



澳門會議展覽業協會

Macao Convention & Exhibition Association

推動會展業線上線下融合發展論壇

Promote MICE Online and Offline Integrated Development Forum

日期：2020年12月16日

Date : 16 December 2020

地點：澳門旅遊塔會展娛樂中心三樓

Venue : Macao Tower 3/F



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推動會展業線上線下融合發展論壇

Promote MICE Online and Offline Integrated Development Forum

時間 流程

Time Rundown

9:30 司儀宣佈論壇正式開始

Forum Commences

9:35 專題演講(一)

Speech Topic 1

澳門貿易投資促進局 行政管理委員會 - 李藻森執行委員

Mr. Sam C.S. Lei

Executive Director of the Macao Trade and Investment Promotion Institute

演講題目：澳門會展業“雙線融合”發展的新趨勢

Topic: Online-Offline Integration – New Development Trends of
Macao Convention & Exhibition Industry

專題演講(二)

Speech Topic 2

阿里巴巴集團雲上會展有限公司 副總裁 - 李征偉先生

Mr. Kevin Lee, Vice President of Digital Expo., Ltd. JV of Alibaba Group

演講題目：數字會展新基建，開啟會展新時代

Topic: New Era: Digital Expo

專題演講(三)

Speech Topic 3

中國會展經濟研究會 副秘書長 - 許鋒先生

Mr. Tony Xu - Deputy Secretary-General of
China Convention / Exhibition / Event Society

演講題目：會展線上線下融合：對傳統會展公司的挑戰和機遇

Topic: Integrating Exhibitions Online and Offline - the Challenges and
Opportunities for Traditional MICE Companies

● 專題演講 (四)

Speech Topic 4

● 南光國際會議展覽有限公司 董事總經理 - 廖奇輝先生

Mr. Nelson Liao

Managing Director of Nam Kwong

International Convention and Exhibition Co., Ltd.

演講題目：在線上線下融合跨界中 育新機 開新局

Topic: Cross Industries Online Offline Integration,

Foster New Opportunities and New Era

● 專題演講 (五)

Speech Topic 5

● 廈門國貿會展集團 總經理 - 邱國躍先生

Mr. Qiu Guoyue, General Manager of Xiamen ITG MICE Group Company

演講題目：廈門會展業雙線融合的思考與實踐

Topic: Thoughts and Practices on Online & Offline Integration of Xiamen

Convention and Exhibition Industry

● 專題演講 (六)

Speech Topic 6

● 騰訊雲會展 方案總監 - 嚴敏小姐

Ms. Viviana Yan - Tencent Cloud MICE, Director of Solution for MICE

演講題目：從互聯網看會展行業變革之道

Topic: From the Internet to see the Reform of the MICE Industry

12:00

● 論壇結束

● Forum Ends



澳門貿易投資促進局 行政管理委員會
Executive Director of
the Macao Trade and Investment Promotion Institute

► **李藻森 執行委員**
Mr. Sam C.S.Lei

演講主題 Topic:

澳門會展業 “雙線融合” 發展的新趨勢

Online-Offline Integration – New Development Trends of Macao Convention & Exhibition Industry

李藻森先生於1991年起一直從事市場推廣工作，1998年任澳門歐洲資訊中心經理。2001年加入澳門貿易投資促進局，歷任研究暨資料處經理、投資者服務廳高級經理、推廣活動廳高級經理、會展發展及活動推廣廳高級經理，自2018年4月起獲委任為澳門貿易投資促進局行政管理委員會執行委員、2018年11月擔任澳門特別行政區政府會展業發展委員會委員。

Mr. Sam C.S. Lei started his career in marketing in 1991. In 1998, he was promoted to be the Manager of the Euro-Info Centre. He joined the Macao Trade and Investment Promotion Institute in 2001, where he has served, over the years, as Manager of Research and Information Division, Senior Manager of Investor Service Department, Senior Manager of Promotional Activities Department and Senior Manager of Promotional Activities and Development of Conventions and Exhibitions Department. In April 2018, Mr Sam C.S. Lei was appointed as Executive Director of the Board of Directors of the Macao Trade and Investment Promotion Institute. He also started serving as a member of the Committee for the Development of Conventions and Exhibitions of Macao S.A.R. Government in November 2018.



