

行政院及所屬各機關出國報告  
(出國類別：其他)

參加二〇〇三年歐洲獎勵旅遊暨會議展  
報告書

服務機關：交通部觀光局  
出 國 人：職稱：約聘人員  
                  姓名：徐瑞霖  
出國地區：瑞士日內瓦  
出國期間：92年5月17日至23日  
報告日期：92年6月24日

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行政院及所屬各機關出國報告提要

頁數： 頁 含附件：是否

出國報告名稱：參加二〇〇三年歐洲獎勵旅遊暨會議展報告書

出國計畫主辦機關：交通部觀光局

出國人員姓名/服務機關/單位/職稱/電話

徐瑞霖/交通部觀光局/國際組/約聘人員/2349-1618

出國類別：1.考察2.進修3.研究4.實習5.其他：參加會議暨展覽

出國期間：民國 92 年 5 月 17 日至民國 92 年 5 月 23 日

出國地區：瑞士日內瓦

報告日期：民國 92 年 6 月 24 日

分類號/目：

關鍵詞：

內容摘要：

歐洲獎勵旅遊暨會議展（European Incentive & Business Travel & Meeting Exhibition, 簡稱 EIBTM）自一九八八年開始舉辦迄今，本年為第十六屆，主辦單位為英國 Reed 展覽公司。明年將移往西班牙巴塞隆納舉辦，且會展日期亦將延緩半年，日期定於十一月卅日至十二月二日，未來八年皆在同樣時間與地點辦理。

本局承租二十四平方公尺攤位參展，並援例以台灣國際會議推展協會名義參展，攤位名稱為 Taiwan Convention & Exhibition Association，台灣國際會議推展協會與台北國際會議中心均派乙員參展。

今年因受戰爭、全球經濟影響，氣氛並不熱鬧，多數買者及參展單位皆表示不若往年熱絡。此次到攤位訪談業者共計十五位。

# 參加二〇〇三年歐洲獎勵旅遊暨會議展

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## 壹、前言

歐洲獎勵旅遊暨會議展 (European Incentive & Business Travel & Meeting Exhibition, 簡稱 EIBTM) 自一九八八年開始舉辦迄今，本年為第十六屆，主辦單位為英國 Reed 展覽公司。由於該公司與日內瓦 Palexpo 展覽會議中心之場地合約已至本年到期，明年將移往西班牙巴塞隆納舉辦，且會展日期亦將延緩半年，日期定於十一月卅日至十二月二日，未來八年皆在同樣時間與地點辦理。

EIBTM 最大的特色係主辦單位邀請來自不同行業（如電子、通訊、汽車、工程、建築、金融、保險、食品、化妝品、飲料、煙草及工業產品等）中負責籌辦或編列活動預算之人員為參訪者 (Visitors)，他們籌辦之活動類型包括：年度會議、國際會議、研討會、產品發表會、公司旅遊、獎勵旅遊、特別活動、員工訓練等活動；且透過各國有關單位(如航空公司、駐外辦事處及外商銀行等)篩選並力邀具潛力買主(Hosted Buyers)蒞臨現場參觀，並提供交通、膳宿等優惠，另依買主與參展者雙方之意願約定洽談時間 (Online Diary)，使雙方均能最有效率地達到互動，完成交易。而參



展者 (Exhibitors) 則包含了各國會議局、觀光局、會議中心及旅遊業者，故多以國家形象為主題集體展現，共同促銷一個國家或城市。多數參展者均在攤位設計及裝潢上~~突~~<sup>突</sup>顯文化、旅遊及會議環境之特色以吸引各界買主，參展廠商亦可藉由參展機會與客戶接觸、爭取訂單、提升公司與品牌知名度、促銷新產品、蒐集市場資訊及聯絡同業情誼等。

## 貳、展覽概況

展覽時間：二〇〇三年五月二十至二十二日，每日上午九時三十分至下午五時三十分

地點：瑞士日內瓦 Palexpo 展覽會議中心第一、二、四號展覽館

規模：本屆共有 2,600 家公司參展，參觀買主 4,143 位，92.7% 來自臨近國家如瑞士、英國、德國、法國、義大利。其中 2,142 位為 Hosted Buyers(即由主辦單位邀請來的)；有 1,817 位為 Visitor(參訪者)；172 位為媒體代表。

主辦單位表示買主感興趣的項目依次如下：

旅館訊息占 64.96%，獎勵旅遊方案 53.11%，DMC 資料 39.4%，航空公司獎勵方案 35.98%，開會場地資料 34.73%。

我國展覽攤位由本局統籌承租，並援例以台灣國際會議推展協會名義參展，攤位名稱為 Taiwan Convention & Exhibition Association。去年展示攤位位置不佳，恰於大陸後方，造成許多困擾，故於會前特地要求大會與大陸攤位分開設立。本次我國展覽攤位面積為二十四平方公尺，委請萬

凱展覽公司負責攤位裝潢設計，外觀較往年簡單之佈置出色許多（如附件一），吸引許多參展者及參訪者紛紛前來本攤位索取旅遊、會議相關資料。攤位參展代表由本局、台灣會議推展協會及台北國際會議中心各派一員參展，此外裝潢商萬凱展覽公司亦派員一名現場配合。

今年因受戰爭、全球經濟影響，氣氛並不熱鬧，多數 buyer 及參展單位皆表示不若往年熱絡。推測與 EIBTM 性質相同之 IMEX 展於四月時在法蘭克福首展吸引許多單位參展，亦造成影響。此次本局 Pre schedule appointment 為十位，三位預約買者未出席，七位到場，未預約洽談業者計八位，到攤位索取資料人士多為索取資料、了解我會議設施。展後將剩餘文宣品運往本局駐法蘭克福辦事處運用。

來訪業者洽談內容一覽表（業者資料如附件二）

來訪者	洽談內容	後續辦理情形
Ms. Susan Goldstein WYSTC (The World Youth and Student Travel Conference)	說明本局有意爭取 WYSTC 年會到台舉辦，關心準備工作。	資料轉請本組三科參辦
Ms. Anna Kontchakova URCW (resorts)	請郵寄全套會議及觀光資料	5/27 郵寄

來訪者	洽談內容	後續辦理情形
wholesaler)		
<i>Mr. Frank Geile, M.A.</i> Cultour & Cityguide Events	請郵寄全套會議及 觀光資料	5/27 郵寄
<i>Mr. Richard John</i> RJA (PCO training company)	毛遂自薦擔任我國 訓練 PCO 人才顧問	
<i>Ms. Amanda J Butler</i> NHI (solutions limited)	說明可提供諮詢服 務	
<i>Ms. Suely Chern</i> Princess Travel	希定期收到我觀光 資訊	列入郵寄名單
<i>Ms. Irene Chua</i> Travel Weekly	希我加入亞洲區廣 告 campaign	請其將 proposal 寄局 俾憑評估
<i>Mr. Iika Paulets Svissero</i> <i>Renan</i> Abrace (PCO)	請郵寄全套會議資 料	5/27 郵寄
<i>Mr. Moritz Herrmann</i> Knecht Reisen (Travel Consultant Group)	索取 inbound 業者 名單	5/30 傳真
<i>Mr. Declan O'Connell</i> Lee Travel	索取 inbound 業者 名單	5/30 傳真
<i>Mr. Emmanuel De Smeth</i> Life Events	邀請參加 2003 The European Mice	資料轉請本組 三科參閱

來訪者	洽談內容	後續辦理情形
	European Mice Exhibition	三科參閱
<i>Ms. Cristiana Huguenin</i> Wigra Expo SA	邀請參加 Swiss Holiday Fairs	資料轉請本組 三科參閱
<i>Mr. Ronan McCarthy</i> International Luxury Travel Market	邀請參加 International Luxury Travel Market	資料轉請本組 三科參閱
<i>Mr. Carl Catterall</i> McCluskey International	說明將簽約協助英國市場推廣，C君負責會議及展覽推廣	

## 參、參加 ICCA 會議情形

ICCA D 類會員年中會議（議程如附件五）

日期：五月十九日下午一點

地點：Palexpo 展場 A 會議室

會議內容：

- 一、確認 D 類會員哥本哈根會議之紀錄。（哥本哈根會議紀錄如附件三）
- 二、協會經費目前赤字八、一四六歐元，但總會確認儲備金足可補赤字。今（二〇〇三）年截至目前有四十新會員加入，年費收入較去年成長 12%，今年目標招募六十位新會員。
- 三、第七屆 ICCA 年會暨展覽（及四十二屆 ICCA）訂於本（2003）年十月二十六日至二十九日假韓國釜山市舉行（報名資料如附件四）。二〇〇四年各類會員年中會議暫訂於五月十一日舉行。
- 四、為加強對 ICCA 北美地區會員服務，將與 CIC（Convention Industry Council）組織聯盟，IACVB, MPI 等會議專業組織皆與該會聯盟，CIC 亦係 CMP

(Certified Meeting Planner) 正式授權代理之組織。

五、Mr. Christian Mutschlechner 第三度自願為 D 類會員負責問卷調查 (Category D Survey) 事宜，問卷將以網頁模式設計，以電子郵件送出。

六、D 類會員 Client/Supplier Workshop 舉辦時間如後：

二〇〇三年訂於七月十至十三日假佛羅倫斯舉行

二〇〇四年訂於六月十七至二十日假日內瓦舉行

二〇〇五年暫訂於馬德里舉行 (將於二〇〇四年日內瓦會議時討論)

七、小組討論

與會人士分組討論，各組”training of skills” 及”better networking between members”二項主題自由選擇討論，各組結論供 ICCA 組織參考。筆者與來自維也納觀光局、西班牙會議局、約翰尼斯堡觀委會、南非觀光局及韓國觀光公社之代表同組，就”better networking between members” 為題討論。小組一致認同維持會員與會員間之聯繫及各類會員間訊息之互通很重要，除建議 ICCA 會員應定期聚會，或可在

ICCA 網站設立聊天室，供會員交流。

ICCA Asia Pacific Chapter 亞洲區會議（議程如附件五）

日期：五月十九日下午四點三十分至五點三十分

地點：Palexpo 展場 G 會議室

會議內容：

- 一、韓國二〇〇三年 ICCA 年會籌備委員會簡報今年於釜山辦理之流程與準備情形，年會主題為”Tradition & Progress”，較具創意部份為其為與會代表規劃一場 ”ICCA Mini World Cup Soccer Games”讓與會代表在世足賽球場賽球、觀球賽。
- 二、請新加坡旅遊局代表說明星國對 SARS 所造成衝擊因應措施。
- 三、釜山 BLE sessions (Business Leads Exchange) 資料應於九月十二日前交付，Client-Supplier Workshop 暫時延期至十二月十一日至十三日假雅加達舉行。
- 四、2003 釜山年會歡迎利用網路報名，網址為：  
[www.iccaworld.com/7congress](http://www.iccaworld.com/7congress)



五、2003 年 IT&CMA 展訂於十一月四日至六日舉行，

ICCA 共同參展者費用為每位 US\$1900，可享買主預約

權利，應於六月三十日前登記。

六、APC 亞洲分會財務報告：

截至四月三十日，分會餘款計 US3,613 元，定存為

US8,155 元

七、下次 APC 會議於釜山年會期間十月二十六日（星期日）

召開。

## 肆、心得與建議

- 一、由於國際會議產業會帶動旅館、餐飲、旅遊，甚至印刷、禮品等消費性產業之擴展，對主辦國整體經濟效益之提升有莫大的助益，故各國參展之設計皆結合各方資源以求整體表現為要，即由各國政府整合民間業者共同藉此參展同時推廣國家形象，所促銷之產品不侷限於某特定產品，而是一個整體形象，此次本國參展攤位所呈現之整體形象亦符合此一要點。
- 二、本次會展賡續使用去年參加亞洲獎勵旅遊暨會議展之掛旗，惟會場挑高約十四米而掛旗長約三米且與鄰近攤位比較仍嫌過小，無法突顯我國攤位。建議日後參加類似展覽，先行調查會場高度，可在不違反展場規定下，於攤位上方懸掛適當尺寸掛旗，期使參訪者及潛在買主能輕易地找到我國攤位（請參考附件六）。
- 三、建議出國參展時可多攜帶 CD-ROM 贈與買主。在此次展覽期間中，至本國攤位洽談之參訪者及潛在買主，有不少比例表示對傳統宣傳摺頁無興趣，紛紛索取 CD-ROM

代替。建議未來在 CD-ROM 設計上可朝體積更輕薄、包裝更搶眼方面發展。

**EIBTM 2003**  
**20 – 22 May 2003**  
**TRADE VISITOR ATTENDEES**

**Geographical Breakdown**

AREA	% ATTENDANCE
EUROPE	92.32
REST OF WORLD	7.67

**Breakdown of major markets**

AREA	% ATTENDANCE
Switzerland	46.75
UK	7.80
Germany	4.46
France	12.52
Italy	5.24
Spain	2.95
Benelux	4.59
Scandinavia	1.70

