

行政院及所屬各機關因公出國人員報告書
(出國類別：參加國際會議展)

參加亞太獎勵旅遊及會議展 (Asia Pacific
Incentives & Meeting Expo) 報告

服務機關：交通部觀光局

出國人：職稱：專員

姓名：鄭瑛惠

出國地區：澳洲墨爾本

出國期間：92年2月13日至19日

報告日期：93年5月12日

系統識別號：C09300761

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：參加亞太獎勵旅遊及會議展報告

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

鄭瑛惠/交通部觀光局/國際組/專元/02-2349-1636

出國類別：1.考察2.進修3.研究4.實習5.其他：參加會議展

出國期間：民國 93 年 2 月 13 日至民國 93 年 2 月 19 日

出國地區：澳洲墨爾本

報告日期：民國 93 年 5 月 12 日

分類號/目：H9/觀光

關鍵詞：國際會議、會議展覽

內容摘要：

亞太獎勵旅遊及會議展（Asia Pacific Incentives & Meeting Expo，簡稱 AIME）自一九九三年起開始舉辦，今年邁入第十二年，是南半球會議展覽及獎勵旅遊業者最大活動，每年吸引來自世界各地的買主，參展廠商及相關業者。該展由 Reed Travel Exhibitions 公司主辦，該公司另主辦阿拉伯旅展、地中海旅遊展、歐洲會議展 EIBTM 展、及世界旅遊展 WTM 等大型旅展。

本局自二〇〇二年成立會展科後，為積極推廣我國會議及獎勵旅遊市場，即編列預算經費，增列 AIME 參展計畫，自今年起參展，展期二天，計有七五七參展單位。

本文電子檔已上傳至出國報告資訊網(<http://report.nat.gov.tw>)

參加亞太獎勵旅遊及會議展報告
(Asia Pacific Incentives & Meeting Expo)

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參加亞太獎勵旅遊及會議展報告

壹、前言

亞太獎勵旅遊及會議展（Asia Pacific Incentives & Meeting Expo，簡稱 AIME）自一九九三年起開始舉辦，今年邁入第十二年，是南半球會議展覽及獎勵旅遊業者最大活動，每年吸引來自世界各地的買主，參展廠商及相關業者。該展由 Reed Travel Exhibitions 公司主辦，該公司另主辦阿拉伯旅展、地中海旅遊展、歐洲會議展 EIBTM 展、及世界旅遊展 WTM 等大型旅展。

Reed Travel Exhibitions 公司邀請參展之對象包括：專業會議組織、Incentive House、企業公司、行銷公司、旅行社、協會社團、公關公司或政府相關部門，並邀請下列行業：藥廠、金融、保險、物產、電器製造、通訊、資訊工程、汽車及企管業等業主或高階主管擔任買主。

本局歷年來每年均參加二個會議展，一為歐洲獎勵旅遊及會議展 EIBTM，一為亞洲獎勵旅遊及會議展 IT&CMA。自二〇〇二年成立會展科後，為積極推廣我國會議及獎勵旅遊市場，即編列預算經費，增列 AIME

參展計畫，自今年起首度參展，委託中華國際會議展覽協會辦理參展事宜。

貳、參展情形

一、展覽日期：

2004年2月17日（星期二）10：00至18：00

2月18日（星期三）10：00至17：00

二、展覽地點：澳洲墨爾本展覽中心 Melbourne Exhibition Centre。

三、參展廠商：今年計有七五七個參展廠商，較去年增加一〇三個參展廠商，為歷年來之最多參展廠商，場地樓板面積亦為歷年來之最大，較去年增加 8.67%，澳洲當地參展面積佔百分之五十二。參展廠商來自各行業，包括：航空公司、景點、餐飲、市政府、會議展覽中心、會議協會、會議觀光局、郵輪、Destination Management Companies、公關公司、展覽服務供應商、旅館、Incentive House、NTO、專業會議經理、渡假村&Spa、購物中心、旅行社及交通運輸公司等，其中以旅館最多，計有二〇八個參展單位，渡假村及 Resort、Destination Management

Companies 分居二、三，分別有九十及七十五個參展單位。主辦單位共計邀請三七六個買主，來自二十一個國家，其中二一八位來自澳洲當地，佔 58% ，次為來自歐洲及亞洲，以行業論，則來自企業居多，佔 22% ，次為來自公協會及公關公司。業界訪賓 (Trade Visitors) 計有二、五三五人，以來自企業者居多，佔 22.8% ，公關公司及專業會議籌組公司居次。

四、展場概況：展場區分為四大區塊：澳洲區、國際區、紐西蘭/太平洋區、亞洲區，澳洲區展場佔約全部展場之半。以國家區分，澳洲展場最大，依次為泰國、香港及新加坡。今年參展國際計有四十五國，擴大展場的國家有：泰國、香港、印尼、韓國、越南及日本。我國與蒙古為今年新加入參展國家，大會除了在展前的 Exhibitor Briefing 中特別報告外，並在 Official AIME Daily 上報導。我國展場佔地二、五平方公尺，三面開，與日本及印尼相鄰，面對韓國攤位。

