

出國報告（出國類別：其他）

## 出席「2013 國際會議協會(ICCA)年會」 報告

服務機關：交通部觀光局

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## 壹、前言

國際會議協會(International Congress & Convention Association, ICCA)成立於 1963 年，ICCA 為全世界最大且成立最久遠的國際會議組織，擁有來自全球 90 個國家(地區)的組織及公司，約 971 個會員，其中亞太地區 307 個會員佔 ICCA 會員最大宗。

目前我國有 10 個會員，包括本局、經濟部國際貿易局、臺灣經濟研究院、臺北市政府觀光傳播局、中華民國對外貿易發展協會、滿立國際股份有限公司、集思會展事業群、圓桌會議顧問股份有限公司、台灣源訊科技股份有限公司、台北晶華酒店。

今年是 ICCA 創立 50 周年紀念，從 1963 年至 2012 年，50 年來組織會員舉辦之國際會議場次達 17 萬 3432 場。

本屆年會於 102 年 11 月 2 日至 6 日於中國大陸上海舉行，根據官方統計約逾 936 位來自全球 61 個國家的與會者。本屆與會人數創下於非歐洲國家地區主辦的最高紀錄。

## 貳、年會紀要

### 一、會議內容：

- (一) 增進國際會議推廣教育訓練。
- (二) 買家商談。
- (三) 如何辦好國際會議活動。
- (四) 觀摩主辦會員國會展設施。
- (五) 最新國際會議發展趨勢分析。

### 二、大會頒發重要獎項

吉隆坡會展中心(Kuala Lumpur Convention Centre)榮獲 ICCA Best PR Award、波蘭格但斯克會議局(Gdansk Convention Bureau)所提出 Christmas CSR Campaign 榮獲 ICCA Best Marketing Award。

### 三、拜會 ICCA 會員

- (一) 本次年會中代表團分別拜會本屆主辦 ICCA 上海年會的上海旅遊局副處長陳平先生，交流辦理年會經驗及未來共同合作推廣亞太地區會展。
- (二) 另拜會 ICCA 主席 Mr. Arnaldo Nadone，期望加強與 ICCA 關係協助我國會展推廣及爭取我國再度舉辦 ICCA 年會之機會。

### 參、心得及建議：

#### (一) 心得

1. 本（第 52 屆）ICCA 年會假上海舉行，鑒於中國市場廣大，會議資源豐富，大部分會員對爭取商機高度重視。活動期間凡有關大陸發展的專題講座，每場均爆滿，一位難求。
2. 另逢年會 50 週年紀念擴大辦理，本次參加年會會員近 25%為首次參加且報名踴躍，無論就國際會議宣傳推廣及促銷而言，中國大陸無疑是本屆年會最大收穫者。
3. 本屆年會為 ICCA 創立 50 週年紀念中最重要的主軸活動，由於中國在當前世界經濟發展中占有舉足輕重的地位，對於許多第一次來亞洲東方明珠上海的 ICCA 會員而言，是接觸與了解大陸會展商機最佳機會，這也說明了本次參與會員當中首次參加者佔有相當比例。
4. 國際會展產業是多元性的產業，需要許多不同單位共同合作才能有效達成目標，所以產業鏈的槓桿作用可帶動許多經濟產業，因此會展產業發展的蓬勃與否已成為國家或國際城市們在全球化競爭的指標，鑒於會展產業帶來高效益的經濟產值，世界各國無不高度重視提升會展相關服務性產業，積極爭取國際性的會議籌辦機會。
5. 利用年會機會加強會員教育訓練，以因應會員多樣性業務需求，ICCA 特別以客製化的角度邀請會展協會以外的專家學者蒞會指導，

提供產業所需的技巧與知識以幫助來自 60 個國家及地區的會員精進會展知能。另外案例分享課程相當多元，如針對爭取外部資源減少成本支出、有效率辦好國際會議、協助會員爭取商機及運用網路科技情報交流等重要議題。

6. 為因應奈米科技、生物技術、異體移植、自動化、基因工程、跨域科學、新的材料運用等主流科技主軸活動大幅增加的趨勢，會展業者為注意相關資訊，以掌握業務商機。
7. 會展倫理誠信議題在本次年會受到會員熱烈討論，ICCA 會員普遍有面臨到因激烈競爭情形下受到同業不當介入造成業務損失或惡性競爭致服務品質降低情形。因此，業界凝聚共識共同遵守業務倫理，以誠信、透明手段爭取機會，並遵循契約服務精神；惟有建立業界之間重視倫理文化的觀念，及與買者之間互信關係，才能建立良性競爭秩序，創造買賣兩方雙贏。

## (二) 建議

1. 為因應會員對中國廣大會展市場的期待，ICCA 年會安排多場有關中國經濟快速發展且成功的國際案例專題介紹，會員普遍參與意願高，場場爆滿，足見大家對中國會展市場高度興趣。特別是中國從低成本生產為主的市場快速轉型成為以創意及智慧為導向的資本市場，其中經驗值得借鏡。
2. 我國曾於 20 年前舉辦過 ICCA 年會，近年來亞太地區國際會議發展迅速，如能再度爭取主辦機會，對臺灣國際會展促進將有莫大助益。