**Type of Company (Multiple Answers Given)**

COMPANY	% ATTENDANCE
Events Company	12.00
Incentive House / Agency	10.75
Outbound Travel Agency	9.84
Corporate	9.70
Inbound Travel Agency	7.61
PR / Marketing / Advertising Agency	6.10
Sales Promotion Agency	4.85
Exhibition Organiser	4.39
Association	4.13
Conference Organiser / Meeting Planner	3.93
Government / Education	3.21
Other / Blank	23.47

### Job Title Breakdown

<b>Job Title</b>	<b>% ATTENDANCE</b>
Managing Director	23.28
Sales Manager	9.24
Sales Director	9.24
Chairman	6.88
Other Director	5.51
Marketing Director	5.11
Meeting Planner / Event Manager	4.72
Marketing Manager	3.47
Owner / Partner	3.41
Executive	3.41
General Manager	2.56
Event Organiser	2.28
Product Manager	1.90
PA / Secretary	1.70
Account Manager	1.18
Training Manager	0.72
Other / Blank	14.82

TOTAL VISITORS

**Product Interest Breakdown (Multiple Answers Given)**

<b>Product Interest</b>	<b>% ATTENDANCE</b>
Hotel / Hotel Groups	44.72
Tourist Organisations	37.44
Incentive Destinations	33.97
Airlines	32.20
Event Management Specialists	22.49
Destination Management Companies	22.43
Exhibition Organiser / Supplier	21.05
Conference Venues	18.88
Ground Agents	17.77
PCO's	16.85
Health Resorts & Spas	15.67
Convention & Visitor Bureaux	12.79
Technology Providers	11.15
Cruise Lines / Luxury Trains	10.95
Trade Associations	8.92
Publications	7.15
Other	9.44

**Type of Events Organised Breakdown (Multiple Answers Given)**

<b>Type of Event</b>	<b>% ATTENDANCE</b>
Conference / Meeting	52.72
Incentive Travel	42.23
Business Travel	26.36
International Convention	20.20
Exhibitions	18.62
Product Launch	17.57
Staff Training	16.00
Corporate Hospitality	12.20
Sporting	0.46
Other	20.33

**Level of Responsibility Breakdown (Multiple Answers Given)**

<b>Level of Responsibility</b>	<b>% ATTENDANCE</b>
Final Decision	29.38
Recommend	19.74
Plan / Organise	24.52
Research	12.65

TOTAL VISITORS

No of Events Organised Per Year Breakdown

No of Events	% ATTENDANCE
1 – 2	16.52
3 - 5	17.05
6 – 10	13.38
10+	33.97
Blank / Unspecified	19.08

Annual Budget for Meetings / Incentives

Budget Level	% ATTENDANCE
None	0.20
< US\$250,000	20.00
\$250,000 - \$500,000	11.87
\$500,001 - \$1 Million	9.64
\$1 Million - \$5 Million	8.06
\$5 Million - \$10 Million	2.75
\$10 Million +	3.67
Blank / Unspecified	43.80

Average Number of Attendees at Events

No of attendees	% ATTENDANCE
NONE	7.21
1 – 50	38.56
51 – 250	21.18
251 – 500	6.10
501+	9.44
Blank / Unspecified	17.51

**EIBTM 2003**  
**20 – 22 May 2003**  
**VISITOR ATTENDANCE**

<b>Total number of visitors:</b>	<b>4131</b>
<b>Total number of attendees who had pre-registered:</b>	<b>2965</b>

**Visitor Breakdown**

<b>Hosted Buyer:</b>	<b>2142</b>
<b>Trade Visitor:</b>	<b>1817</b>
<b>Press:</b>	<b>172</b>

**TOTAL VISITORS**

**Geographical Breakdown**

<b>AREA</b>	<b>% ATTENDANCE</b>
<b>EUROPE</b>	<b>92.72</b>
<b>REST OF WORLD</b>	<b>7.27</b>

**Breakdown of major markets**

<b>AREA</b>	<b>% ATTENDANCE</b>
<b>Switzerland</b>	<b>21.12</b>
<b>UK</b>	<b>16.30</b>
<b>Germany</b>	<b>13.56</b>
<b>France</b>	<b>11.54</b>
<b>Italy</b>	<b>6.48</b>
<b>Spain</b>	<b>3.32</b>
<b>Benelux</b>	<b>8.19</b>
<b>Scandinavia</b>	<b>3.79</b>



### Type of Company (Multiple Answers Given)

<b>COMPANY</b>	<b>% ATTENDANCE</b>
Corporate	13.50
Association	5.26
Incentive House / Agency	20.26
PR / Marketing / Advertising Agency	4.12
Sales Promotion Agency	2.55
Conference Organiser / Meeting Planner	7.36
Events Company	11.98
Government / Education	1.99
Exhibition Organiser	2.46
Outbound Travel Agency	8.80
Inbound Travel Agency	4.43
Other / Blank	17.27

### Job Title Breakdown

<b>Job Title</b>	<b>% ATTENDANCE</b>
Chairman	6.36
Owner / Partner	6.84
General Manager	3.04
Managing Director	22.50
Sales Director	5.65
Marketing Director	3.29
Other Director	6.06
Sales Manager	5.65
Marketing Manager	2.85
Training Manager	0.52
Executive	3.38
PA / Secretary	2.16
Meeting Planner / Event Manager	12.90
Account Manager	2.24
Product Manager	2.24
Event Organiser	1.19
Executive	3.38
Other / Blank	13.12

TOTAL VISITORS

**Product Interest Breakdown (Multiple Answers Given)**

<b>Product Interest</b>	<b>% ATTENDANCE</b>
Airlines	35.98
Ground Agents	30.36
Hotel / Hotel Groups	64.96
Technology Providers	12.32
Tourist Organisations	31.63
Incentive Destinations	53.11
Health Resorts & Spas	27.10
Destination Management Companies	39.44
Event Management Specialists	27.73
Publications	7.33
Conference Venues	34.73
Convention & Visitor Bureaux	24.82
Cruise Lines / Luxury Trains	20.01
Trade Associations	8.63
PCO's	16.91
Exhibition Organiser / Supplier	16.00
Other	6.20

**Type of Events Organised Breakdown (Multiple Answers Given)**

<b>Type of Event</b>	<b>% ATTENDANCE</b>
Conference / Meeting	72.57
International Convention	33.05
Incentive Travel	58.62
Product Launch	30.56
Staff Training	27.48
Business Travel	30.33
Corporate Hospitality	18.73
Exhibitions	23.14
Sporting	9.71

**Level of Responsibility Breakdown (Multiple Answers Given)**

<b>Level of Responsibility</b>	<b>% ATTENDANCE</b>
Final Decision	33.18
Recommend	25.87
Research	8.22
Plan / Organise	25.82

TOTAL VISITORS

**No of Events Organised Per Year Breakdown**

No of Events	% ATTENDANCE
1 – 2	10.60
3 - 5	16.02
6 – 10	16.91
10+	47.25
Blank / Unspecified	9.22

**Annual Budget for Meetings / Incentives**

Budget Level	% ATTENDANCE
None	4.84
< US\$250,000	15.97
\$250,000 - \$500,000	14.97
\$500,001 - \$1 Million	14.61
\$1 Million - \$5 Million	16.85
\$5 Million - \$10 Million	6.31
\$10 Million +	6.53
Blank / Unspecified	19.90

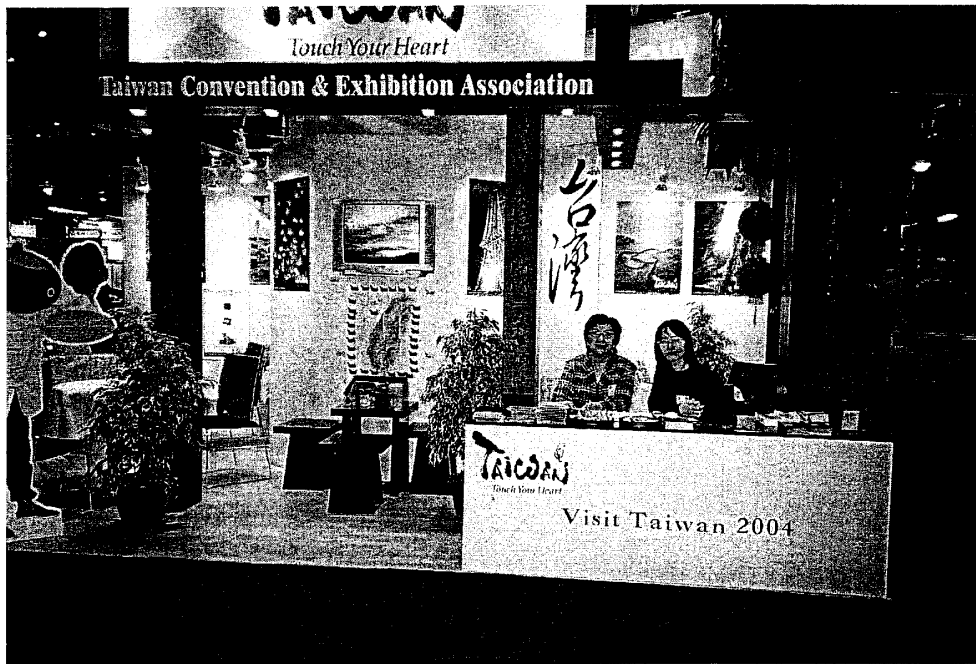
**Average Number of Attendees at Events**

No of attendees	% ATTENDANCE
NONE	4.07
1 – 50	28.59
51 – 250	40.52
251 – 500	9.91
501+	8.39
Blank / Unspecified	8.52

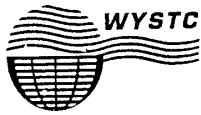
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附件一



附件二



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Conference Director



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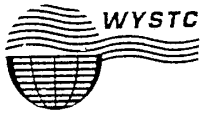
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#### MINUTES ICCA CATEGORY D MEETING Copenhagen 1 and 2 December 2002

Sunday 1 December

From 10.30 to 11.30 hours the National and Regional Tourist Boards meeting took place. The meeting was chaired by Adam Bates of British Tourist Authority. A detailed report has already been circulated and is available on request at ICCA Head Office.

At 15.30 the Chairperson of Category D, Ms. Airy Garrigosa, opened the Closed Category meeting by welcoming everybody and especially those new members since last meeting in Geneva: Daegu C.B. (Rep. of Korea), Tourism Administration of Guangdong Province (China P.R.), Polish Tourist Organisation, Uppsala Tourism AB CVB (Sweden).

The minutes from the mid-year meeting 2002 in Geneva were approved.

Mr. Christian Mutschlechner from Vienna C.B. introduced himself as candidate to the Presidency of ICCA:

Mr. Christian Mutschlechner commented the Category survey he offers to carry out next year from his office, as done already twice in the past.  
There are no further comments about the questionnaire, except for A. Garrigosa who proposes to introduce:

- surveys in paragraph E) in addition to statistics.
- In F) Marketing activities, introduce Publications: do you produce a Congress Guide or only web site?
- Introduce a new paragraph I) referring to quality certification. "Are you involved in any quality certification process?"

Mr. Olivier Lépine from Biarritz Tourist Office introduced himself as candidate to the Presidency of ICCA.

Ms. Anne W. Rodven introduced herself as sole candidate for the Chairmanship of Category D. taking over from A. Garrigosa, and commented her projects for the Category.

A. Garrigosa commented on matters discussed at the BOD meeting:

- Possibility of a small deficit budget 2002
- Proposed changes in Articles of Association & By-laws (category H will not be classed as Members, otherwise they should have the full rights of other category members, according to the Dutch law).
- Creation of the Meetings Advisory Group (MAG) as an advisory group to ICCA
- Head Office Events Department and Local Host Committees. The aim is to tap on the knowledge of our PCO members to improve ICCA events.
- The Board requested feedback from members as to where the 2003 mid-year Category Meetings will be held (IMEX or EIBTM). A. Garrigosa circulated a paper where members wrote whether they would go to one of the shows, the

2003/3/20

other or both. The result of this enquiry was that most of the bureaus (around 90%) will attend both shows. The result was reported to the CEO.

- Elections: Peter Brokenshire has withdrawn from elections from the floor leaving four candidates standing for three vacancies.

#### Category Workshops.

- Marina Sablich distributed a preliminary programme for the 2003 workshop in Florence. The registration fee was not yet decided, since she had to look for sponsorship. This workshop will be of European scope.

- The 2004 Workshop will be held in Geneva and will be International.

- For 2005 Madrid has been proposed, however A. Garrigosa will leave it up to the new chairperson to decide accepting other proposals as well.

At 16.40 A. Garrigosa makes a presentation about quality certification, pros and cons.