阿里巴巴集團雲上會展有限公司 副總裁
Vice President of Digital Expo., Ltd. JV of Alibaba Group

► 李征偉 先生 Mr. Kevin Lee

演講主題 Topic:

數字會展新基建，開啟會展新時代

New Era: Digital Expo

李征偉，現任阿裏巴巴集團旗下雲上會展有限公司副總裁。具有十多年的國際會展行業從業經歷，歷任上海市貿促會展覽部副部長、上海市國際展覽有限公司副總裁。曾參與主承辦數個大型國際性展覽會專案，專注於會展行業戰略調研、展覽專案並購以及展會資訊化工作。

Kevin Lee - Vice President of Digital Expo., Ltd. JV of Alibaba Group with more than 10 experience and full executive expertise and leadership responsibility of running the leading exhibitions and events when working as the Deputy Director of Exhibition Department of CCPIT Shanghai, and then the Vice President of Shanghai International Exhibition Co., Ltd (SIEC). Specialized in Strategic planning and implementation, M&A, BD and partnership building and event digitalization.



中國會展經濟研究會 副秘書長
Deputy Secretary-General of
China Convention / Exhibition / Event Society

► **許鋒 先生**
Mr. Tony Xu

演講主題 Topic:

會展線上線下融合：對傳統會展公司的挑戰和機遇

Integrating Exhibitions Online and Offline - the Challenges and Opportunities for Traditional MICE Companies

現職務：中國會展經濟研究會副秘書長
北京華愷國際展覽有限公司董事長
中國會展活動新技術新設備新服務展覽會暨中國會展跨界合作交流
峰會（“會展三新展”）組委會秘書長

擁有28年的會展業和旅遊業從業經驗。2005-2006年任中旅國際會議展覽有限公司總經理。2007年9月調入國家會議中心參與籌建工作，2012-2017年任國家會議中心副總經理，任國家會議中心2014北京APEC服務接待副總指揮兼新聞發言人，2015年12月起兼任北京北辰會展研究院副院長。2019年創立北京華愷國際展覽有限公司。

具有豐富的大型會展場館、酒店的管理運營經驗，瞭解會展產業鏈特別是展覽和會議專案的運作全過程，具有豐富的會展專案實際操作經驗。對會展業有全面的觀察和思考，善於會展業的分析和調研，曾主持過多個會展場館專案的可行性研究報告以及會展集聚區的可行性研究課題。

著有《會議中心設計、運營與管理》（2012年出版，合著）和《會議業縱論》（2014年出版，合著），是《會議分類和術語》國家標準起草小組的核心成員，該標準是國內第一個會議業的國家標準，2014年8月1日開始實施。



中國會展經濟研究會 副秘書長
Deputy Secretary-General of
China Convention / Exhibition / Event Society

► **許鋒 先生**
Mr. Tony Xu

演講主題 Topic:

會展線上線下融合：對傳統會展公司的挑戰和機遇

Integrating Exhibitions Online and Offline - the Challenges and Opportunities for Traditional MICE Companies

Tony Xu (Mr. XU Feng) is currently the Deputy Secretary-General of China Convention / Exhibition / Event Society and the Chairman of Beijing TopEx International Exhibitions Co., Ltd. which is a professional exhibition and convention organizer. Before establishing TopEx, he was the VP of Beijing-based China National Convention Center (CNCC), China's biggest congress venue from 2007-2017. He's also the Executive Deputy Director of Beijing North Star Institute of Convention and Exhibition Industry between 2015-2017, a sister organization of CNCC. Prior to joining CNCC, he served China CTS International MICE Company as the General Manager.

Mr. Xu proudly has more than 28 years' experience and professional knowledge in hospitality and MICE industry, boasting his in-depth insights into China's MICE sector. Mr. Xu was the key member of the working group on China National Meetings Classifications and Terminologies task force, and the co-author of The Designing, Operation and Management of A Convention Center (published in 2012) and A Panorama of the Meeting Industry (published in August 2014).

Mr. Xu and his team just successfully organized The Event Tech Expo + Convention on Nov 13-14, 2020 in Hangzhou, the very first of its kind in China.