五、本局攤位：以黃綠作為佈置主軸，顏色醒目，並以

觀光年 LOGO 製作掛旗懸掛半空，利用投射燈照射，加強效果吸引注意，攤位前柱裝置電漿電視，播放宣傳影片，並飾以會議展覽宣傳海報，旁設資料架擺放我國業者有關會展資料摺頁及紀念品供訪客索取。參展代表攜帶在台灣製作的觀光年 Naruwan 娃娃大型立牌前往會場佈置，由於造型可愛具特色，備受喜愛，迭有訪客立旁合照。本局鄭專員瑛惠、駐雪梨辦事處李明珠小姐及中華民國國際會議展覽協會張秘書長瑛於會場提供訪客諮詢與洽談。

六、展覽情形：由於本局承租基本攤位，未參與大會的 PSA (Pre-scheduled Appointment) 計畫，故大會未安排 Hosted Buyers 來本局攤位洽談，而 Hosted Buyers 則疲於奔命大會所安排與參展單位之約會，無法分身前往其他參展攤位洽談，故前來洽談訪客有限，自行前來參觀之 Trade Visitors 雖有意者赴本局攤位洽詢相關資訊，惟多屬對我國印象不深，近期內亦無計畫來台辦理會議或獎勵旅遊者，顯見我國在澳洲市場之知名度仍有待努力開拓。

參、參加 ICCA Meeting

國際會議協會 ICCA 於每個會議展覽均召開分區會議，此次訂於二月十六日 10:00~11:30 召開亞太區會議，由本局代表及會展協會張秘書長共同前往出席。會議重點如下：

- 一、ICCA 總會執行長報告 ICCA 自二〇〇四年三月一日起採用新的形象標誌；報告 ICCA 在二〇〇四年 IMEX 及 EIBTM 展期內之活動及其他事宜。
- 二、亞太分會報告有關提報亞太分會計畫，以促進亞太地區會議品質事宜及財務現況。
- 三、ICCA 活動及過程報告：包括 Client Supplier Business Workshop、Intl Congress & Convention Researchers Meeting (ICCRM)、ICCA 青年論壇、ICCA 教育訓練等。
- 肆、心得與建議

墨爾本展覽中心展場挑高近二十米，有多個參展單位採取高掛式吸引參觀訪客之注意，例：香港攤位整個設計為洽談區，並以波浪形頂罩懸空，符合港口城市形象、雪梨奧運公園 Sydney Olympic Park 採一圓形鮮黃

色標誌高掛，自動旋轉，造型簡單卻不單調，色彩鮮明醒目，訪客進入展場即可尋見。泰國則以「Thailand」掛旗高空懸掛、斐濟亦以「FIJI」標誌及風景掛旗懸空等，均可達到參展訪客一眼望見立即找到之效果。

我國雖以觀光年旗幟懸掛，惟礙於預算經費，尺寸與高度均受限，效果稍有折扣，未來參展攤位設計可依據展場條件考慮挑高設計，吸引注意。另宣傳推廣旗幟或海報之設計，宜跳脫台灣本位，以外國人觀點及認知來設計，方能達到宣傳效果。現有觀光年旗幟上之「Taiwan」字樣略小，相較於其他 Destination，無法突顯，於國外使用時效果略為遜色。

主辦公司設計有 PSA 制度，付費參加此計畫者，將由主辦單位安排邀訪買主洽談。主辦單位今年邀請三七六個買主，分別來自二十一個國家，為確保邀訪買主依原訂時程至各參加 PSA 計畫之參展單位洽談，除利用大會廣播每場 Appointment 開始時間及結束時間，並由參加 PSA 計畫參展廠商填寫 Hosted Buyers no show 情形及評估意見，作為下次邀訪買主之參考。我國攤位鄰居（日本、韓國及印尼）均參加 PSA 計畫，二天展

期間 Hosted Buyers 訪客不斷，我國攤位相形之下略顯冷清，未來參加獎勵旅遊及會議展，宜支付費用，參加 PSA 計畫，透過大會安排買主訪談，應可有效製造達成交易或建立潛在商機之機會。

各單位參加獎勵旅遊及會議展的目的各異，有為創造商機者，有為提高能見度者，有為建立形象者，依不同目的而為不同之攤位設計，或重在洽談，或突顯 Destination，或強化聚焦效果。本局未來參展時，宜針對不同市場、不同宣傳推廣之目標，明確定位，並據以設計攤位整體形象，始能達成參展目的。另宜鼓勵業者包裝會議套裝行程及價格，可與買主立即切入產品主題，有助有效達成交易，開拓我國會議展覽及獎勵旅遊市場。



