

# 大灣區會展業創新合作論壇

Innovative Co-operation of the MICE Industry  
in the Greater Bay Area Forum

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地點：澳門旅遊塔會展娛樂中心三樓

Place: Macao Tower 3/F



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

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# 大灣區會展業創新合作論壇

Innovative Co-operation of the MICE Industry in the Greater Bay Area Forum

## 時間 ● 流程

Time ● Rundown

### 9:30 ● 司儀宣佈論壇正式開始

● Forum Commences

### 9:35 ● 關偉霖副會長致歡迎辭

● Welcome Speech by Mr. William Kuan – Vice Chairman of Macao Convention & Exhibition Association

### 9:40 ● 致送紀念品給演講嘉賓

由關偉霖副會長致送

● Presenting Souvenirs by Mr. William Kuan – Vice Chairman of Macao Convention and Exhibition Association

### 9:50 ● 專題演講 (一)

Speech Topic 1

#### ● 廣東會展組展企業協會會長 - 劉松萍女士

Ms. Liu Songping, Chairman of Guangdong Fairs Organizers Association

演講題目：拐點-複雜多變環境下大灣區會展業發展機遇與挑戰

Topic: Turning Point - Development Opportunities and Challenges of the Greater Bay Area MICE Industry in a Complex and Changing Environment

#### ● 專題演講 (二)

Speech Topic 2

#### ● 香港展覽會議業協會前會長及榮譽顧問 - 張偉雄先生

Mr. Daniel Cheung, Ex-Chairman and Special Advisor of Hong Kong Exhibition & Convention Industry Association

演講題目：香港展覽業概況及大灣區機遇

Topic: Hong Kong at the Crossroads

### ● 專題演講 (三)

Speech Topic 3

### ● 深圳市招華國際會展運營有限公司常務副總經理 - 毛大奔先生

Mr. Mao Daben, Executive Deputy General Manager of Shenzhen Zhaohua International Exhibition Operation Co., Ltd

演講題目：深圳國際會展中心助力粵港澳大灣區會展業融合發展

Topic: Shenzhen World Exhibition & Convention Center assists Greater Bay Area MICE Industry for integrated development

### ● 專題演講 (四)

Speech Topic 4

### ● 珠海華發現代服務投資控股有限公司副總裁 - 付睿先生

Mr. Fu Rui, Vice President of Zhuhai Huafa Modern Service Investment Holdings Co., Ltd.

演講題目：大橋時代：港珠澳會展業的融合創新發展

Topic: New Bridge Era - Integration and innovation of the Hong Kong, Zhuhai and Macao MICE Industry

### ● 專題演講 (五)

Speech Topic 5

### ● 澳門會議展覽業協會理事長 - 何海明先生

Mr. Alan Ho, President of Macao Convention and Exhibition Association

演講題目：攜手發展 灣區會展

Topic: Jointly Developing the MICE Industry in the Greater Bay Area

### ● 答問環節

● Q&A Session

12:00

### ● 論壇結束

● Forum Ends



廣東會展組展企業協會會長

Chairman of Guangdong Fairs Organizers Association

劉松萍女士

Ms. Liu Songping

演講主題 Topic:

## 拐點 - 複雜多變環境下大灣區會展業發展 機遇與挑戰

Turning Point - Development Opportunities and Challenges of the Greater Bay Area MICE Industry in a Complex and Changing Environment

廣東會展組展企業協會會長、廣州大學中法旅遊學院教授、博士、中國會展經濟研究會副會長，原廣州市政府決策諮詢專家、中國十大會展理論人物，改革開放30年影響中國會展進程30人，廣州會展產業研究所所長、商務部會展經濟研究中心客座研究員、澳門、廣州、珠海、東莞會展協會顧問。

主持商務部、中國貿促會、國家旅遊局、中國知識產權局、廣東省發改委、廣東省科技廳、廣東省、廣州市社科規劃辦等30多項會展課題，主持廣東省會展十二五規劃、連續六年廣東省展覽業發展白皮書、城市會展規劃等；出版專著、教材如《會展、經濟、城市：中國廣交會的綜合研究》、《會展服務與管理》、《會展市場營銷》等14部，核心期刊發表會展論文20多篇，是商務部“國際會展策劃”、美國CEM認證、澳門大學、澳門科技大學、香港協會、時代光華、前沿講座培訓主講師以及中國勞動與社會保障部《會展策劃師》國家職業標準的主審和培訓師，作為會展與商務旅遊專家在中央電視台新聞頻道、中國新聞社、人民日報、中國經營報、南方日報、南方都市報、羊城晚報、廣州日報、民營經濟報、新快報、贏周刊等發表專家觀點一百多次。

作為廣東會展組展企業協會會長，積累了大量的政府及會展企業資源，成功承辦了商務部引導支持展會申報、商務部重點聯系企業申報、建設廣東會展之窗等政府項目，並成功舉辦與組織了國際組展人之聲論壇、組展人沙龍、展覽展示展、會展文化節等幾十項品牌會展活動。

