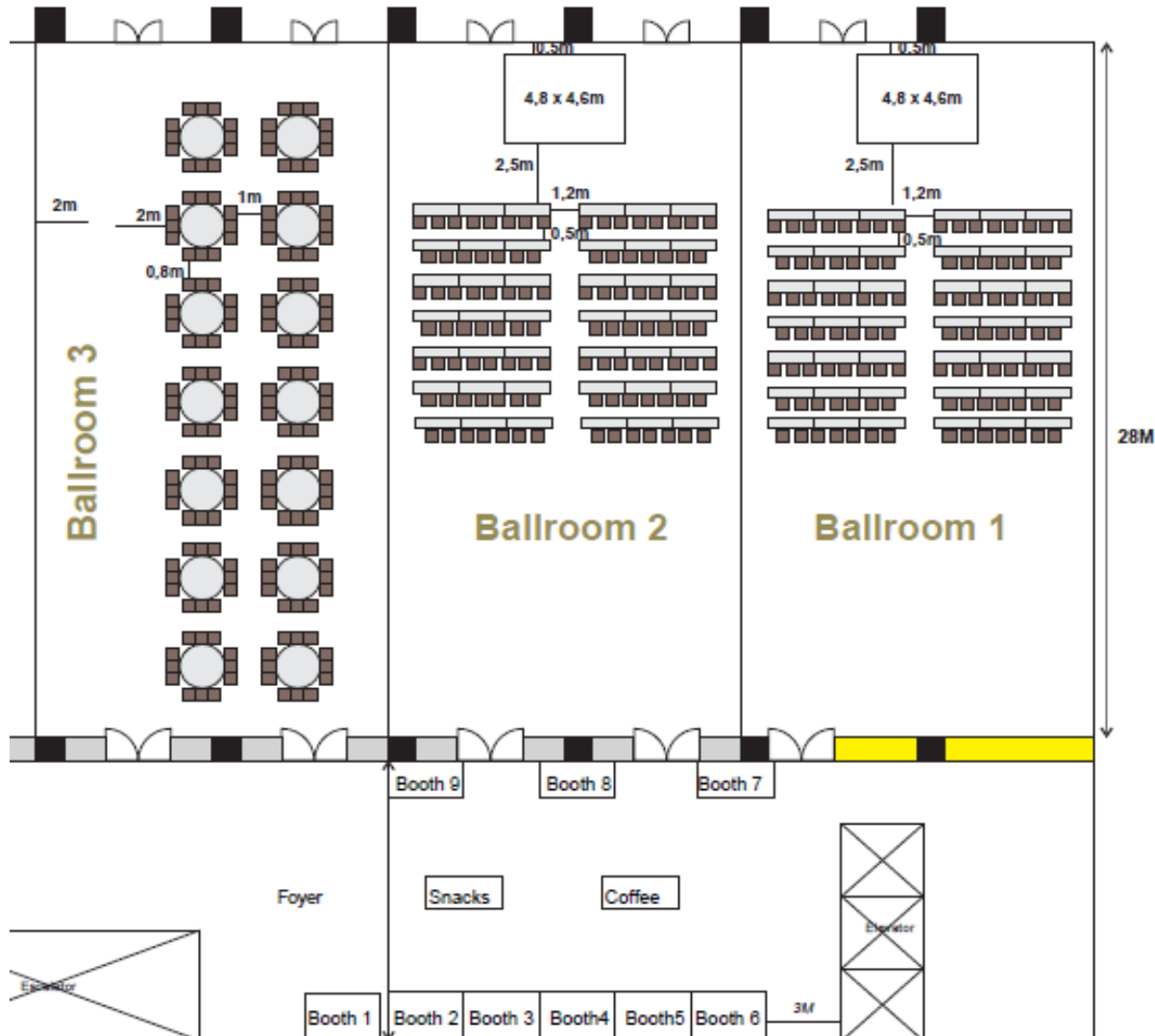
Venue & Floor Plan

GEM Center - Pollux 2,3,4

GEM Center: 08 Nguyen Binh Khiem Street, District 1, Ho Chi Minh City, Viet Nam

T:+84 8 3911 70 70 | F:+84 8 3911 75 75 <http://gemcenter.com.vn/>

Special Room Rate are available for Escom's Conference Delegates at the hotels nearby, please contact operations@escom-events.com should you need more info.



Previous Photos



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Escom is a well established and international recognized business conference specialist focusing the fast-growing Asia Pacific markets. Escom Events provides business executives with tailored practical conferences, large scale events, topical seminars, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. Escom Events conferences are market leading "must attend" events for their respective industries. All our events are designed for corporate vendors to reach their prospects and explore new business opportunities at our "One Stop Shop" Summit. Each year, we produce more than twenty top conferences diversified in seven countries covering retail, hospitality, aviation, information technology, healthcare, transportation and manufacturing. Hundreds of markets entities, thousands of business executives have take full advantages of Escom events addressing the most pressing industry strategic topics and giving answers to concrete issues and even technical prospective.