AIME2004

PROGRAM AT A GLANCE

Date	SESSION	VENUE
Monday 16 February 2004		
TIME	SESSION	VENUE
8.00am - 6.00pm	Registration Desk Open	Clarendon Foyer, MEC
2.15pm - 3.00pm	Exhibitor Briefing	Auditorium, Level 2, MEC
2.15pm - 3.00pm	Hosted Buyer Briefing	La Trobe Theatre, Level 2, MCC
2.15pm - 3.00pm	Official AIME Media Conference	Suites 1 & 2, Level 5, MEC
3.00pm - 4.00pm	ATC Briefing - Business Tourism Forum	Auditorium, Level 2, MEC
4.30pm - 5.30pm	Seller Meets Hosted Buyer Session (PSA Exhibitors and Hosted Buyers only)	Bay 10, MEC
5.45pm - 6.00pm	Transfers to Welcome Reception	MEC to Federation Square
6.00pm - 8.30pm	Welcome Reception - Sponsored by Epicure Catering	Federation Square
Date	Tuesday 17 February 2004	
TIME	SESSION	VENUE
8.00am - 6.00pm	Registration Desk Open	Clarendon Foyer, MEC
10.00am - 6.00pm	Exhibition Opening Hours	Melbourne Exhibition Centre
8.00am - 9.45am	AIME Business Events Forum - Face to Face with Future Reality, sponsored by Today's News, moderated by Yeoh Siew Hoon, panel includes Mary Power, Edward Liu, Martin Sirk & David Gool.	Auditorium, Level 2, MEC
8.15am - 9.30am	Profiting from Change in the Incentive Travel Market and Close Association Revolutionises Australian Incentive Market Opportunities, sponsored by AMI-IMA, presented by John Hudson	Suites 1 & 2, Level 5, MEC
8.30am - 9.30am	What Makes an Event Special, sponsored by MIAA, presented by Peter Jones	Meeting Rooms 2 & 3, Level 2, MEC
9.45am - 10.00am	Show Opening with Key Note Address	MEC
10.00am - 10.45am	Knowing Your Board Members, sponsored by AuSAE, presented by Leisa Donlan (Please note: you must be an Association Buyer to attend this seminar)	Meeting Rooms 2 & 3, Level 2, MEC
11.00am - 11.45am	Strategic Thinking, sponsored by AuSAE, presented by John Teres (Please note: you must be an Association Buyer to attend this seminar)	Suites 1 & 2, Level 5, MEC
11.00am - 3.00pm	AIME Restaurant Opening Hours, sponsored by Melbourne Exhibition Centre, Harry The Hirer & Reed Travel Exhibitions	MEC Exhibition Floor
7.15pm - 1.00am	AIME Gala Dinner 'Melbourne Swings', sponsored by Crown, conceptualised, designed & produced by Staging Connections	Crown Towers - Palladium Room
Date	Wednesday 18 February 2004	
TIME	SESSION	VENUE
8.00am - 5.00pm	Registration Desk Open	Clarendon Foyer, MEC
10.00am - 5.00pm	Exhibition Opening Hours	Melbourne Exhibition Centre
8.00am - 9.45am	AIME Workshop - Meeting & Beating Event Challenges, presented by Stephen Dowd, Katie Clarke AMM & David Grant	Meeting Rooms 2 & 3, Level 2, MEC
8.15am - 9.45am	AIME High - Inspirational Speakers Experience, sponsored by ICMI Speakers & Entertainers, presented by Lauren Burns, Adam Thompson, Mark McKeon & Tony Wilson	Auditorium, Level 2, MEC
9.00am - 9.45am	How to Improve Your Trade Show Results, sponsored by EEAA, presented by Denise Cooney	Suites 1 & 2, Level 5, MEC
9.00am - 9.45am	Success by Design, sponsored by SITE, presented by Richard Dawes	La Trobe Theatre, Level 2, MCC
9.45am - 10.15am	Accolade Awards, sponsored by CIM, hosted by Rob Yeomans	Auditorium, Level 2, MEC
10.00am - 10.45am	Strategic Marketing - 10 Key Steps in 45 Minutes, sponsored by AuSAE, presented by John Teres (Please note: you must be an Association Buyer to attend this seminar)	Meeting Rooms 2 & 3, Level 2, MEC
11.00am - 11.45am	Getting Critical Funds: The Art of Sponsorship Submissions, sponsored by AuSAE, presented by Mike Turner (Please note: you must be an Association Buyer to attend this seminar)	Auditorium, Level 2, MEC
11.00am - 3.00pm	AIME Restaurant Opening Hours, sponsored by Melbourne Exhibition Centre, Harry The Hirer & Reed Travel Exhibitions	MEC Exhibition Floor

**Minutes of ICCA Asia Pacific Chapter Meeting 1.2004
16 February 2004, 10.30am – 11.45am.
Melbourne Exhibition & Convention Centre, Australia.**

1. Attendance list (as per Appendix 1)
2. Chairman of meeting: Anthony Wong, AOS Convention & Events
Executive Committee: Leigh Harry, Melbourne ECC; Jon Hutchison, Sydney CVB; S Senthil Gopinath, Sri Lanka CB
ICCA Head Office: Martin Sirk
ICCA Asia Pacific: Jane Vong Holmes (In attendance)