南光國際會議展覽有限公司 董事總經理
Managing Director of Nam Kwong
International Convention and Exhibition Co., Ltd.

► **廖奇輝 先生**
Mr. Nelson Liao

演講主題 Topic:

在線上線下融合跨界中 育新機 開新局

Cross Industries Online Offline Integration,
Foster New Opportunities and New Era

廖奇輝，暨南大學旅遊管理專業碩士，現任南光國際會議展覽有限公司董事總經理、華澳國際會展公司總經理，擁有CEM註冊會展經理資格證書，在會議展覽統籌方面具有豐富的管理與實踐經驗。曾統籌中國（澳門）國際汽車博覽會、澳門公務航空展、中國澳門國際遊艇進出口博覽會、太湖世界文化論壇第四屆年會、太湖世界文化論壇中醫藥文化發展高級別（澳門）會議等大型國際會議展覽，促成多個高規格專業展覽在澳門的落地並先後通過UFI認證。近年來致力會展創新發展，帶領專業團隊走出澳門，舉辦中國（瀋陽）—葡語國家商貿投資洽談會、香港國際汽車博覽會、2020珠澳國際汽車博覽會。擅長在高壓下資源利用最大化，其統籌的會展受到澳門政府的高度肯定，在專業領域內廣受好評。



南光國際會議展覽有限公司 董事總經理
Managing Director of Nam Kwong
International Convention and Exhibition Co., Ltd.

► **廖奇輝 先生**
Mr. Nelson Liao

演講主題 Topic:

在線上線下融合跨界中 育新機 開新局

**Cross Industries Online Offline Integration,
Foster New Opportunities and New Era**

Nelson Liao got his M.D. of Tourism Management from Jinan University. He is a Managing Director of Nam Kwong International Convention and Exhibition Co., Ltd., a General Manager of CIEC(Macau) international Convention and exhibition Co., Ltd. With the CEM Registered Conference Manager Qualification Certificate, he has rich experience in management and practice in the convention and exhibition area. He was responsible for overall planning of large international conference and exhibition, e.g. the China (Macau) International Automobile Exposition, Macau Business Aviation Exhibition, Macau Yacht Show, The fourth Annual Conference of World Cultural Forum (Taihu, China), High-level Conference on the Protection and Development of Global Traditional Medicine Cultural 2014(Macao). He contributed to landing high standard of professional exhibition in Macau and certifying by UFI. In recent years, He has been committed to the innovation and development of the exhibition, led a professional team to host 2017 EMCP, the Hong Kong International Auto Show and 2020 Zhuhai&Macao auto expo. He is good at maximizing resource utilization under high pressure and has been highly praised by the Macao government and professional field.



廈門國貿會展集團 總經理

General Manager of Xiamen ITG MICE Group Company

► 邱國躍 先生

Mr. Qiu Guo Yue

演講主題 Topic:

廈門會展業雙線融合的思考與實踐

Thoughts and Practices on Online & Offline
Integration of Xiamen Convention and Exhibition Industry

邱國躍先生，北京大學公共管理碩士、中央黨校經濟管理研究生，長期從事會展工作。歷任中國國際貿易促進委員會廈門分會會展處副處長、廈門市貿易發展局綜合服務處處長、廈門市商務局行業促進處處長、廈門市旅遊發展委員會會議展覽處處長、廈門市會議展覽事務局副局長等職務。現任廈門國貿會展集團有限公司總經理、廈門市會議展覽業協會副會長。

廈門國貿會展集團是廈門市龍頭國企、世界500強廈門國貿控股集團的全資子公司，負責廈門新會展中心的投資建設運營管理、會議展覽策劃舉辦和合作舉辦、會展和商務綜合服務,致力成為中國會展產業優質綜合運營商。



廈門國貿會展集團 總經理

General Manager of Xiamen ITG MICE Group Company

► 邱國躍 先生

Mr. Qiu Guo Yue

演講主題 Topic:

廈門會展業雙線融合的思考與實踐

Thoughts and Practices on Online & Offline
Integration of Xiamen Convention and Exhibition Industry

Mr. QIU Guoyue received his MPA from Peking University and Master of Economic Management from Party School of the Central Committee of CPC. With solid years of experience in MICE industry, he served in the past as Deputy Director of MICE Division in CCPIT Xiamen, Director of General Services Division in Xiamen Municipal Trade Development Bureau, Director of Industry Promotion Division in Xiamen Municipal Bureau of Commerce, Director of Convention & Exhibition Division in Xiamen Tourism Development Commission, Deputy Director General of Xiamen Municipal Bureau of Convention & Exhibition Affairs, etc. He is currently the General Manager of Xiamen ITG MICE Group Co. Ltd, and Vice President of Xiamen Convention & Exhibition Association.