#### Monday 2 December

At 11.00 hours John Martinez from Shocklogic gave a presentation about e-marketing strategies.

Due to lack of time, the mixed meeting with Category B was cancelled.

At 14.30 hours the joint meeting with Category G took place. Jill Henry from Perth, Anne W. Rodven from Oslo and Ana María Viscasillas from Puerto Rico did a presentation on "Pre-opening sales and marketing of a new Convention Centre, responsibility of the CVB". The session was moderated by José Salinas from Valencia.

At 16.00 hours Martin Lewis of Cat Publications gave a presentation about Trade Magazines and their co-operation with the Bureaus.

Please note that all presentations from the category meetings are available online at [iceworld.com](http://iceworld.com), "presentations" and choose February 2003.

*Provisional Programme*

# **7<sup>th</sup> ICCA**

## **Congress & Exhibition**

**P R O G R E S S   &   T R A D I T I O N**

Incorporating the 42nd ICCA General Assembly  
in Busan, Republic of Korea  
26-29 October 2003



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ICCA (THE INTERNATIONAL CONGRESS & CONVENTION ASSOCIATION)

The latest information and updates to this provisional programme  
can be found on the website : [www.iccaworld.com/7congress](http://www.iccaworld.com/7congress)

Message from the Chairperson, Korea Host Committee

Experience the unique cultural heritage and its rich tradition and take an opportunity to add your professional resources through fruitful programmes in the 7th ICCA Congress held in Busan, Korea.

Busan is a major port city which has a myriad of sea routes offering gateways to Japan, China and to the rest of the world. Last year, Busan successfully hosted several world-class events including the 2002 FIFA World Cup and the Asian Games. Busan also enjoys a wonderful climate and has an excellent beach resort with a marked international flavour. Immediate surroundings include several historic sites, including those on UNESCO's World Cultural Heritage list, hot springs and Buddhist temples, where you can experience the essence of the 5,000-year-old cultural heritage of Korea.

We are planning a very productive programme including practical education sessions for members of each category, exciting social events, a tour to visit a UNESCO World Cultural Heritage site and an accompanying persons itinerary introducing participants to some fascinating sights of Korea.

I am confident that all participants will have an excellent opportunity to improve business skills, discuss trends in the meetings industry, and discover Korea with its natural beauty, friendly people, and a 5,000-year old cultural heritage well harmonised with modern technology.

Anticipating the pleasure of meeting you in Busan.

Hong-Kyu Cho  
Chairperson, Korea Host Committee

Message from the Mayor of Busan

Dear friends,

I am delighted that Busan, Korea will play host to the ICCA Congress and Exhibition this year. Busan is Korea's second largest city and home to the world's third largest container port. Blessed with breathtaking mountains, rivers and coastline, the bustling city of Busan is turning into a city of international meetings and events.

Busan is symbolized by the warmth and passion of its people. It was our citizens' enthusiasm and dedication that brought success to the FIFA World Cup and the Asian Games that took place in Busan last year. The people and the City of Busan will welcome all of you and give you our best hospitality during your stay. We promise our full support and commitment for the success of the ICCA Congress and Exhibition in Busan.

It will be a unique and exciting experience to be in a city where the ancient cultural heritage coincides with the modern life. The dazzling beach Haeundae, and many other attractions will fascinate you. I hope all the delegates will feel the true charm of Asia in your new travel destination, Busan. I am very proud to offer the beauty of this maritime metropolis with four million residents.

I firmly believe you will not only enjoy but also never forget your stay in our city. Let us meet in Busan in October. We cordially welcome all of you.

Ahn, Sangyoung  
Mayor, Busan Metropolitan City

Message from the ICCA President



Thousands of years of cultural heritage and an ultra-modern approach to business are awaiting delegates at this year's ICCA General Assembly and Congress in Busan, Korea.

Our Congress theme, "Progress and Tradition", has arisen from our awareness that, whilst Korea enjoys a tremendous reputation as a high-tech, innovative business environment, this success has been built upon the foundations of their history of civilisation and culture. Both of which still have a strong influence on how Koreans live their lives and run their businesses, and which have undoubtedly helped them to climb high up the world rankings for hosting international meetings.

ICCA and the meetings industry are also developing their own traditions, whilst at the same time we try to embrace and anticipate new developments in the marketplace and new ways to run our own organisations. This year's event will maintain the traditions that ICCA members have come to expect: superb networking; excellent business to business opportunities; and an educational programme combining the best of outside expertise and ICCA member know-how. You will also see new innovations, fresh formats, and hot up-to-the-minute topics. We will address issues of broad strategic concern, and how the meetings industry relates to the growth of human development and civilisation, while at the same time cover practical, critically important skills which will help delegates achieve a genuine personal Return on Investment.

I strongly urge every member to attend this year's event. Experience for yourselves the friendliness and openness of the Korean people and our ICCA hosts, and take advantage of the excellent networking, business opportunities, and unique educational programme.

See you in Korea.

한국에서 만납시다.

A handwritten signature in cursive script, reading "Christian Mutschlechner".

Christian Mutschlechner

President, International Congress & Convention Association

42nd ICCA General Assembly

Sunday 26 October 2003 (ICCA members and registered observers only)

7th ICCA Congress

Monday -Wednesday, 27-29 October 2003

7th ICCA Exhibition

Sunday - Wednesday, 26-29 October 2003

All sessions will take place in the Busan Exhibition & Convention Centre (BEXCO).

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BEXCO boasts 92,761 square meters of space on three floors and one underground level, with large, sophisticated exhibition and convention facilities. BEXCO has been the venue for such events as the 2002 FIFA World Cup Final Draw and the Main Press Centre for the 2002 Asian Games and the 2nd Choir Olympics. Its main Exhibition Hall is a pillar-free, multi-storied hall covering 26,400 square meters equivalent to the size of three soccer fields. The meeting facilities include 22 conference rooms on the first and second floors, as well as the Main Convention Hall on the third floor, which holds up to 2,800 persons.

The official language of the Congress & General Assembly is English.



DELEGATES PROGRAMME AT A GLANCE

	ICCA General Assembly	ICCA Congress			Optional	
	Saturday 25	Sunday 26	Monday 27	Tuesday 28	Wednesday 29	Thursday 30
<b>MORNING</b>	Delegates Arrival	ALL DAY REGISTRATION	Opening Ceremony			Delegates Departure
		Optional Closed Category Meetings	Keynote Presentation	Education Sessions	Education Sessions	OR
	ALL DAY REGISTRATION		Coffee Break	Coffee Break	Coffee Break	Optional Half Day City Tour
		First Time Attendees Meeting	Open Category Meetings	Education Sessions	Education Sessions	OR Departure Post Tours
<b>AFTERNOON</b>		Lunch	Lunch/ Business Leads Exchange	Lunch/ Business Leads Exchange	Lunch/ Business Leads Exchange	
		Chapter Meetings				
	Optional Half Day City Tour	General Assembly Part I	Open Category Meetings	Education Sessions	Keynote Presentation	
		Closed Category Meetings			Closing Session	
		Coffee Break	Coffee Break	Coffee Break		
		General Assembly Part II	Open Category Meetings	Plenary Session		
<b>EVENING</b>				Cape Town 2004 Reception		
		Welcome Reception	CAT Night	Evening at Leisure	Korea Night	



SUNDAY 26 OCTOBER

**For ICCA Members and Observers\* only**

The plenary sessions will take place on Sunday in two sessions. The first session will include the President's and Chief Executive Officer's reports, results of 2002, activities during 2003 and plans for 2004. The second session will include elections of new board members and other membership matters (exclusions, awards, etc).

Closed Category and Chapter/Committee meetings will also take place on Sunday afternoon. As agendas are finalised, members of all Categories, Chapters and Committees will receive details of their meetings from their chairpersons or find them posted on the ICCA website: [www.iccaworld.com/7congress](http://www.iccaworld.com/7congress).

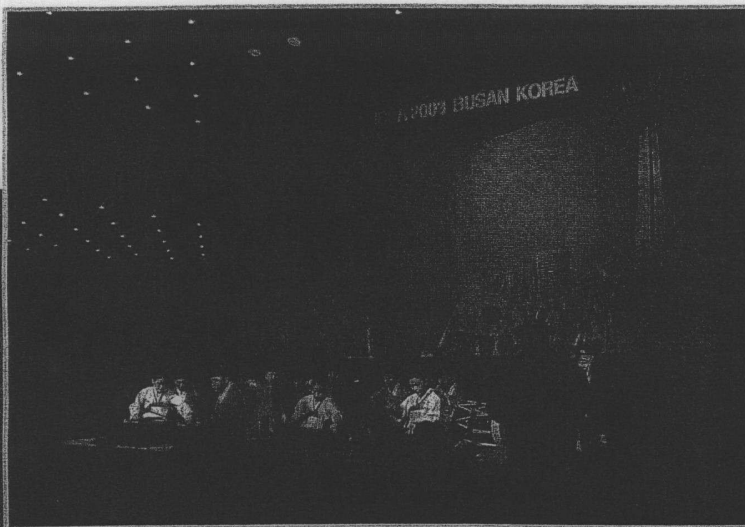
\*Non-ICCA members may attend General Assembly sessions as observers for one year only if they are eligible and genuinely interested in joining ICCA in the near future. Attendance as an observer is by invitation only and special application must be made to ICCA Head Office. For more information please contact Pat Soen, Director Membership ([pat@icca.nl](mailto:pat@icca.nl)).

All delegates are invited to the Welcome Reception on Sunday 26 October.

**Warm Welcome to First-timers**

If this is the first time you will personally attend an ICCA Congress & General Assembly, or you have registered as an observer, you are invited to a special session on Sunday. The meeting will introduce ICCA and tell first-timers/observers what to expect during the next three days. Experienced ICCA members, including Category Chairpersons, will be on hand to give practical advice on how to get the maximum Return on Investment from the Congress & Exhibition.

42nd ICCA  
GENERAL ASSEMBLY



MONDAY - WEDNESDAY 27-29 OCTOBER

Sessions at this year's Congress have been broken down into five broad categories, to assist delegates in identifying which ones best meet their needs and objectives. In addition, the format of each session and the prime target audience have been set out to provide additional guidance. The broad categories are described below:

#### Keynote Presentations

These will feature renowned speakers on subjects of universal interest. The closing Keynote "Copenhagen Lecture" is so named in recognition of the generous financial support from Danish ICCA members linked with the 2002 ICCA Congress in that city.

#### Asia Pacific Expertise

ICCA has brought together some of the many experts based in the Asia Pacific region - ICCA members, clients and non-members - to share experiences and expertise which have a relevance for delegates from all areas of the world. These sessions have a strategic element which will be of particular interest to Chief Executive and Managing Director level delegates.

#### Critical Skills

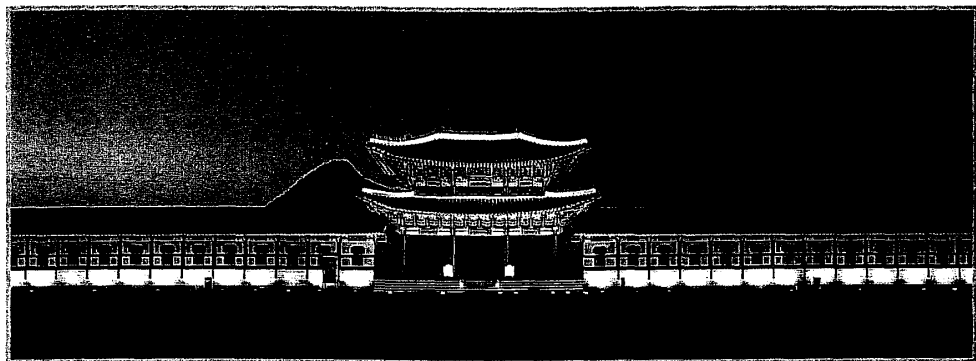
These sessions focus on practical subjects which can help delegates develop their personal skills and bring profitable new ideas into their workplace. In all cases delegates will be assumed to be at least at middle management level, and most sessions will therefore be at an advanced level. However, there will also be a number of basic level sessions for delegates without direct experience in a particular discipline.

#### Client Focus

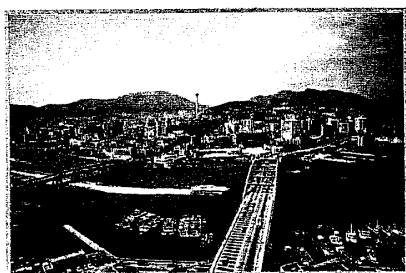
Some sessions will feature clients as speakers or panellists, and others will address client-focused topics from a supplier point of view. In both cases the objective is the same: to bring ICCA members up-to-date with the latest information on what is happening in the marketplace, to hear how meeting planner and delegate needs are changing, and to learn how better to design our products and services to keep ahead of the competition.