No.	Subject	Discussion/Report	Action	Timeline
1.	Welcome by Chairman and Executive Committee	1.1. New/First time to Chapter meeting members introduced themselves – Richard Beh (Suntec); Maureen Brennan (Auckland CB); Garry Kingshott (Melbourne CVB); Dzulkefli Zakaria (Malaysia Airlines); Mary Ann Russell (Cairns C Centre); Cheng Ying-Huei (Tourism Bureau, Ministry of Transportation & Communications ROC)		
		1.2. The meeting also welcomed Sandra Passaro, Director of Sales, Gold Coast Convention Bureau (Observer).		
2.	Confirmation of minutes of last AP Chapter meeting 3.2003, Busan	Minutes were approved and passed.		
3.	Update from ICCA Head Office	Martin Sirk, ICCA CEO briefed the meeting on following:- 3.1. ICCA adopts new corporate look which is softer, brighter, a more rounded image which is designed to reflect ICCA's global reach and approachable, member- and client-driven business philosophy. New look effective 1 March 2004. Members encouraged to incorporate ICCA Member logo in their business collaterals for ICCA branding. 3.2. ICCA activities at IMEX and EIBTM in 2004:-	3.1. ICCA Head Office to send corporate look guidelines and member packs to all members over the next few months.	

	<p>3.2.1. ICCA members exhibiting at IMEX are invited to participate in the Association Day function with approximately 200 association buyers at Hilton. No registration fee but need to pre-register, details from ICCA Head Office when available. Members encouraged to use ICCA DATA to check information of these association buyers prior to function.</p> <p>3.2.2. There will also be a ICCA networking cum educational event at EIBTM 2004, members are invited to participate with a fee. Clients attending are to bring data of their future meetings. Not just a social function, but business-driven ICCA event. Details by ICCA Head Office when available.</p> <p>3.3. Appointment of Latin America and North America managers.</p> <p>3.3.1. Maria Jose Alvez Saravia is new ICCA Latin America Manager</p> <p>3.3.2. North American manager will be appointed in next few weeks.</p> <p>3.4. ICCA increased investment in Asia Pacific region with increased budget for ICCA Asia Pacific Office.</p> <p>3.5. Report on International Event to ICCA DATA:- ICCA DATA has doubled over last two years, thanks to members reporting. ICCA anticipates at least 140 members will be providing information to ICCA DATA which will form the foundation of ICCA DATABASE.</p> <p>3.6. Bimonthly electronic newsletter ICCA Intelligence provides platform for ICCA members to showcase their expertise. Members are invited to contribute educational articles (vs promotional articles) to ICCA Head Office. ICCA Intelligence is distributed to association and corporate buyers on ICCA DATABASE.</p> <p>3.7. ICCA will launch online Masters initiative with Le Cordon Bleu at IMEX. This programme which is designed for the meetings industry, has input from some 50 members.</p>	<p>3.2. ICCA Head Office will advise details of ICCA activities at IMEX and EIBTM when ready.</p> <p>3.3. For information</p> <p>3.4. For information</p> <p>3.6. Members who wish to contribute, to submit articles to Natasha Tome (Natasha@icca.nl) at ICCA Head Office at least one calendar month before anticipated date of release.</p> <p>3.7. Full details will be available in January 2005.</p>	
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	<p>3.8. Amlink Technologies Pty Ltd, Australia is providing the online registration system for ICCA Cape Town 2004. Promotional materials for ICCA Cape Town 2004 will be available very soon.</p> <p>3.9. ICCA Board of Directors will have a Strategic Review meeting in May focused on looking at current environment and new ways of ICCA workings with the objective of ICCA being ultimately more profitable for members.</p>	<p>3.8. ICCA Head Office will provide Congress & GA 2004 details when ready.</p> <p>3.9. For information/members invited to give proposals.</p>	
<p>4. ICCA Asia Pacific Chapter Project</p>	<p>4.1. The need for a regional project arose after discussions among Asia Pacific Cat D members in Busan. Recommendations from that meeting have been submitted to ICCA Board and Head Office, and to all AP members.</p> <p>4.2. The AP region has suffered several setbacks, namely from SARS, and members felt it is timely for a project aimed at promoting quality meetings in the Asia Pacific region.</p> <p>4.3. A Steering Committee to look into an Action Plan was formed, comprising Jon Hutchison (Sydney CVB), Senthil Gopinath (Sri Lanka CB) and Maria Helena de Senna Fernandes (Macau GTO).</p> <p>4.4. The Project proposes that:-</p> <p>4.4.1. ICCA AP members to solicit endorsements from their top client/s about successful meetings in this region. Ideally, the endorsement should include the contact details of the client to allow enquiries regarding quality of service/experience provided.</p> <p>4.4.2. These endorsements will be delivered to ICCA HO database of clients (same as ICCA Intelligence clients, however endorsements will be separate from ICCA Intelligence). ICCA Head Office to send endorsements to clients just prior to IMEX.</p> <p>4.4.3. All AP members are encouraged to participate, and to submit their client/s endorsement/s to ICCA Asia Pacific Office (email: icca@po.jaring.my) before end March 2004.</p> <p>4.4.4. Failure to participate will result in that particular destination not being mentioned.</p>	<p>All ICCA AP members are invited to participate by soliciting endorsements from their top clients (1-3 pax). Include clients contact details where possible.</p> <p>All endorsements to submit to Secretariat (ICCA Asia Pacific Office) by Monday 29 March 2004.</p>	<p>Monday, 29 March 2004.</p>