Xiamen ITG MICE Group Co., Ltd. is a wholly-owned subsidiary of Xiamen ITG Holding Group, which is a top state-owned company in Xiamen listed on "Fortune Global 500". It is responsible for the investment, construction, operation and management of the New Convention & Exhibition Center in Xiamen, as well as exhibitions and events planning and organizing, MICE and business services, etc., striving to become a leading comprehensive MICE operator in China.

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推動會展業線上線下融合發展論壇

Promote MICE Online and Offline Integrated Development Forum



騰訊雲會展 方案總監

Tencent Cloud MICE, Director of Solution for MICE

► 嚴敏 小姐

Ms. Viviana Yan

演講主題 Topic:

從互聯網看會展行業變革之道

From the Internet to see the Reform of the MICE Industry

2015年加入騰訊，騰訊雲會展方案總監，目前主要負責智慧會展、文旅地產等行業。嚴敏女士具有豐富的產業互聯網經驗，先後操盤廣交會網上辦、世界互聯網（烏鎮）大會、深圳文博會、中國國際智慧產業博覽會、世界VR產業大會等會展智慧化項目，持續打造互聯網思維與會展產業思維結合，推動創新。

Joined Tencent in 2015 and is the Director of Solution for MICE - Tencent Cloud MICE. Currently, Yan is mainly responsible for smart exhibitions, cultural tourism and real estate industries. Ms. Viviana Yan has rich experience in industrial Internet, and has successively managed the Canton Fair Online Office, World Internet (Wuzhen) Conference, Shenzhen Cultural Expo, China International Intelligent Industry Expo, World VR Industry Conference and other exhibition smart projects, and continued to build a combination of Internet thinking and exhibition industry thinking to promote innovation.

鳴謝

Acknowledgements

主辦單位 Organizer:

- 澳門會議展覽業協會
Macao Convention & Exhibition Association

支持單位 Supporting Organizations:

- 澳門基金會
Macao Foundation
- 澳門貿易投資促進局
Macao Trade and Investment Promotion Institute
- 澳門旅遊局
Macao Government Tourism Office
- 澳門中華總商會
Macao Chamber of Commerce
- 澳門經濟學會
Macau Economic Association
- 中國會展經濟研究會
China Convention / Exhibition / Event Society
- 亞洲展覽會議協會聯盟
Asian Federation of Exhibition & Convention Associations (AFECA)

協辦單位 Co-organizers:

- 澳門展貿協會
Macau Fair & Trade Association
- 澳門廣告商會
The Association of Advertising Agents of Macau
- 澳門會展產業聯合商會
Macau Federal Commercial Association of Convention & Exhibition Industry

主講嘉賓 Guest Speakers:

- 澳門貿易投資促進局 行政管理委員會 - 李藻森執行委員
Mr. Sam C.S. Lei
Executive Director of the Macao Trade and Investment Promotion Institute
- 阿里巴巴集團雲上會展有限公司 副總裁 - 李征偉先生
Mr. Kevin Lee, Vice President of Digital Expo., Ltd. JV of Alibaba Group
- 中國會展經濟研究會 副秘書長 - 許鋒先生
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- 南光國際會議展覽有限公司 董事總經理 - 廖奇輝先生
Mr. Nelson Liao
Managing Director of Nam Kwong International Convention and Exhibition Co., Ltd.
- 廈門國貿會展集團 總經理 - 邱國躍先生
Mr. Qiu Guo Yue, General Manager of Xiamen ITG MICE Group Company
- 騰訊雲會展 方案總監 - 嚴敏小姐
Ms. Viviana Yan - Tencent Cloud MICE, Director of Solution for MICE



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