#### Business to Business

ICCA's internal marketplace is alive and well, and these business-oriented sessions will help members get a direct Return on Investment from attending the Congress.



**MONDAY 27 OCTOBER 09.30-10.30**



#### Keynote Presentation

Our Keynote speaker is renowned international diplomat Tan Sri Razail Ismail, Special Advisor to the Prime Minister of Malaysia and United Nations Secretary General's Special Envoy for Myanmar. His Presentation will deal with the impact of the meetings industry on issues of global concern including economic development, the environment, peace and security. (subject to final confirmation).

**MONDAY 27 OCTOBER 11.00-13.00/14.30-15.30/16.00-17.00**

#### Open Category Meetings

The education programme continues with open sessions run by each ICCA Category. All delegates, including non-ICCA members, have the opportunity to attend whichever session they like. Subjects will be of particular interest to the Category concerned but would also benefit from input from other industry sectors. Full programme details will be published on the ICCA website as soon as they are available.

##### ■ ICCA Categories

A: Congress Travel Agents & Destination Management Companies

B: Airlines

C: Professional Congress, Convention and/or Exhibition Organisers

D: Tourist and Convention Bureaux

E: Meetings Information & Technical Specialists

F: Meetings Hotels

G: Convention & Exhibition Centres

(NB Closed Category meetings & Chapter meetings will still be held as part of the General Assembly on Sunday.)

**MONDAY 27 OCTOBER 13.00-14.30**

#### Business Leads Exchange I (during lunch)

NB this session is repeated at different times

■ Category : Business to Business

■ Audience : Sales & Marketing Directors and Managers

■ Content : The Business Leads Exchanges (BLE), for ICCA members only, have been arranged so as not to conflict with the education sessions. They are sessions of 1 ½ hours where a maximum of 50 participants per session share information on events they have recently handled. It's a very efficient way to pick up current information on meetings, which circulate between countries and could head your way soon! To take part, you must register online on the ICCA website in advance and submit details of the leads you are willing to pass on. Organised on a geographical basis, the BLE sessions allow participants to choose the area most appropriate for their marketing focus. One will feature international meetings, one European meetings and one regional meetings in other parts of the world, such as Asia Pacific and Latin America.

■ Deadline: If you wish to take part in one or more BLE, please submit your congress information by 12 September 2003. The list of leads to be exchanged will be sent to you on Friday 17 October 2003. When you attend the session itself you will receive the submitted information in hard copy which you can process during the session. At the end of the session, you will receive all information on a diskette.

For more information, contact Marianne Korten, email [marianne@icca.nl](mailto:marianne@icca.nl) at ICCA Head Office.

Session 1: Fundamental Research

- Category : Critical Skills
- Format : Workshop
- Audience : Newcomers / Middle Managers dealing with research departments
- Content : Practical advice on the most efficient ways to research corporate and international association meetings.

Session 2 : Airlines: the Shape of Things to Come - Contrasting Views from Global Alliances and Budget Carriers

- Category : Asia Pacific Expertise
- Format : Presentation
- Audience : CEO/Directors wishing to understand the future of air markets; senior and middle managers dealing with airlines.
- Content : Overview of structural developments in the airline industry world-wide and the implications for the international meetings industry.

Session 3: Building Long Term Client Relationships

- Category : Client Focus
- Format : Panel Discussion
- Audience : General interest for all delegates with direct client contact
- Content : Experienced destination marketing specialists outline their strategies and techniques for building profitable partnerships and long-term repeat business.

Session 4: ICCA DATA Workshop

NB this session is repeated at different times

- Category: Critical Skills
- Format: Interactive Workshop
- Audience: Those in charge of finding potential association and corporate clients
- Content: With hands-on computer training you will get an introduction to the full range of ICCA DATA products. A general introduction to the market and statistics will start off this practical session. Focus will be on the Association & Corporate databases online including the Hot Leads, Key Contacts, Calendar and other services which ICCA offers. You will learn how to use them as research tools through in-depth demonstrations and case studies. Come and learn how to use the ICCA DATABASES to find potential clients.

Session 1: Characteristics of Association Markets

- Category : Critical Skills
- Format : Presentation with Question & Answer session
- Audience : CEO/Directors new to the international association market; Sales & Marketing Managers currently responsible for this segment.
- Content: Key sales-relevant facts and characteristics of international and regional associations in Asia, Europe and the Americas including results of a new survey into Asian associations.

Session 2: Rebuilding Confidence: Lessons from the past

- Category: Asia Pacific Expertise
- Format: Presentation
- Audience: CEO/Directors and Marketing/PR Managers
- Content: Case Study on crisis management relating to Bali and strategies for disaster planning and recovery of business.

Session 3: Techno Trends & Data Management

- Category : Client Focus
- Format : Duo Presentation
- Audience : General Interest
- Content : Hot new technological developments that are re-shaping the way meetings are organised.

Session 4: ICCA DATA Workshop

- Category : Critical Skills
- Format : Interactive Workshop
- Audience: Those in charge of finding potential association and corporate clients
- Content: See page 09

Business Leads Exchange II (during lunch)

- Category: Business to Business
- Audience: Sales & Marketing Directors and Managers
- Content: See page 08

Session 1: Insurance & Risk Assessment in the Marketplace

- Category : Critical Skills
- Format : Panel Discussion
- Audience : General Interest for CEO/Directors/Middle Managers
- Content : The latest critical information on a topic everyone needs to know about in today's risk-averse business environment.

Session 2: Growth of New Generation Venues

- Category : Asia Pacific Expertise
- Format : Panel Discussion

- Audience: Specific Interest for CEO/Directors/Marketing Managers in charge of (re) building venues and competitor analysis, and general interest for delegates interested in the shape of venues to come.
- Content : What are clients looking for in venues in the 21st century? Representatives from new cutting-edge facilities explain the latest trends.

### Session 3: Economic Growth & New Industrial Development

- Category : Client Focus
- Format : Panel Discussion
- Audience: General Interest for CEO/Directors/Middle Managers on changes to the world economy
- Content: Hear from clients in new and developing industries about their conference needs and learn about new trends in the world economy.

### Session 4: ICCA DATA Workshop

- Category: Critical Skills
- Format: Interactive Workshop
- Audience: Those in charge of finding potential association and corporate clients
- Content: See page 09

## TUESDAY 28 OCTOBER 16.00-17.30

### Plenary Session

Best Marketing Award 2003, Ciaran Hynes, Joint Managing Director, Ovation Group, Ireland

- Category: Critical Skills
- Format: Multiple Presentations
- Audience: General Interest
- Content: Since it was launched in 1997, the ICCA Best Marketing Award has become one of the industry's most prized accolades, recognising high levels of creativity and business acumen in a competitive marketplace. At this plenary session, this year's three short-listed contestants will present their campaigns and the audience vote will go towards selecting the winner. For information on how to submit a campaign, please contact Mieke van Keulen at ICCA Head Office (mieke@icca.nl) or visit the Congress website, [www.iccaworld.com/7congress](http://www.iccaworld.com/7congress)

## WEDNESDAY 29 OCTOBER 09.00-10.30 EDUCATION SESSIONS

### Session 1: Registration Technology: What Are Clients Looking For?

- Category : Critical Skills
- Format: Presentation
- Audience : PCO/DMC' s; venues offering registration services; technical companies.
- Content : How registration technology is changing and how to help your clients take advantage of new systems.

### Session 2: How Competitive Is the Asia Pacific Region?

- Category : Asia Pacific Expertise
- Format : Presentation
- Audience : CEO/Directors with strategic responsibility; general interest.
- Content : Hear how major companies plan their strategic investment decisions and the implications for growth in different areas of the world. Overview of developments in markets such as China, India and Vietnam and implications for inbound and outbound conferences.

### Session 3: Doctors on Call: Medical Clients Diagnose the Asian Meetings Market

Moderated by Siew Hoon Yeoh, Reed Travel & Meetings (Asia)

- Category : Client Focus
- Format : Panel Discussion
- Audience : General Interest for all levels involved in medical meetings
- Content : An Asian perspective on how medical congresses are developing in the Asia Pacific region and world-wide and what Asian clients and delegates expect from suppliers.

### Session 4: ICCA DATA Workshop

- Category : Critical Skills
- Format : Interactive Workshop
- Audience : Those in charge of finding potential association and corporate clients
- Content : See page 09

## WEDNESDAY 29 OCTOBER 11.00-12.30 EDUCATION SESSIONS

### Session 1: Creating Successful Teams

- Category: Critical Skills
- Format : Presentation and Question & Answer Session
- Audience: General, with particular importance for CVB' s in emerging markets.
- Content : Putting together effective alliances and teams to bid for new business and to pass business around. Structures and strategies that deliver bottom-line improvements.

### Session 2: Creating Effective PR/Communication Strategies

- Category : Critical Skills
- Format : Workshop
- Audience : Marketing and PR Directors and Managers
- Content : How to integrate a strong PR component into your strategic marketing plans and to evaluate and improve your communication skills.

### Session 3A: How to Handle European and North American Clients

- Category : Client Focus
- Format : Interactive Workshop
- Audience: CEO/Directors and Sales & Marketing Managers from Asian ICCA members; also of general interest to other delegates wanting to learn more about dealing with these clients.
- Content : A multi-cultural panel of experienced sales and marketing specialists give hints and advice on how to deal with European and North American clients and delegates.

### Session 3B: How to Handle Asian Clients

- Category : Client Focus
- Format : Interactive Workshop
- Audience : CEO/Directors and Sales & Marketing Managers from non-Asian ICCA members; also of interest to Asian delegates specialising in regional Asian meetings.
- Content : A multi-cultural panel of experienced sales and marketing specialists give hints and advice on how to deal with clients and delegates from a range of Asian countries.

Session 4: ICCA DATA Workshop

- Category : Critical Skills
- Format : Interactive Workshop
- Audience : Those in charge of finding potential association and corporate clients
- Content : See page 09

**WEDNESDAY 29 OCTOBER 12.30-14.00**

Business Leads Exchange III (during lunch)

- Category: Business to Business
- Audience: Sales & Marketing Directors and Managers
- Content: See page 08

**WEDNESDAY 29 OCTOBER 14.00-15.00**



"The Copenhagen Lecture"

Keynote Presentation by Allan Pease

International speaker and best-selling author acknowledged as one of the world's leading authorities on Body Language and Human Communication. His books have all reached #1 best-seller status, have been published in over 36 languages and have sold ten million copies world-wide.

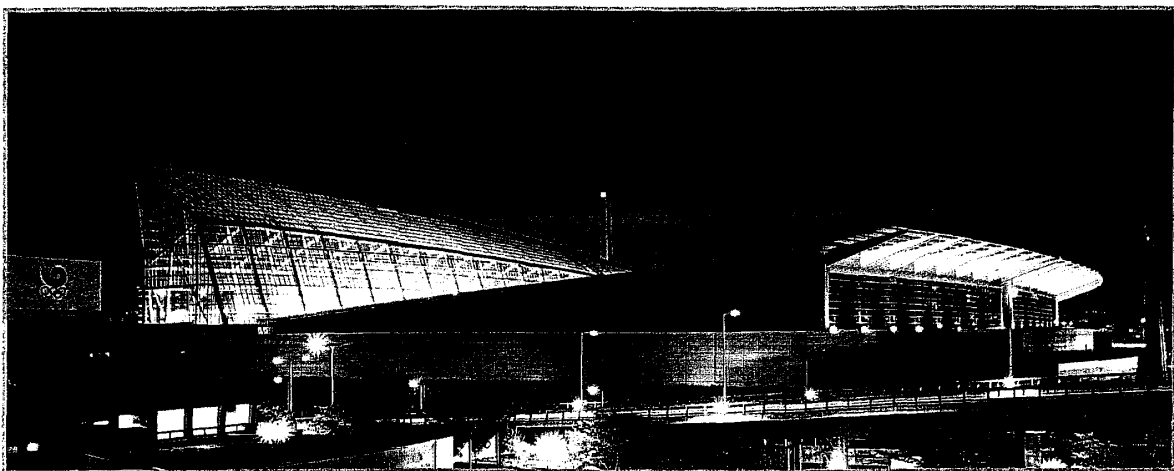
- Contents: A hot topic in the meetings industry is the extent to which technology will take over from face-to-face contact.

Why is it that conferences and meetings will continue to be critical components for business success, and for advancing science, medicine, and technology? What is it about face-to-face contact that delegates find so essential? Allan will explain his own role at conferences, and will give contrasting examples of superlative and disastrous conferences. Highlighting differences in the way men and women process information and communicate with one another, this session will leave you speechless, amused, informed and full of energy at the same time!

More information on Allan Pease can be found on his website: [www.peasetraining.com/index.html](http://www.peasetraining.com/index.html)

The Copenhagen Lecture is proudly sponsored by ICCA Denmark, hosts of the ICCA Congress 2002.