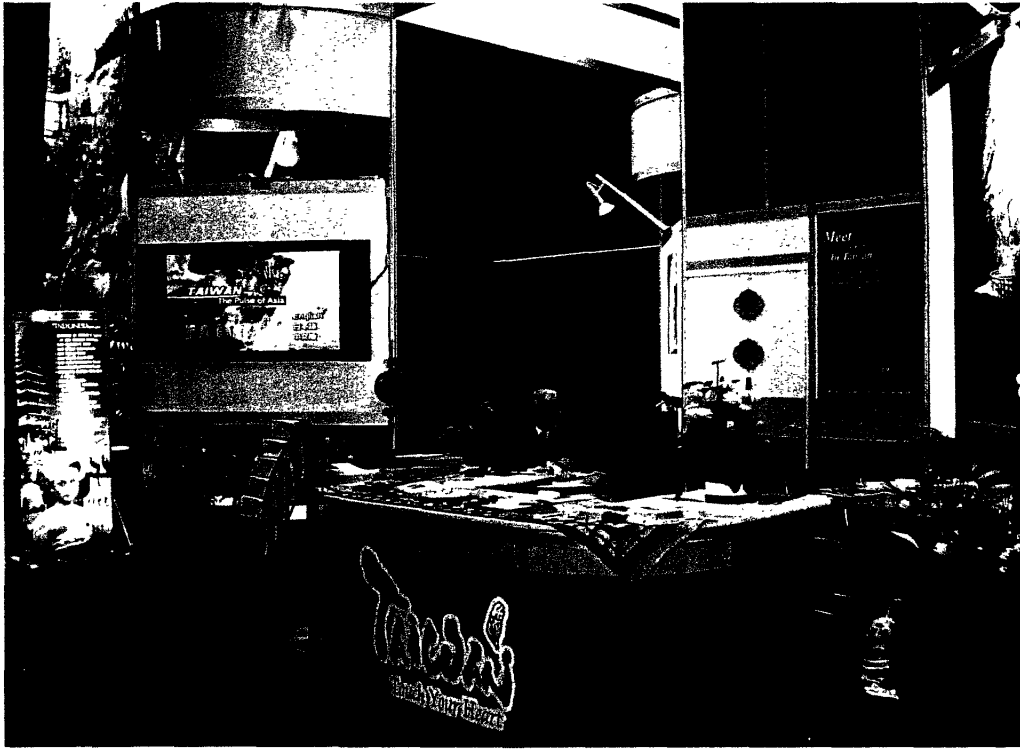
		<p>4.4.5. In addition to endorsements, ICCA Head Office will look into the possibility of preparing a risk management document that will be applicable to all members across the world. The funding for this document will be taken from ICCA HO allocation for this Chapter Project.</p> <p>4.4.6. Funding for this project will come from ICCA Head Office and Asia Pacific Chapter (Euro 4,000 and USD4,000 respectively).</p>	
5.	AP Chapter Financial Report as of 31 Jan 2004	<p>5.1. Total Chapter expenditure 2003=RM745.80 (approx USD197).</p> <p>5.2. Current Account balance = RM12,982.90 (approx USD3,416)</p> <p>5.3. Fixed Deposit balance = RM31,498 (approx USD8,289). To less USD4,000 from this account for AP Chapter Project (Point 4 above).</p>	For information.
6.	Educational needs in the Asia Pacific region.	<p>6.1. Anthony Wong introduced the Executive Masterclass programme for Events & Meetings which is organised and run by AOS Experiential Education Centre, Malaysia.</p> <p>6.2. The 6-day seminar programme will be held at Corus Hotel Kuala Lumpur from May 17-22, 2004. It will comprise workshops, presentations and case studies.</p> <p>6.3. Cost of participation is USD1,500 per person (including accommodation and meals).</p> <p>6.4. Members who are interested to participate as volunteer speakers are to contact Anthony (email:Anthony@asianoverland.com.my).</p> <p>6.5. AOS will promote this programme in conjunction with other industry associations (besides ICCA) where member participants will get 10% discount, and a 5% override.</p>	For information/action where applicable.
7.	ICCA News – update on ICCA events and processes	<p>7.1. Client Supplier Business Workshop:-</p> <p>7.1.1. Pilot Cat G ICCA client supplier business workshop made its debut in Glasgow early December 2003.</p> <p>Criteria for participation: centres holding congresses with at least 2,500 delegates and 2,000sqm exhibition space. Melbourne,</p>	7.1. For information/necessary action.