03

大灣區會展業創新合作論壇

Innovative Co-operation of the MICE Industry in the Greater Bay Area Forum

Ms. Liu is the Chairman of Guangdong Fairs Organizers Association (GFOA). Holding a Ph.D. degree, she is a professor of Sino-French College of Guangzhou University, Vice-Chairman of China Convention and Exhibition Society (CCES) and former Decision-making Consultant of Guangzhou Municipal Government. She has won the title of Top Ten Chinese Convention and Exhibition Theory Personnel and Top 30 Pioneers Influencing China's Convention and Exhibition Process in 30 Years of Reform and Opening-up, and serves as Director of Guangzhou Convention and Exhibition Industry Research Institute, Visiting Researcher of Exhibition Economy Research Center of Ministry of Commerce, and Consultant of convention and exhibition associations of Macau, Guangzhou, Zhuhai and Dongguan.

She has presided over more than 30 projects with the topic of Convention and Exhibition launched by the Ministry of Commerce, China Council for the Promotion of International Trade, National Tourism Administration, National Intellectual Property Administration, Guangdong Provincial Development and Reform Commission, etc. She also presided over the 12<sup>th</sup> Five-Year Plan of convention and exhibition industry of Guangdong Province, the White Paper of Guangdong Province's Convention and Exhibition Industry Development (for six consecutive years) and urban exhibition planning. She published 14 monographs and textbooks including Exhibition, Economy and Cities: A comprehensive study of China's Canton fair, Exhibition Service and Management and Exhibition Marketing and over 20 exhibition themed papers on core journals.

As the Chairman of Guangdong Fairs Organizers Association, she has accumulated a large number of government and exhibition company resources, and has successfully undertaken government projects such as the declaration of guiding and supporting exhibition by the Ministry of Commerce, the declaration of key contacting company by the Ministry of Commerce, the construction of the Guangdong's window of convention and exhibitions, and successfully held and organized dozens of branded convention and exhibitions.



香港展覽會議業協會前會長及榮譽顧問  
Ex-Chairman and Special Advisor of Hong Kong  
Exhibition & Convention Industry Association

## 張偉雄先生 Mr. Daniel Cheung

演講主題 Topic:

### 香港展覽業概況及大灣區機遇

Hong Kong at the Crossroads

曾經籌辦各行各業超過150個項目，於會展組織、盛事策劃、商務旅遊等專業領域擁有逾30年的經驗，是亞太區內MICE會展業務的先驅全才。曾於美國紐約最大型的旅遊集團Pacific Delight Tours Inc擔任市場推廣經理一職，主要負責MICE業務，並以此展開事業。其後，加入勵展博覽集團，任職期間負責推廣的展會規模不斷擴充，一躍成為區內最大型項目。

在加入Informa Markets（前身為亞洲博聞及英國奧偉展覽聯盟）前，曾受聘於香港特區政府金融管理局，於1997年香港舉辦的世界銀行集團及國際貨幣基金組織全球年會負責籌備工作並充當專業顧問。2010年，憑借多年的專業知識和豐富經驗獲推選為香港展覽會議業協會會長，退任後擔當榮譽顧問至今。



Daniel Cheung is one of the pioneers in MICE business in the region. He has over 30 years' experience in incentive travel, exhibition and conference organization, event marketing and consultancy, handling over 150 projects covering virtually every industry and service sector.

Mr. Cheung embarked on his career with Pacific Delight Tours Inc., one of the largest US based travel agents, as Marketing Services Manager to handle mainly MICE events. He then joined Reed Exhibitions and helped develop some of its trade exhibitions into the largest events in the region.

Prior to joining Informa Markets (former UBM Asia and Allworld Exhibition), Mr. Cheung was retained by the Hong Kong Monetary Authority to provide professional consultancy service and assistance in the planning and organization of the 1997 Annual Meetings of the Boards of Governors of the World Bank Group (WBG) & the International Monetary Fund (IMF).

With his extensive knowledge and experience in the industry, Mr. Cheung was elected as the Chairman of Hong Kong Exhibition and Convention Industry Association in 2010 and currently served as the Special Advisor.





深圳市招華國際會展運營有限公司 常務副總經理  
Executive Deputy General Manager of Shenzhen Zhaohua  
International Exhibition Operation Co., Ltd

**毛大奔先生**  
**Mr. Mao Daben**

演講主題 Topic:

## **深圳國際會展中心助力粵港澳大灣區 會展業融合發展**

**Shenzhen World Exhibition & Convention Center assists Greater Bay Area  
MICE Industry for integrated development**

加州州立大學工商管理碩士。會展業界知名的資深會展人。先後任職於中國貿促會展覽部、中展集團、慕尼黑展覽（上海）有限公司、上海萬耀企龍展覽有限公司等全球知名會展機構，擔任項目經理、部門經理、董事總經理等職務。2017年1月加入招商蛇口，任招華國際會展運營有限公司常務副總經理。

Graduated from California State University with a MBA degree, Mao Daben is a veteran exhibition professional. Mao worked at many of the world's top exhibition organizations such as the China Council for the Promotion of International Trade, China International Exhibition Center Group, Messe Muenchen (Shanghai) Co., Ltd. and VNU Exhibitions Asia Ltd., and managed many influential exhibition projects, during which he serves as project manager, department manager and managing director. Mao joined China Merchants Shekou Industrial Zone Holdings Co., Ltd. in January 2017 to serve as Executive Deputy General Manager of Shenzhen Zhaohua Int'l Exhibition Operation Co., Ltd.