More detailed information on the education programme  
can be found on the website : [www.iccaworld.com/7congress](http://www.iccaworld.com/7congress)  
All updates will also be posted there.







7th ICCA Exhibition  
Sunday - Wednesday 26-29 October 2003

 **Reed Travel Exhibitions** The ICCA Exhibition is managed courtesy of Reed Travel Exhibitions.

### Where Meeting Professionals Get Together

Held alongside the ICCA General Assembly & Congress, the 7th ICCA Exhibition provides the opportunity to showcase products and services to the international meetings industry. Exhibitors benefit from networking and business opportunities in this unique and highly targeted environment.

Previous exhibitors have promoted a wide range of meeting-related products including destinations, hotels, convention bureaux, publications, venues, technology providers, and DMC's, as well as more diverse services such as conference interpretation and translation, insurance, and supply of conference equipment.

### Exhibitor Exposure

The Exhibition will be located in Busan Exhibition & Convention Centre (BEXCO). Exposure will be maximised by the delegates of the ICCA General Assembly and Congress visiting the exhibition area during the following times:

- Sunday : Afternoon coffee break
- Monday to Wednesday : Morning and afternoon coffee breaks
- Monday to Wednesday : Coffee and dessert after lunch
- Tuesday evening : Cape Town, South Africa 2004 Reception

### Stand Package

Each exhibitor receives the standard shell scheme package (2m x 1m) including:

- Back wall (2m x 2.4m) and two side panels (1m x 2.4m)
- Fascia inscription
- 2 x 100w spotlights
- 1 x 220v 10 amp wall socket
- 2 x folding chairs
- 1 x table
- Carpet
- Magazine rack

Additionally, at their own cost, exhibitors can order **additional equipment as required**. All stands will be allocated by the organisers on a 'first come' basis.

### Stand Price

- Members € 705
- Non-members € 1,030

To book an exhibition stand, please complete the enclosed Stand Reservation Form and return to ICCA Head Office on fax: +31-20-6990781. Upon receipt of the form, a letter of confirmation will be sent to you together with an invoice.

IMPORTANT: The Exhibition stand price does not include registration to the ICCA General Assembly & Congress. Exhibitors wishing to take a stand at the exhibition must be registered for the Congress as a Member Delegate, Non-Member Delegate or Observer. Please see page 24 for details.

### Method of Payment

Payment should be made to ICCA by one of these methods:

- Bank transfer to: GA2003/ICCA Account no. 44.22.00.220  
Swift number: ABNA NL2A  
ABN AMRO Bank Amsterdam, Netherlands
- Cheque, made payable to: GA2003/ICCA
- Credit card: AMEX, Diners, MasterCard or Visa

To facilitate tracking of payments, please clearly indicate the invoice number.

### Cancellation Policy

- Notification of cancellation of registration must be sent in writing to ICCA Head Office.
- For cancellations received up to and including 24 September 2003, a cancellation fee of € 100 will be charged.
- For cancellations received on and after 25 September 2003, no refund will be given.

### Freight Forwarder

ICCA's recommended freight forwarder is TNT Showfreight. If you are sending shipments to Busan, please contact:



Jurgen Abbing

Project Co-ordinator

a TPG COMPANY TNT Showfreight Netherlands

Phone: +31-26-3195253 Fax +31-26-3195222 Email: jurgen.abbing@tntsf.nl Website: www.tntsf.nl

### Silent Auction

The annual ICCA Silent Auction will run throughout the Congress and already some wonderful prizes have been donated from generous companies all over the world. Bids for each item are anonymous and the highest bid received by Wednesday 29 October will win the prize. If you would like to donate a prize, please contact Natasha Tomé at ICCA Head Office (natasha@icca.nl). The Silent Auction raises money for the Ernst Stock Fund, established in 1992 to create more educational opportunities for young people starting their career within the international meetings industry, and to help raise professional standards world-wide.

### Read All About It!

Publishers of relevant trade magazines will be invited to put copies of their latest issues at the Press Stand in the exhibition area. Press releases will also be found there.

### Cybercafé

Delegates will be able to check their email or surf the web at computers in the cybercafé in the ICCA Exhibition area.



Sunday 26 October

The Welcome Reception will take place in the gardens of the Paradise Hotel. With inspiring views of Haeundae beach, delegates will feel relaxed and most welcome. You will enjoy a mixture of modern and traditional atmosphere with a show of Korean traditional performances.

Monday 27 October

CAT Publications, the Local Organising Committee and Paradise Hotel & Casino Busan invite you to the Busan World Cup Stadium. Exciting football matches among the delegates as well as a show on the huge screens will be arranged at the very stadium where the FIFA World Cup and the 2002 Asian Games took place. Delegates will have the opportunity to experience the festive mood of the 2002 FIFA World Cup with a special dinner and a live-music band during this informal evening.

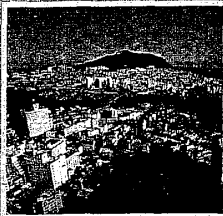
Tuesday 28 October

Cape Town, Republic of South Africa, will host the 8th ICCA Congress incorporating the 43rd ICCA General Assembly in 2004. Join some of our South Africa hosts in the exhibition area for a taste and a glimpse of what Cape Town has to offer.

Wednesday 29 October

Korea Night at the Haeundae Grand Hotel

East meets West at the Korea Night with an exciting line-up of entertainment and a multi-cultural menu to finish the Congress on a high note.



**FEEL MYSTICAL SYMMETRY AND CHARM OF THE PAST AND THE PRESENT**

Half-day city tours will be offered complimentary on:

Saturday 25 October 13.00-17.30 hours

Thursday 30 October 09.30-13.00 hours

Geumjeongsanseong, the largest and oldest fortress in Korea, is believed to have been built during the Silla Kingdom (B.C. 57 - A.D. 668). Here, you can enjoy a fine view of the metropolitan city of Busan. After the visit, drive on to Beomeosa Temple, established in 678 A.D. and located halfway up Mt. Geumjeongsan. The temple is famous for its main gates (with one pillar on each side) guarded by four "Deva" kings, and magnificent scroll paintings depicting the essence of Buddhism in its simplest way. The temple is surrounded by high mountains and the mountain foliage in October is an attraction you shouldn't miss.

NB Lunch is not included.

If you would like to join this city tour on either Saturday or Thursday, please tick the appropriate box on the registration form.

**SHOPPING TRIP**

Tuesday 28 October 18.30-23.30 hours

A perfect opportunity to make your family, friends or colleagues happy with your surprise gifts while saving your money. Join our shopping tour to Migliore and other shopping outlets, open until 01:30 in the heart of Busan. Here, you can shop for quality products such as clothes, fashion accessories, and silk products at a fraction of the cost elsewhere. There are plenty of other things that will keep you busy too, such as a movie theatre, food court, video arcade etc.

A complimentary shuttle bus will be provided. Delegates will be able to register for this trip on-site.

## POST CONGRESS TOUR - A

"Seoul, the Six Hundred-Year-Old Capital of Korea"

### Day 1: Thursday 30 October

Delegates are requested to make their own way from Busan to Seoul and check in at the hotel. If you are flying via Seoul, you can arrange for a stopover at no extra cost. If not, you should include the Busan to Seoul leg when you book your international flight.

18.00 Dinner at a local restaurant near hotel.

19.30 Transfer to Dongdaemun Market for shopping. Some of the greatest bargains can be found in Dongdaemun Market. Open all night, brightly lit, with cheerful music. The biggest items for sale are clothing, especially women's and children's, traditional costumes, sporting goods, leather goods and garments and an amazing variety is offered at more than a thousand speciality stores. While shopping, you can enjoy live performances, fashion shows and other events at the open-air stages of Doosan Tower, Freya Town and Migliore, the three busiest malls.



21.30 Return to hotel.

### Day 2 : Friday 31 October

10.30 Transfer to Namsangol Hanok Village.

The Collection of Korean Homes in this village is not a re-creation; the structures are relocated, original buildings of wealthy residents of Seoul, including the personal residence of Queen Sunjonghyo of the Joseon Dynasty, the mansion of Park Yeong-hyo, and the residence of Kim Chun-yeong. Here, you can learn and experience Korean traditional culture and lifestyle.

13.30 After lunch, visit Gyeongbokgung palace, which was constructed over a 40-acre complex in 1394, in the early Joseon Dynasty. It is the most comprehensive and grandest of the five palaces of the Joseon Dynasty. It contains several halls and pavilions such as Geunjeongjeon, the largest and most impressive building, Gyotaejeon (the queen consorts residence), and Gyeonghoeru, an imposing two-story pavilion. Inside the grounds are the National Museum of Korea and the National Folk Museum. You will have a chance to see a re-enactment of the Royal Guard Changing Ceremony in the palace.

15.30 Continue to Insadong.

Called "Mary's Alley" by foreign residents of Seoul, the Insadong district reminds many visitors of a street museum. Shoulder-to-shoulder shops along the alleyways exhibit old paintings and calligraphic works, pottery, trinkets, antique wooden and mother-of-pearl objects including furniture, delicate mulberry paper, and other items from various periods. Galleries display works of art both old and contemporary.

17.30 Transfer to Yeouido and enjoy the Han River pleasure cruise.

The Han River, a symbol of Seoul, runs through the heart of the city from east to west, with an average depth of 2.5m and width of 175m. Spanned by 22 bridges, the river hosts excursion boats going between Yeouido and Jamsil. They pass quite a few scenic attractions along the banks.



19.00 Dinner at a local restaurant near hotel. Return to hotel.



### Day 3 : Saturday 1 November

- 09.00 Transfer to a Korean Folk Village which recreates the lifestyle of the Joseon Dynasty. There are common people's houses from different parts of the country, an oriental medicine house, a blacksmith's house, a handicraft room, a pottery oven. You will also find a 99-room mansion, reflecting the luxurious lifestyle of the yangban (aristocrat) class.
- 13.00 Lunch with Korean traditional food such as Bulgogi (Korean Barbecue), Bibimbab (made from cooked rice mixed with bits of meat, seasoned vegetables and egg), Samgyetang (the entire chicken is boiled with glutinous rice, garlic and jujube).
- 14:00 Return to hotel or Departure

#### The tour includes:

- 2 nights accommodation in a Super Deluxe Hotel(Grand Hilton Seoul)
- Deluxe bus
- 2 x breakfast, 2 x lunch, 2 x dinner
- The services of an English-speaking tour guide
- Admission costs to all sites mentioned
- Insurance
- All road taxes levied in conjunction with the itinerary described
- All service charges, local taxes and VAT as currently levied in Korea

#### The tour excludes:

- Domestic flight from Busan to Seoul

If you are flying via Seoul, you can arrange for a stopover for a few days for no extra cost. A separate domestic flight from Busan to Seoul is therefore not necessary.

#### Price:

- Single € 568
- Double € 770 (€ 385 x 2)/ Minimum 4 pax

## **POST CONGRESS TOUR - B**

Gyeongju, Outstanding World Cultural Heritage

### Day 1 : Thursday 30 October

- 09.00 Transfer to Northern Gyeongju by bus. Gyeongju was the capital of the Silla Kingdom (B.C. 57 - A.D. 935) for more than a millennium, and the valley in which it is situated has a great concentration of historical buildings, temples and artifacts. The area is often called "the museum without walls" because of its wealth of historical buildings and treasures.
- 11.30 Visit Gamuensa Temple site and Daewangam Rock on the way to Busan. Gamuensa Temple, meaning 'Temple of Filial Respect' was built in 682 by King Sinmun of Silla to honour the great achievement of his father, King Munmu. According to records, the latter wanted to be a sea dragon after his death to protect the kingdom from enemy forces in the east. Near this site, you'll visit Daewangam Rock, Underwater Tomb of King Munmu.
- Lunch at the village with a traditional 'Chilcheopbansang' style meal before leaving for Bulguksa Temple.
- 15.00 Visit to Bulguksa Temple and Seokguram Grotto(World Cultural Heritage). Bulguksa Temple is a masterpiece of the thousand-year Silla culture on the south eastern slope of Mt.Tohamsan, reflecting refined arts and the mind of Silla people. Dating back

to the same period as Bulguksa Temple, Seokguram Grotto is one of Asia's greatest Buddhist shrines. Surrounded by Bodhisattvas and guardian deities, the serene central statue of Buddha gazes out over the forested hills and across the East Sea to the horizon. The carving of the granite dome of Seokguram is truly an amazing architectural feat. In 1995 Bulguksa Temple and Seokguram Grotto were added to UNESCO's World Cultural Heritage List. Dinner at a local restaurant.

20.00 Transfer to Bomun Lake and enjoy a Korean traditional performance.

21.00 Check in at hotel

### **Day 2 : Friday 31 October**

09.00 Visit Yangdong Folk Village where the simple beauty of Joseon Dynasty(A.D. 1392-1910) houses is still alive. If you are lucky enough to catch a film crew in action, you will see actors in Korean traditional dress and several buildings come alive with old-style interior decoration.