	<p>Kuala Lumpur and Singapore centres participated, the feedback was very encouraging. Category G chairman Leigh Harry may consider organising this on an annual basis.</p> <p>7.1.2. For Cat G AP members, there will also be a Intl Client Supplier workshop in Dubai from Apr 15-17, 2004.</p> <p>7.2. ICCA DATA:-</p> <p>7.2.1. New strict criteria for reporting international event to ICCA DATA.</p> <p>7.2.2. Use online form from www.iccaworld.com/Downloads/ICCADATA/Assocdata/update.doc</p> <p>7.2.3. ICCA DATA workshop in Melbourne on 16 Feb 2004 with 10 participants. Thanks for MECC for facilitating this workshop.</p> <p>"Private" workshops available for AP members upon request, no cost to member except for travel cost and accommodation for ICCA AP personnel (1 pax) to conduct class.</p> <p>7.2.4. ICCA DATA workshops at ICCA Head Office twice a year, during IMEX, ICCRM and at Congress.</p> <p>7.3. ICCRM – Intl Congress & Convention Researchers Meeting:-</p> <p>7.3.1. Vienna, June 24-26 (approx Euro 500 rego fee)</p> <p>7.3.2. Bangkok, Oct 11-12 (approx Euro 200 rego fee)</p> <p>7.3.3. Sofitel Central Plaza Bangkok is the official hotel and offering special rates for AP ICCRM participants.</p> <p>7.4. New format Business Leads Exchange:-</p> <p>7.4.1. All leads will be on website where participating members can view after submitting their leads. Exact how-to new format procedure will be advised asap by ICCA head office. First trial at ICCRM Vienna, thus no AP BLE session at IMEX Chapter meeting.</p> <p>7.5. ICCA Youth Forum:-</p> <p>7.5.1. Record high attendance of 26 participants from Australia, New Zealand, Thailand, Singapore, Hong Kong and Korea. Thanks to MECC, AIME and volunteer member speakers, and for sending young staff to participate.</p> <p>7.5.2. In discussion with Singapore to organise ICCA Youth</p>	<p>7.2. Deadline for submission report to ICCA DATA for inclusion in ICCA annual statistics 2003 = 27 February 2004. Not reporting may result in understating of destination's position in ICCA rankings.</p> <p>7.3. URL for AP ICCRM Bangkok is www.iccaworld.com/iccrm2004/ap. Please visit for more details.</p> <p>7.4. For information.</p> <p>7.5. Status of Singapore YF proposal will be informed to all AP members once confirmed. All members are invited to send their young staff to participate at no</p>	
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	<p>Forum in conjunction with new show IECM Singapore (Sept 2004). Thanks to all ICCA Singapore Members for their show of support for Youth Forum Singapore, and to Singapore Expo for their offer to be Host Venue of this first-time Asian Youth Forum.</p> <p>7.6. ICCA education:-</p> <p>7.6.1. For year 2004, ICCA educational seminars in Sri Lanka (scholarship available subject to terms and conditions by Sri Lanka Convention Bureau); Macau; Singapore (youth forum (TBC)); Thailand (AP ICCRM); India (in conjunction with India Convention Promotion Bureau's "Conventions India"; Australia (Youth Forum Melbourne); Malaysia (Malaysia Airlines initiated).</p> <p>7.6.2. Anthony Wong spoke of need for educational programmes in Beijing and Shanghai as well.</p> <p>7.7. Schedule for bids for ICCA 2007 Congress & General Assembly:-</p> <p>7.7.1. Jan 2005: Bid manual sent to interested members</p> <p>7.7.2. 1 May: Completed bids to be received by ICCA Head Office</p> <p>7.7.3. May: ICCA BOD shortlists 2 bids</p> <p>7.7.4. Aug-Sept: Site inspections (x2)</p> <p>7.7.5. Oct/Nov: Presentation to ICCA Board by shortlists (x2)</p> <p>7.7.6. Announcement at ICCA Montevideo 2005: The host of ICCA 2007</p> <p>7.7.8. Martin Sirk informed that upcoming Strategic Review Meeting by ICCA Board will look also into the viability of ICCA congresses rotating in current schedule. Hence, there is a possibility that next ICCA congress in AP region may not be 2007.</p>	<p>registration cost. Details will be advised by ICCA Asia Pacific when available.</p>
8.	<p>Other matters</p> <p>8.1. MIAA Conference "The Meetings Matrix" to be held 2-4 May 2004 at Crown Promenade Melbourne. Conference bookmarks distributed at meeting. More conference details on www.miaa.net.com.au.</p> <p>8.2. IECM 2004 discounts for ICCA members:</p>	<p>For information/necessary action.</p>