珠海華發現代服務投資控股有限公司副總裁  
Vice President of Zhuhai Huafa Modern Service Investment  
Holdings Co.,Ltd.

**付睿先生**  
Mr. Fu Rui

演講主題 Topic:

## **大橋時代：港珠澳會展業的融合創新發展**

**New Bridge Era - Integration and innovation of the Hong Kong,  
Zhuhai and Macao MICE Industry**

2009年加入國會籌備開業團隊，期間參與了京交會、北京國際電影節、亞太經濟合作組織會議（APEC）等服務接待工作。2015年7月委任為寧夏國際會堂總經理，全面負責該項目的開業籌備工作，成功接待了中阿博覽會等系列重要活動。2016年1月委任為珠海國際會展中心總經理，在實際經營管理中，帶領團隊成功開創多元化創新發展模式，使珠海國際會展中心成功擠入“億元收入場館之列”。

During the period when he entered into the ranks which were committed to the initial project of the CNCC in 2009, he was also a participant of China Beijing International Fair for Trade and Services (CIFTIS), Beijing International Film Festival, Asia-Pacific Economic Cooperation (APEC). Being appointed as the general manager of NingXia International Hall in July 2015, he was not only taking charge of the preparatory work of the opening but also completed remarkably the reception missions of the China-Arab Exposition. In January 2016, he was appointed to serve as the General Manager of Zhuhai International Convention and Exhibition Center. The center has developed diversified innovative development modes and witnessed a continuous rise in its business performance, making itself rank among venues with revenues of up to RMB hundred million yuan.



澳門會議展覽業協會理事長

President of Macao Convention and Exhibition Association

**何海明先生**  
**Mr. Alan Ho**

演講主題 Topic:

## **攜手發展 灣區會展**

**Jointly Developing the MICE Industry in the Greater Bay Area**

碩士學歷，現任澳門政府經濟發展委員會顧問、澳門旅遊發展委員會副協調員、澳門中華總商會常務理事兼交際部副部長、澳門會議展覽業協會理事長、活力澳門推廣周組委會副主任、中國會展經濟研究會顧問、澳門電力客戶諮詢委員會委員、澳門博覽集團董事總經理，於2017年度獲澳門特別行政區政府頒授專業功績勳章。

自1989年大學畢業後一直從事會展相關的工作。主辦、協辦和主管了超過200多場會展項目，包括深圳高交會、港深工展、活力澳門推廣周、澳門國際貿易投資展覽會(MIF)和澳門國際旅遊博覽會等。

2001年以會展專才身份移民澳門後致力推動澳門會展業的發展，2002年與澳門會展業界十多家企業共同發起創辦澳門會議展覽業協會，先後擔任秘書長和理事長。

Key Social Posts:

- Adviser of the Committee for the Development of Economy of Macao SAR Government
- Deputy Coordinator of the Tourism Development Committee of Macao SAR Government
- Standing Committee Member and Vice Director of Social Networking Department of Macao Chamber of Commerce
- President - Board of Directors of Macao Convention & Exhibition Association (MCEA)
- Deputy Director of Dynamic Macao Promotion Week Organizing Committee
- Consultant of China Convention Exhibition Research Society
- Member of the Customer Liaison Committee of Macao Electricity Company
- Recipient of the Professional Merit Medal Award from the Macao SAR Government in 2017

# 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:

- 廣東會展組展企業協會會長 - 劉松萍  
Ms. Liu Songping, Chairman of Guangdong Fairs Organizers Association
- 香港展覽會議業協會前會長及榮譽顧問 - 張偉雄先生  
Mr. Daniel Cheung, Ex-Chairman and Special Advisor of Hong Kong Exhibition & Convention Industry Association
- 深圳市招華國際會展運營有限公司常務副總經理 - 毛大奔先生  
Mr. Mao Daben, Executive Deputy General Manager of Shenzhen Zhaohua International Exhibition Operation Co., Ltd
- 珠海華發現代服務投資控股有限公司副總裁 - 付睿先生  
Mr. Fu Rui, Vice President of Zhuhai Huafa Modern Service Investment Holdings Co., Ltd.
- 澳門會議展覽業協會理事長 - 何海明先生  
Mr. Alan Ho, President of Macao Convention and Exhibition Association



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

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