11.30 Drive along the beautiful east coast, arrive at Gimhae International Airport in Busan.

### **The tour includes:**

- Deluxe bus
- 1 x breakfast, 2 x lunch, 1 x dinner
- 1 night accommodation
- Services of an English-speaking tour guide
- Admission costs to all sites mentioned
- Insurance
- All road taxes levied in conjunction with the itinerary described
- All service charges, local taxes and VAT as currently levied in Korea

### **Price:**

- Single € 355
- Double € 560 ( € 280 x 2 ) / Minimum 5 pax

### **Post Tour Reservation Procedure**

Please book your post tour by filling in the appropriate section on the registration form. Full payment for the tours is required with registration. Your booking will be confirmed to you directly by ICCA Head Office.

### **Post Tour Cancellation Policy**

Any request for amendments or cancellation of post tour bookings must be made in writing to ICCA Head Office. The following cancellation fees apply:

Up to and including 30 September 2003: Full refund will be given

On & after 1 October up to and including 20 October 2003: 50% refund will be given

On and after 21 October 2003: no refund will be given

No refunds will be given for unused parts of the tours.



**EXPERIENCE AND LEARN KOREAN CULTURE**

Rare opportunities to experience such a unique culture will be offered. Programmes will include hands-on making of celadon ceramics, making the world-famous Kimchi pickled vegetables, a serene tea ceremony in an ancient house, etc. During the evenings, accompanying persons are invited to join in the full Congress social programme (Sunday, Welcome Reception; Monday, CAT night; Wednesday, Korea Night).

**Accompanying Persons Briefing**

On Sunday there will be a special Get-together from 17.30-18.30 hours at the Paradise Hotel while your partner attends the ICCA General Assembly. During this Get-together, you will be briefed on the accompanying persons' tours and other excursions that are available during the day. You will also have the opportunity to ask questions about the tours.

**ACCOMPANYING PERSONS TOUR - 1**

**Monday 27 October 09.00-13.30 hours**

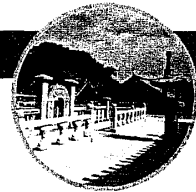
Learn How to Prepare Korea's World Famous Dish: Kimchi  
Come and join us in our cooking school to experience and learn the unique Korean culinary culture. Kimchi, nutritious and low in calories, is the general term given to a group of fermented and pickled vegetables in Korea. It has been traditionally served as a "must" at almost every meal along with cooked rice and other dishes. In a few hours, you will be able to prepare the Kimchi of your choice and taste what you have just made along with other Korean side dishes.



**ACCOMPANYING PERSONS TOUR - 2**

**Tuesday 28 October 09.00-16.00 hours**

Meditation Tour (Tongdosa Temple)  
Depart from the hotel early in the morning to go to Tongdosa Temple - one of the three most prestigious and largest temples in Korea. Daeungjon (the main hall) enshrines the first copy of Tripitaka (Buddhist scriptures) and accommodates a magnificent altar known as the Geumgang-gyedan and is designated as a national treasure, which preserves the holy "sarira" of Shakyamuni Buddha. Another attraction of the temple is Seongbo Museum, which houses more than 30,000 Buddhist articles, national treasures and paintings. After a very special and traditional Buddhist-style lunch served at the temple, you will experience and learn how to do Korean meditation. Meditation is a specialised activity that helps to fully realise the Buddha's teaching to make you soothe your mind and relax with breathing techniques. In basic Buddhist meditation, two elements are usually identified-Samatha (Tranquility) and Vipassana (Insight).



**ACCOMPANYING PERSONS TOUR - 3**

**Wednesday 29 October 09.00-14.30 hours**

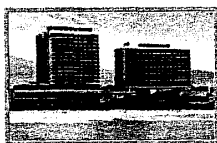
The Art of Tea (Korean 'Dado')  
Tea in Korea dates back over 2,000 years. Korean tea was served as an offertory drink in worship rites from ancient times, gradually becoming a widespread beverage for everyone. Especially literati enjoyed tea for wisdom and a reposeful state of mind through the ritual of the tea ceremony called "Dado". The etiquette for preparing, serving and drinking tea is known as the 'Dado' tea ceremony. 'Da' implies tea and 'do' is the art of making or doing something. One of the purposes of this tour, aside from familiarising you with Korean tea, is to provide you with some awareness of a deeper spiritual insight.





## PARADISE HOTEL & CASINO BUSAN

The Paradise Hotel & Casino Busan is the headquarter hotel for the event. It is approximately 10 minutes by bus to BEXCO where the sessions will take place. Transfers will be provided.

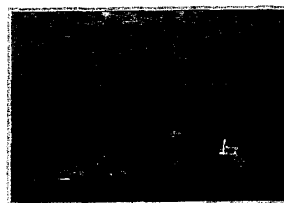


1408-5 Joong-dong Haeundae-gu KR-612-010 Busan Republic of Korea  
Phone: +82-51-7422121 Fax: +82-51-7422100  
Email: [welcome@paradisehotel.co.kr](mailto:welcome@paradisehotel.co.kr) <http://www.paradisehotel.co.kr>

Located on Haeundae beach, the most famous stretch of golden sand in Korea, this 521-room hotel, comprised of twin buildings including a newly completed Annex, provides a beautiful, inspiring ocean view. The Paradise Hotel has an Italian, Korean, Japanese and Chinese Restaurant as well as a coffee shop, buffet restaurant, lobby lounge, karaoke bar and pub. There is also a Health Club & Spa with individual saunas for men and women, an outdoor hot springs spa, two outdoor swimming pools, two gymnasiums, an indoor golf driving range, outdoor jogging track, in-house Las Vegas style casino and luxury shopping mall. There is also a duty free shop across the road from the hotel and Busan Aquarium and the Haeundae shopping district are both within walking distance.

### All deluxe rooms have:

- In-room safe   ■ Broadband internet access   ■ Satellite & cable TV
- Mini-bar & 24 hours room service   ■ Individual controlled air conditioning



### Room Rates

- KRW 165,000 (approx. € 127) deluxe room(single occupancy) including buffet breakfast for one, service charges and all taxes.
- KRW 185,000 (approx. € 142) deluxe room(double occupancy) including buffet breakfast for two, service charges and all taxes. (1 € = KRW 1,300 as per April 2003)

### Hotel Reservation Procedure

Hotel reservations will be made by ICCA Head Office. Please fill in the appropriate section on the registration form. You need to specify single or double room occupancy, check-in & check-out dates and the number of nights you wish to stay at the hotel. No advance payment is necessary but credit card details are required to guarantee your hotel reservation. Payment should be settled in Korean Won at check-out.

### Cancellation Policy

In case of cancellation on and after 25 September 2003, ICCA reserves the right to charge your credit card for one night's accommodation. In case of no-show, the hotel will charge your credit card for the first and the last nights (two nights in total).

### Check-in/Check-out

Check-in time is 12 noon, check-out is also 12 noon. The hotel will do their best to accommodate delegates arriving early. Late check-out can be arranged directly with reception on-site.

### Pre and Post Hotel Rates

The same rates as above are applicable for 7 days prior and 7 days after the event, subject to room availability at the time of booking.

**OFFICIAL AIRLINES**

**Korean Air**

Offer 20% off the minimum sales price on economy class and prestige class on the International routes operated by Korean Air.

Examples:.

	Minimum Sales Price (Return)		ICCA Rates (Return)	
	Korean Won	Approx. EUR	Korean Won	Approx. EUR
New York - Seoul Incheon	1,450,000	1,115	1,160,000	892
London - Seoul Incheon	1,350,000	1,038	1,080,000	830
Tokyo - Seoul Incheon	564,200	434	451,360	347
Beijing - Seoul Incheon	500,000	364	400,000	307
Bangkok - Seoul Incheon	590,000	453	472,000	363

▶ € 1 = KRW 1,300

▶ The above prices are based on rates in April 2003 and are subject to change.

Please contact your local Korean Air office to enquire about rates. Local office contact details can be found on: [http://www.koreanair.com/AboutKe/ak\\_corpinfooffices.html](http://www.koreanair.com/AboutKe/ak_corpinfooffices.html)

There is no congress code although proof of registration to the ICCA Congress will be requested.

**Asiana Airlines**

Offer 20% off the minimum sales price on economy class on the International routes operated by Asiana Airlines.

Examples:.

	Minimum Sales Price (Return)		ICCA Rates (Return)	
	Korean Won	Approx. EUR	Korean Won	Approx. EUR
New York - Seoul Incheon	1,450,000	1,115	1,160,000	892
London - Seoul Incheon	1,450,000	1,115	1,160,000	892
Tokyo - Seoul Incheon	564,200	434	451,360	347
Beijing - Seoul Incheon	500,000	384	400,000	307
Bangkok - Seoul Incheon	590,000	453	472,000	363

▶ € 1 = KRW 1,300

▶ The above prices are based on rates in April 2003 and are subject to change. Please contact your local Asiana Airlines Office to enquire about rates. Local office contact details can be found on: <http://us.flyasiana.com/about/about.asp> and click on: Corporate Overview → Worldwide Offices.

For bookings, please quote the code: 03CKCSVD10045. Proof of registration to the ICCA Congress will be requested.

**SUPPORTING AIRLINE**

**Japan Airlines**

Offer 50% discount off IATA normal fare for JAL operating sectors. For details, please contact JAL reservation office or send an email to [japandesk@jal.com](mailto:japandesk@jal.com) <http://www.jal.com>

Any further discounts negotiated will be published on the ICCA website : [www.iccaworld.com/7congress](http://www.iccaworld.com/7congress)

**Registration Fees**

	Early Registration	Late Registration	On-site Registration
	Up to and including 5 September 2003	On & after 6 September 2003 up to & including 15 October 2003	On & after 16 October 2003
Member-delegate	€ 670	€ 770	€ 820
Member-co-delegate	€ 520	€ 620	€ 670
Non-member-delegate	€ 950	€ 1,050	€ 1,100
Observer	By invitation only. Contact ICCA HO		
Accompanying Person	€ 190	€ 190	€ 240

**Member Delegate**

Registered members can attend the General Assembly on Sunday 26 October and the Congress from Monday 27 to Wednesday 29 October.

**Member Co-delegate**

A co-delegate is the second person registering for the event from the same company as the delegate. Registered co-members can attend the General Assembly on Sunday 26 October and the Congress from Monday 27 to Wednesday 29 October.

**Non-member Delegate**

Registered non-members can only attend the Congress from Monday 27 to Wednesday 29 October.

**Observer**

Non-ICCA members may attend General Assembly sessions as observers for one year only if they are eligible and genuinely interested in joining ICCA in the near future. Attendance as an observer is by invitation only and special application must be made to ICCA Head Office.

**Accompanying Person**

Registered accompanying persons can attend all social functions, the Sunday get-together and the accompanying persons' tours scheduled on Monday, Tuesday and Wednesday.

**Exhibition Registration**

If you are taking a stand at the exhibition, you must also register separately for the Congress, either as an ICCA member delegate, non-member delegate or observer.

**How to Register**

- To register for the meeting, reserve hotel accommodation and book post tours, please complete the enclosed registration form and send it to ICCA Head Office.
- To qualify for the early registration fee, the completed registration form must be received by ICCA Head Office before or on 5 September 2003.
- If you register on or after 16 October 2003, we will not be able to guarantee your hotel accommodation nor include you in the list of participants. Payment would have to be made on-site in cash in EUROS.
- Please complete one registration form per participant.

### Registration Procedure

- Upon receipt of the registration form, a letter of confirmation will be sent to you together with an invoice.
- Please bring this confirmation to the registration desk in Busan as proof of your registration.
- We also advise you to bring proof of payment. This will facilitate procedures should any issues arise.

### Method of Payment

Payment of the registration fee and post tour, if applicable, can be made by one of these methods:

- Bank transfer to: GA2003/ICCA Account no. 42.22.00.220 Swift number: ABNA NL2A  
ABN AMRO Bank Amsterdam, Netherlands
- Cheque, made payable to: GA2003/ICCA
- Credit card: AMEX, Diners, MasterCard or Visa

To facilitate tracking of payments and enable ICCA Head Office to confirm your registration speedily, please clearly indicate the invoice number.

### Cancellation Policy

- Notification of cancellation of registration must be sent in writing to ICCA Head Office.
- For cancellations received up to and including 24 September 2003, a cancellation fee of € 100 will be charged.
- For cancellations received on and after 25 September 2003, no refund will be given.
- For cancellations of the hotel accommodation received on and after 25 September 2003, ICCA reserves the right to charge one night's accommodation to your credit card.
- Name changes are not accepted, unless the participant is from the same company.
- All refunds will be processed after the event.