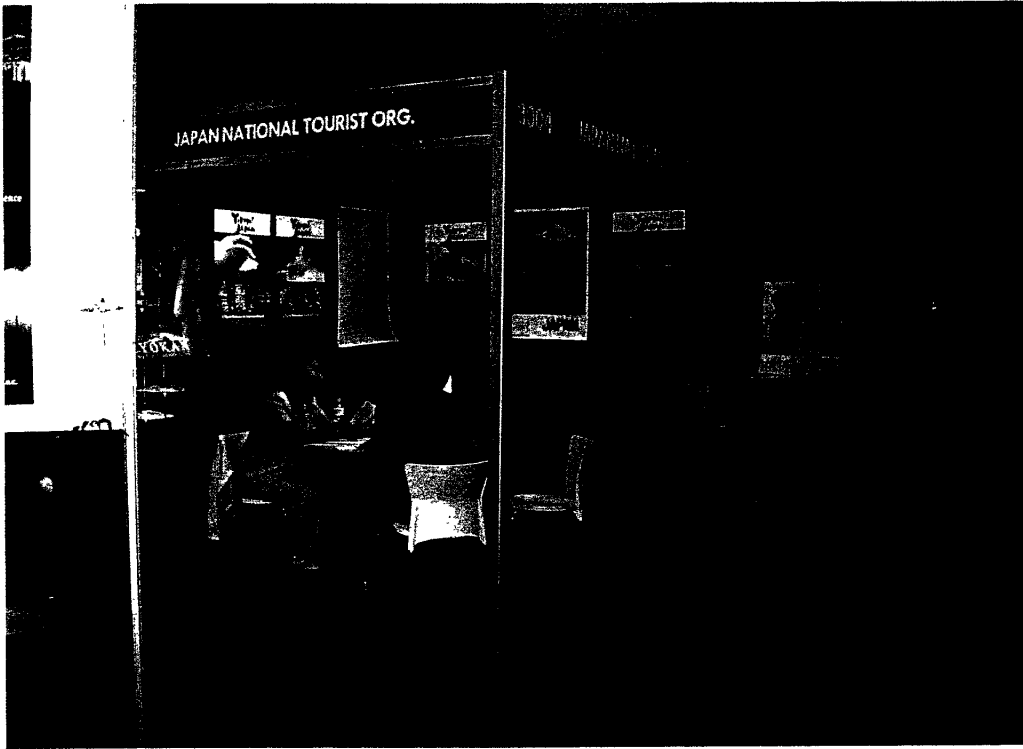
		<p>8.2.1. IECM – International Exhibition, Convention & Meeting Industry Expo – scheduled Sept 22-24, 2004 at Singapore Expo. Organised by SACEOS – Singapore Association of Convention & Exhibition Organisers and Suppliers – with the support of Singapore Exhibition & Convention Bureau and IE Singapore.</p> <p>8.2.2. ICCA members who intend to exhibit are entitled to discounts ranging from 5% - 15%, subject to conditions, and depending on which countries they are from (less discount in countries where show sales agents have already been appointed).</p> <p>8.2.3. All members who are interested in participating and who would like to qualify for the discount, need to contact ICCA Asia Pacific Office first, for onward "verification" by ICCA to exhibition organiser Interfama. Subsequent liaison directly to Interfama, including booking of space and payment. ICCA members already booked space are not entitled to 'retrospective' ICCA discounts, nor those who book in future directly (ie not via ICCA AP Office).</p> <p>8.2.4. ICCA offers promotional support to SACEOS in return for discounts for members.</p> <p>8.2.5. More information about IECM 2004 from SACEOS (email: saceos@singnet.com.sg) or visit show website www.iecm2004.com. (IECM electronic leaflet as prepared by Interfama Singapore is available to members upon request. Not attaching to this document because it is about 1.4MB in size.)</p> <p>8.2.6. ICCA has negotiated for members' discounts as an added ICCA member benefit, if they decide to participate. Ultimately, members will make their own decisions if they wish to participate in trade shows, regardless of endorsement/support by ICCA to the said show.</p>	
9.	Conclusion and thanks	Chairman and Exec Committee thanked members for attendance and participation in the meeting. Also thanks to MECC for hosting meeting venue and facilities.	
10.	Next ICCA AP Chapter meeting	Next meeting will be on May 11 at IMEX Frankfurt. Details to be advised asap by ICCA Asia Pacific.	Next Chapter meeting details at IMEX to all AP members by latest 12 April 2004.