### Insurance against Cancellation

Delegates can take out insurance against medical travel insurance claims and cancellation to cover hotel costs, post tours as well as registration fees. Cover at reasonable prices, with 25% discount for ICCA members, is available from Insurex Expo-Sure Ltd, UK; phone +44-1892-511500; fax +44-1892-510016; email [insurex@expo-sure.com](mailto:insurex@expo-sure.com)

### Register Online!

Registration is also available online via the ICCA website : [www.iccaworld.com/7congress](http://www.iccaworld.com/7congress)

### Registration On-site

The registration desk will be open all day Saturday 25 October and Sunday 26 October.



**ICCA 2003**  
**BUSAN KOREA**

### Transfers from the Airport

Transfers from the Busan International airport (Gimhae) to the hotel will be provided by use of the Airport Limousine Bus which runs every 15 minutes. Please state your flight arrival information on the registration form. There will be a ICCA/KNTO welcome desk at Busan International airport (Gimhae) where delegates should go to get their bus ticket.

- Please note: If you arrive at Incheon international airport on an international flight, you will need to transfer to the Gimpo domestic airport to catch your flight to Busan. This transfer is NOT provided and delegates are requested to make their own way. There will be a ICCA/KNTO welcome desk at Incheon international airport where delegates can ask for assistance. The cost is KRW 6,000 (approx. € 4.50) and the journey takes between 20-30 minutes depending on traffic. To purchase the airport limousine bus ticket, make sure to have Korean currency with you. Nine foreign exchange booths are located on the arrival level (1st floor). Please visit <http://www.airport.or.kr/Eng/transportation/bus.jsp> for more information on the transfer from Incheon international airport to Gimpo domestic airport.

### Climate

Busan in October is autumnal, which means crisp weather and clear blue skies. The average temperatures range from 14.8°C (58.6°F) to 21.1°C (70°F). It is recommended to bring a sweater and or jacket. In the morning, dawn breaks at about 06:30 hours and dusk is around 17:30 hours.



### Dress Code

All business and education sessions: business suit

Welcome Reception: business suit

CAT Night : casual

Cape Town 2004 Reception: business suit

Korea Night: business suit or national costume

### Currency

The currency in the Republic of Korea is the Korean won (KRW). The rate of exchange fluctuates daily. As of April, € 1 = KRW 1,300 and US\$ 1 = KRW 1,230. Korean currency notes come in 10,000, 5,000, and 1,000 won denominations. Payment for locally purchased goods and services must be with Korean won. There is an ATM in the Paradise Hotel and ATMs are also located at other major hotels, department stores, subway stations, and tourist attractions. International credit cards are widely accepted.

### Taxis

Taxis are readily available but traffic can be at a snail's pace. There are two kinds of taxis; general and deluxe. General taxis are usually white or grey. Deluxe taxis, called 'mobeom' taxis in Korean, are black with a yellow sign on the top and the words 'Deluxe Taxi' written on the side. 20% extra is added to the fare during the night from 00.00 to 04.00 hours. Regular taxi fares begin at KRW 1,500 (KRW 1,560 won between 00.00 to 04.00 hours) and Deluxe Taxi fares begin at KRW 2,000 (KRW 2,400 between 00.00 to 04.00 hours). Additional fare added is based on time and distance.

### Tipping

Koreans don't expect you to tip, particularly as a 10% service charge is added to the bill in many mid-range and all top-end hotels.

### Visas

With a round trip ticket, visitors from most countries can stay in Korea for 30 days without a visa. To check if you need a visa, please visit [http://www.mofat.go.kr/en/visa/e\\_visa.mof](http://www.mofat.go.kr/en/visa/e_visa.mof) . You must have a valid passport with at least 6 months remaining on it before its expiry date.

### Voltage

Electrical current in the Republic of Korea runs on 220V, 60 Hz current with two-pin continental plugs. But there will be 110V available at the Paradise Hotel.



### Time Difference

The Republic of Korea's time zone is nine hours ahead of Greenwich Mean Time (GMT). When it is 09.00 hours in Korea, it is 19.00 hours the previous day in New York; 01.00 hours in Berlin and 00.00 in London.

### Mobiles

Some large telecommunications carriers with extensive networks will connect to local area networks while in the Republic of Korea. Please check with your service provider for accessibility and rates. The Local Host Committee has arranged for a mobile phone rental service to be available and a 66% discount has been negotiated for ICCA delegates.

The rental charge will be: KRW 1,000 (€ 0.77) per day and calling charges will be from KRW 700 (€ 0.54) to KRW 1,500 (€ 1.20). For bookings, please quote the code: icca102629. Proof of registration to the ICCA Congress will be requested. For more information and to book online, please visit: [www.550phone.co.kr/english.phtml](http://www.550phone.co.kr/english.phtml)

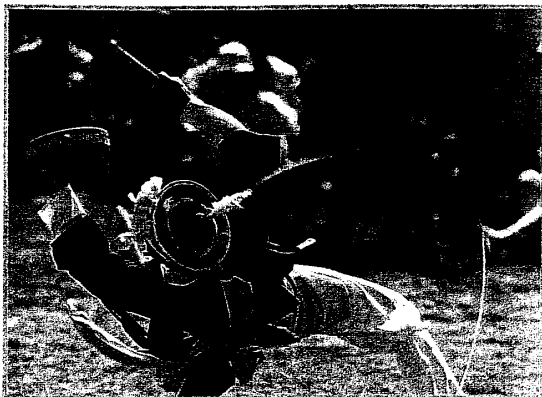
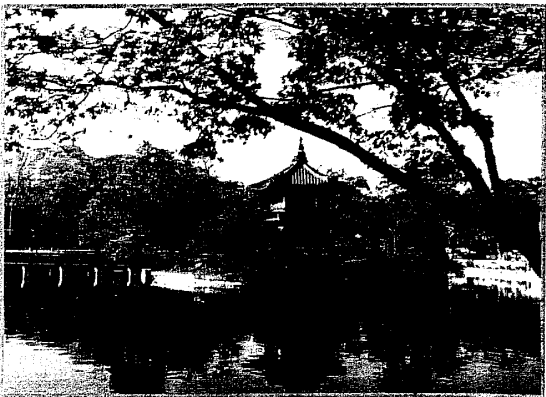
### 1330 Korea Travel Phone

For English assistance or travel information, just dial 1330, and a bilingual operator will offer you detailed tourism information.

### Useful Websites

Information about Korea: [www.tour2korea.com](http://www.tour2korea.com)

Information about Busan: [www.metro.busan.kr](http://www.metro.busan.kr) and [www.cvb.busan.kr](http://www.cvb.busan.kr)





ICCA Meetings Advisory Group

## Chairperson:

Mrs. Pat Fisch, ICCA Board member and President, International Destinations Inc., U.S.A

## Members:

Mr. Henning Klestrup, DIS Congress Service Copenhagen A/S, Denmark

Mr. Barrie Markey, Managing Director, ICMS Pty Ltd., Australia

Mr. Jurriaen Sleister, Deputy CEO, MCI, Switzerland

Mr. Martin Sirk, Chief Executive Officer, ICCA, Netherlands

Mrs. Leanne Hall, Manager Events, ICCA, Netherlands

Local Advisory Committee

## Honorary Advisor:

Mr. Sang Young Ahn, Mayor, Busan Metropolitan City

## Chairperson:

Mr. Hang Kyu Cho, President, Korea National Tourism Organization

## Members:

Ms. Young-Shim Dho, Organizing Committee for Visit Korea

Mr. Kyung-Sang Kwon, Ministry of Culture & Tourism

Mr. Wan-Shik Hong, Busan Metropolitan City

Mr. Jae-Kee Kim, Korea Tourism Association

Mr. Jong-Hee Lee, Korean Air

Mr. Duk-Young Yoon, Asiana Airlines

Mr. Kwang-Chul Ko, Busan Tourism Association

Mr. Hae-Soo Chung, Busan Exhibition & Convention Center

Mr. Jan Verduyn, Paradise Hotel Busan

Local Organising Committee

## Chairperson:

Mr. Jae-Geun Choi, Korea National Tourism Organization

## Members:

Mr. Ki-Hong Kang, Ministry of Culture & Tourism

Mr. Sang-Hoon Na, Korea National Tourism Organization

Mr. Moon-Soo Seo, Busan Metropolitan City

Mr. Jang-Nam Park, Busan Exhibition & Convention Center

Mr. Hong-Koo Kim, Korean Air

Mr. Sang-Ryoung Nam, Asiana Airlines

Mr. Danny Shin, Paradise Hotel Busan

Mr. Seok Kong, Arum Express Tour

Mr. Deokhyun Jo, Korea National Tourism Organization

Mr. Suk-In Jung, Korea National Tourism Organization

Ms. Minjung Park, Korea National Tourism Organization

Education Committee

Mr. Leigh Harry, Chief Executive Officer, Melbourne Exhibition & Convention Centre, Australia

Mr. Anthony Wong, Managing Director, AOS Convention & Events Sdn Bhd, Malaysia

Ms. Mayline Menendez, Puerto Rico Convention Bureau, U.S.A

Ms. Connie Cheng, ICCA Ambassador, Shanghai Municipal Tourism Administrative Commission, China-P.R.

Mr. Deokhyun Jo, Director, Korea National Tourism Organization, Republic of Korea

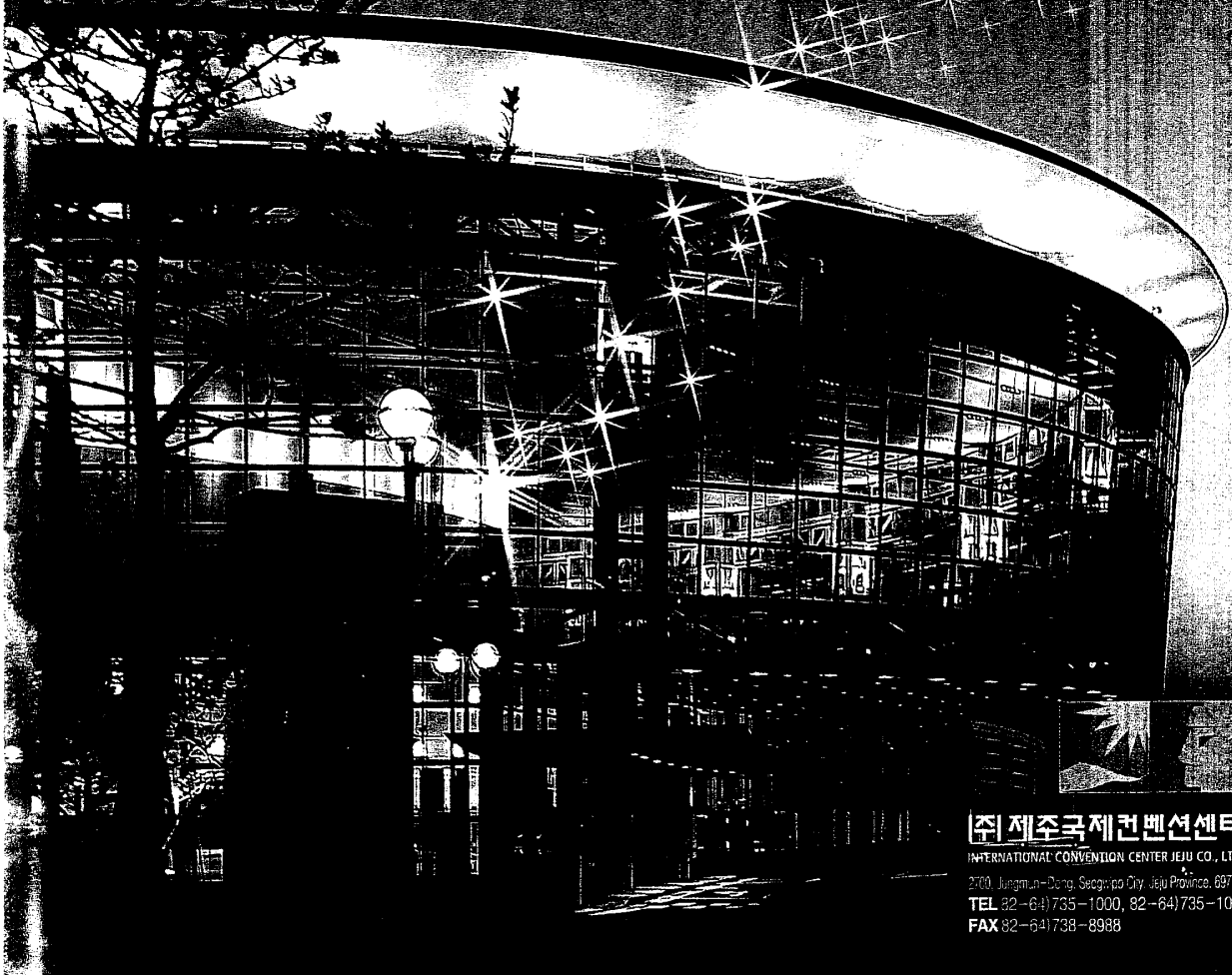
Ms. Marianne Kortjen, Manager Business Relations & Education, ICCA, Netherlands



# ICC JEJU, A Convention Showcase on a Resort Island

With a harmonious balance of convention facilities and recreational offerings, ICC JEJU is shaping the world standard for resort-style convention centers.