Minutes distributed to AP members: 1 March 2004



本局攤位





我國攤位左鄰—日本，以基本攤位型態參展。



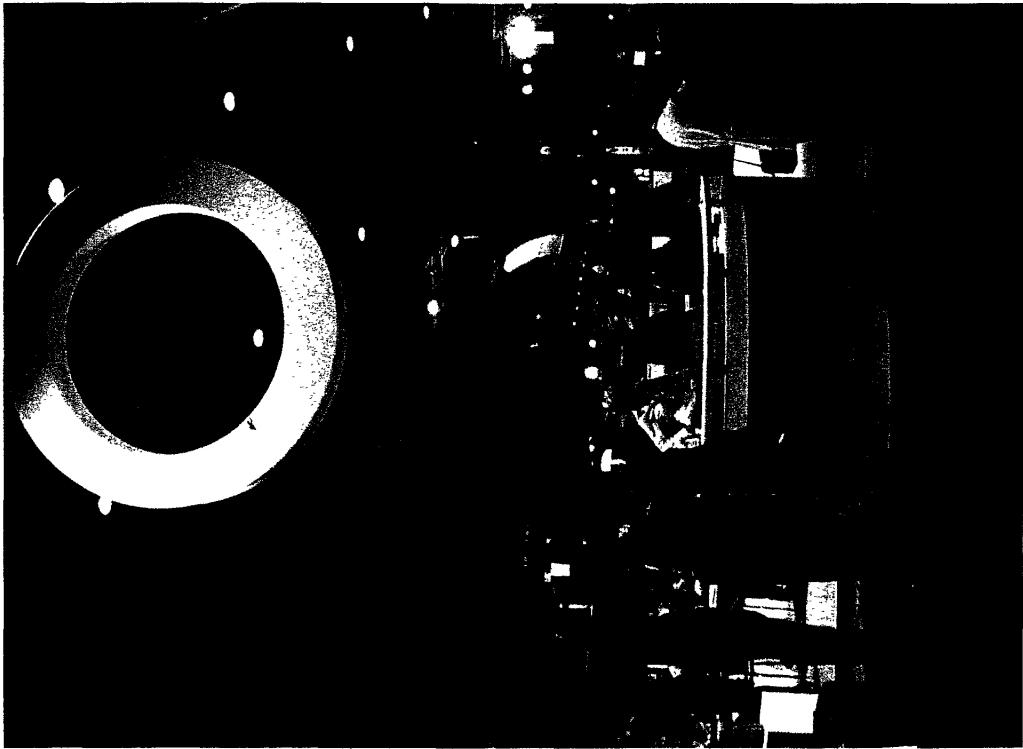
我國攤位對面—韓國採組合式設計，可重複使用。



澳洲布里斯班攤位區



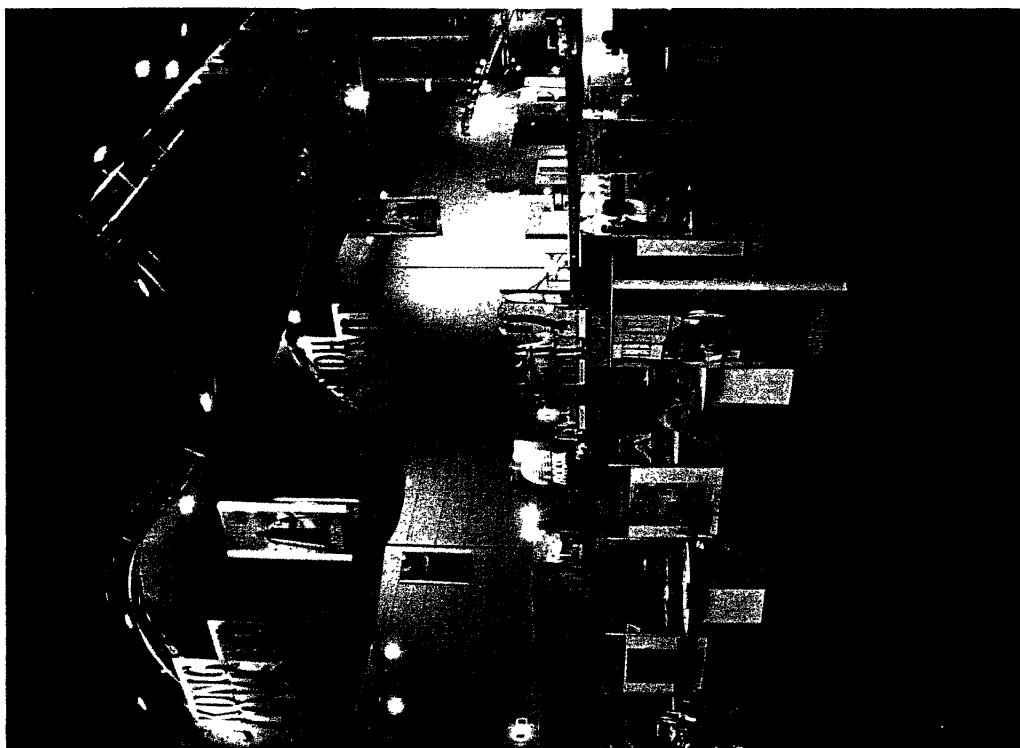
斐濟以 LOGO 及大型海報呈現自然氣息



澳洲 Sydney Olympic Park 以鮮黃色自動旋轉圓形高掛，頗為醒目。



新加坡攤位



香港以波浪形頂罩吸引訪客注意



南澳攤位設計以洽談區為主體