Since its opening in March 2003, the center has hosted a number of major international events and has received wide acclaim as one of the rising stars of convention industry.



**주 제주국제컨벤션센터**  
INTERNATIONAL CONVENTION CENTER JEJU CO., LTD

2700 Jungmun-Dong, Seogwi-po City, Jeju Province, 687-120, Korea  
TEL 82-64)735-1000, 82-64)735-1030-9  
FAX 82-64)738-8988

## SPONSORS

ICCA thanks all organisations offering their support to the event:

Asiana Airlines  
Busan Metropolitan City  
Busan Exhibition & Convention Centre  
CAT Publications Ltd.  
EIBTM  
ICCA Denmark  
IMEX  
Korean Air  
Korea National Tourism Organization  
Paradise Hotel & Casino Busan  
Reed Travel Exhibitions  
South Africa Host Committee 2004  
Successful Meetings

## ICCA BUSINESS PARTNERS



ICCA is proud to be strategically collaborating with CAT Publications, IMEX and Reed Travel Exhibitions/EIBTM to develop continuously improving commercial benefits for ICCA members world-wide.

### Liability

The Local Host Committee and ICCA act as agent only in securing hotels, transport and travel services and in no event shall be liable for acts or defaults in the event of injury, damage, loss, accident, delay or irregularity of any kind whatsoever during arrangements organised through contractors or the employees of such contractors in carrying out services. Hotel and transportation services are subject to the terms and conditions under which they are offered to the public in general. The Local Host Committee reserves the right to make changes where deemed necessary, without prior notice to parties concerned. All disputes are subject to Korean law.

### Disclaimer

ICCA reserves the right to make changes to the programme if necessary. ICCA is not responsible or liable for non-delivery of services beyond its control.



**ICCA 2003  
BUSAN KOREA**

**REGISTRATION FORM  
7<sup>th</sup> ICCA CONGRESS & EXHIBITION**

**INCORPORATING THE 42<sup>nd</sup> ICCA GENERAL ASSEMBLY**

**26-29 October 2003. Busan. Republic of Korea**



Please complete a separate registration form per delegate (only accompanying persons can be included on the same form)

**REGISTRATION DETAILS**

First name..... Family name..... Mr/Ms/Mrs  
 Position..... Company.....  
 Company address.....  
 City..... Postcode.....  
 Country..... Phone.....  
 Fax..... Email.....

**First Time Attendees**

Please tick if this is the first time you will personally attend an ICCA Congress & General Assembly

**Dietary Requirements**

Please indicate any dietary requirements:  vegetarian  no fish  no seafood  other, please specify \_\_\_\_\_

**ACCOMPANYING PERSONS** (please refer to page 21 of the provisional programme for details)

1 First name \_\_\_\_\_ Family name \_\_\_\_\_ Mr/Ms/Mrs  
 2 First name \_\_\_\_\_ Family name \_\_\_\_\_ Mr/Ms/Mrs

**REGISTRATION FEES** (please refer to page 24 of the provisional programme for details)

	<b>Early registration</b> <i>Up to &amp; including 5 September 2003</i>	<b>Late registration</b> <i>On &amp; after 6 September up to &amp; incl. 15 October 2003</i>	<b>*On-site registration</b> <i>On &amp; after 16 October 2003</i>	
Member delegate	<input type="checkbox"/> € 670	<input type="checkbox"/> € 770	<input type="checkbox"/> € 820	€ _____
Member co-delegate	<input type="checkbox"/> € 520	<input type="checkbox"/> € 620	<input type="checkbox"/> € 670	€ _____
Non-member delegate	<input type="checkbox"/> € 950	<input type="checkbox"/> € 1,050	<input type="checkbox"/> € 1,100	€ _____
Accompanying person	<input type="checkbox"/> € 190	<input type="checkbox"/> € 190	<input type="checkbox"/> € 240	€ _____
			<b>Total</b>	€ _____

To qualify for the **early registration fee**, the completed registration form must be received by ICCA Head Office before or on 5 September 2003.

A co-delegate is a second person from the same company as the main delegate.

Delegates taking a stand at the exhibition must also complete the separate Stand Reservation Form.

\*If you register on and after 16 October, we will not be able to guarantee your hotel accommodation nor include you in the list of participants. Payment would have to be made on-site in cash in EUROS.

**OPTIONAL BUSAN TOURS** (please refer to page 17 of the provisional programme for details)

On Saturday 25 October and Thursday 30 October a complimentary half-day city tour of Busan will be offered to delegates and their accompanying persons. Please indicate if you would like to participate and on which day.

Delegate:  Saturday 25 October  Thursday 30 October  
 Accompanying person:  Saturday 25 October  Thursday 30 October

**POST TOURS** (please refer to page 18 of the provisional programme for details)

	<b>Single</b>	<b>Double</b>	
<b>Tour 1: Seoul</b>	<input type="checkbox"/> € 568	<input type="checkbox"/> € 770	€ _____
<b>Tour 2: Gyeongju</b>	<input type="checkbox"/> € 355	<input type="checkbox"/> € 560	€ _____

**Post tour cancellation policy**

- Any request for amendments or cancellation of post tour bookings must be made in writing to ICCA Head Office
- Up to and including 30 September 2003: Full refund will be given
- For cancellations received on & after 1 October up to and including 20 October 2003: 50% refund will be given.
- For cancellations received on and after 21 October 2003: no refund will be given
- No refunds will be given for unused parts of the tours.



**REGISTRATION PAYMENT DETAILS**

Full payment is requested in € by one of these methods:

- Bank transfer to:  
 ICCA/GA2003  
 Account no. 42.22.00.220  
 Swift number: ABNA NL2A  
 ABN AMRO Bank  
 Amsterdam, Netherlands
- Cheque, made payable to ICCA  
 Please add an extra € 25 cheque costs to  
 your total amount and state ref. GA2003

 I authorise ICCA to charge my credit card:

- 
- Visa
- 
- Diners
- 
- Euro/MasterCard
- 
- AMEX

Card no. \_\_\_\_\_

Expiry date \_\_\_\_\_ / \_\_\_\_\_

CVC \_\_\_\_\_ *Last three digits on the signature space on the back of your card*Name \_\_\_\_\_  
*(as it appears on card)*

Please clearly indicate the invoice number on your cheque or when transferring your payment.

**Registration cancellation policy**

- Notification of cancellation of registration must be sent in writing to ICCA.
- For cancellations received up to & including 24 September 2003, a cancellation fee of € 100 will be charged.
- For cancellations received on & after 25 September 2003, no refund will be given.
- Name changes are not accepted, unless the participant is from the same company.
- All refunds will be processed after the event.

**SUMMARY OF PAYMENT**

TOTAL REGISTRATION FEES	€	_____
TOTAL POST TOUR <i>(if applicable)</i>	€	_____
<b>TOTAL AMOUNT TO BE PAID</b>	<b>€</b>	<b>_____</b>

**TRANSFERS** (please refer to page 26 of the provisional programme for details)

Transfers from Busan Gimhae airport to the Paradise Hotel will be arranged. To guarantee your transfer, please let us know the following:

Arrival      Flight no.      Date      Time

**HOTEL ACCOMMODATION** (please refer to page 22 of the provisional programme for details)

Your hotel reservation will be made by ICCA. Please specify room occupancy, check-in &amp; check-out dates and the number of nights you wish to stay at the hotel. No advance payment is necessary but credit card details are required to guarantee your hotel reservation. Payment should be settled in Korean Won at check-out.

The rates below include taxes, services and breakfast.

	Single occupancy	Double occupancy	Date check-in	Date check-out	No. of nights
<i>Headquarter hotel</i>					
<input type="checkbox"/> Paradise Hotel & Casino	<input type="checkbox"/> KRW 165,000 (approx. € 127)	<input type="checkbox"/> KRW 185,000 (approx. € 142)	_____	_____	_____

 I am making my own hotel arrangements**Credit card guarantee**Please complete the credit card details to guarantee your hotel booking. No hotel deposits or payments are needed in advance.Credit card       Visa     Diners     Euro/MasterCard     AMEX

Card number \_\_\_\_\_

Expiry date \_\_\_\_\_ / \_\_\_\_\_

Card Validation Code (CVC) \_\_\_\_\_ *Last three digits on the signature space on the back of your card*Name *(as it appears on card)* \_\_\_\_\_**Hotel cancellation or no-show policy**In case of cancellation on and after 25 September 2003, ICCA reserves the right to charge your credit card for one night's accommodation.  
In case of no-show, the hotel will charge your credit card for the first and last night (2 nights in total).

By signing this form, I declare to accept all conditions for registration.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**PLEASE FAX TO ICCA HEAD OFFICE ON FAX: +31-20-6990781**



**ICCA Category D**

**Mid-Year Meeting - EIBTM 2003 GENEVA**

**Room A, 13.00-1600 hours**

**Chairperson:** Anne Wallin Rødven, Oslo Promotion/Oslo Visitors and Convention Bureau

**AGENDA**

1. Get-together - coffee/tea in the meeting room from 13.00 - 13.30 hrs
2. Welcome + ICCA matters
3. The latest update on DOME by Gary Grimmer
4. Introduction to the 2003 Cat. D survey by Christian Mutschlechner, who has been willing do the survey again this year, for the third time
5. ICCA Data workshop - update on ICCA databases
6. Introduction to work in groups, followed by a
7. Buzzing session, where different topics will be discussed, at tables with 10 participants at each table.
8. Sum up and reports from the tables



**ICCA Asia Pacific Chapter 2.2003,**  
**19 May 2003, Room G Palexpo Geneva (1630-1730hrs)**

**Agenda**

1. Welcome by Acting Chairman, Leigh Harry
2. Confirmation of minutes of Chapter Meeting 1/2003 in Melbourne, 17 Feb 2003.
3. Matters Arising – /ICCA Youth Forum 2003/Business Leads Exchange/Client-Supplier Workshop/ICCRM Auckland/ICCA2003 Busan (presentation)
  4. ICCA Pavilion at EIBTM and IT&CMA 2003.
5. Discussion – Asia Pacific SARS recovery action plan
6. Proposal/Discussion - ICCA Asia Pacific Chapter Scholarship Programme.
  7. AP Chapter Financial Report as of 30 April 2003.
  8. Any other matters.
  9. Next Asia Pacific Chapter meeting 3/2003:  
Sunday, 26 October 2003 in Busan, Korea.
10. Conclusion & Thanks

\*\*\*\*\*

11. Business Leads Exchange (registered participants only)

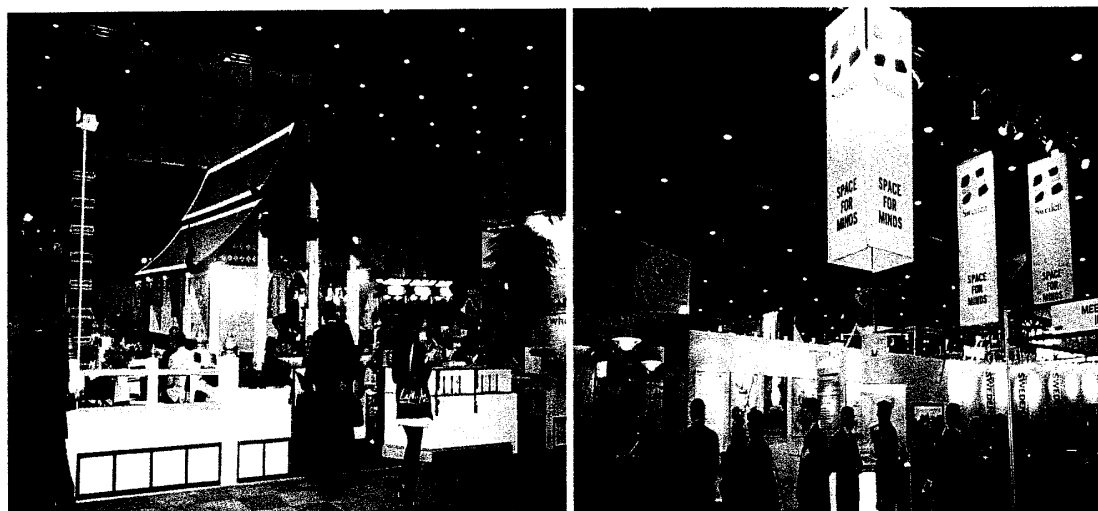
- *Have you recorded your attendance?*
- *Thank you for your attendance and participation.*

附件六

本館展示攤位掛旗



他館展示攤位掛旗





其他國家攤位設計

(韓國館)



(瑞士館)