## (三) 其他

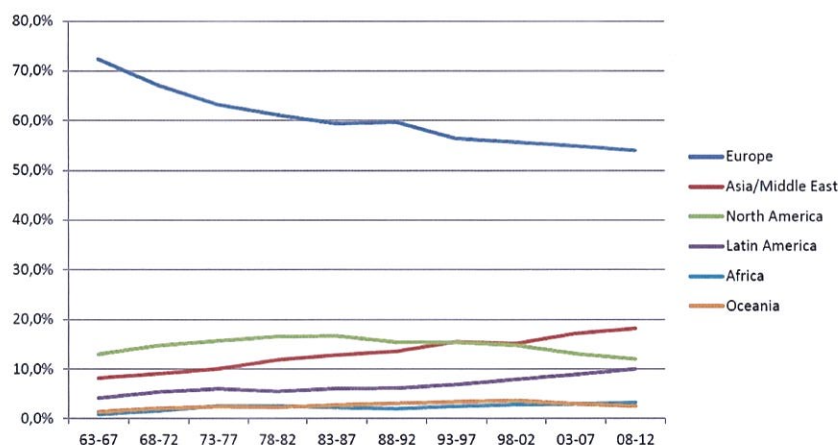
另根據 ICCA 於 2013 年表《A Modern History of International Association Meetings》中 The Association Meetings Market 1963-2012 統

計資料顯示：

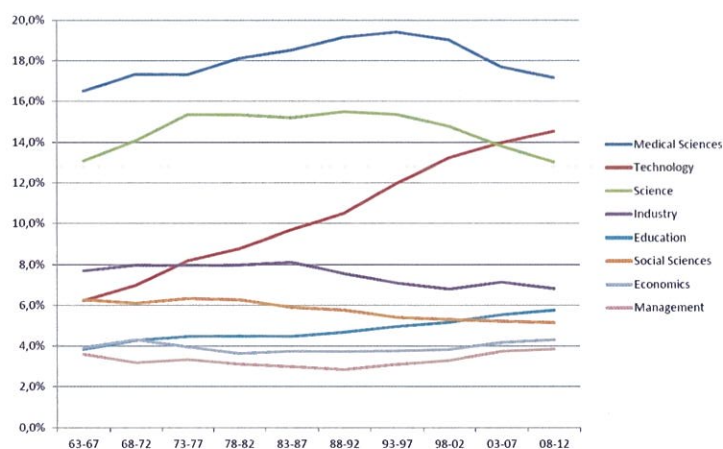
會議召開數量，近 5 年來在亞洲、中東及拉丁美洲大幅成長，而北美洲、歐洲則有衰退趨勢，反映這幾年來各地區經濟發展現況(附圖 1)；而會議型態，則以科技、教育、經濟及管理為主軸，醫學、科學、工業類近 5 年來有下降的趨勢(附圖 2)。

此外，會議期程自 1963 年平均 6.3 天降低為 2012 年 3.8 天，顯示出會期有逐漸縮短的趨勢(附圖 3)；而利用飯店及大學設施召開會議的機會，近 5 年來大幅成長，反觀使用會議中心召開機會減少，反映出大規模型態會議有逐漸減少趨勢(附圖 4)，且會議期間每日平均花費自 1993 年 440 美元，至 2012 年增加為 678 美元，每日消費額的提升，可見會議對地方經濟乘數效應的影響力(附圖 5)。

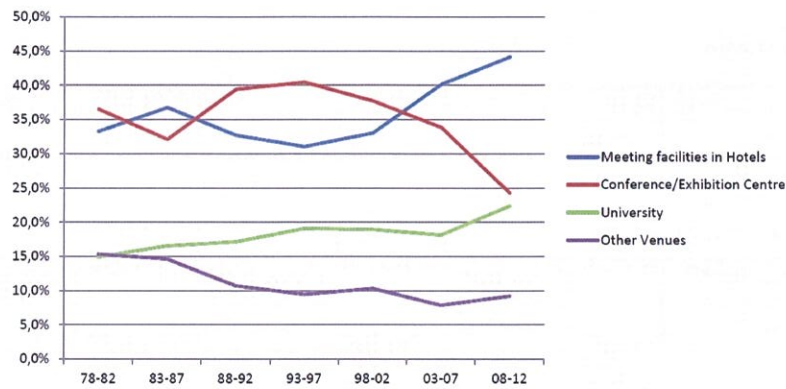
附圖 1：Market share per region by number of meetings



附圖 2：Subject matters by relative number of meetings



附圖 3 : Type of venues used for international association meetings



附圖 4 : Average length of meetings

Year	Average length (in days)
63-67	6,3
68-72	5,8
73-77	5,7
78-82	5,3
83-87	5,1
88-92	4,9
93-97	4,6
98-02	4,3
03-07	3,9
08-12	3,8

附圖 5 : Average registration fee & total expenditure (USD) per delegate per day

Year	Average fee per delegate per day	Average expenditure per delegate per day
93-97	97	440
98-02	105	479
03-07	130	593
08-12	149	678

## 附件一：2013 年會會議日程一覽表

### Friday 1 November

whole day	Transfers from airport to official hotels
13.00-18.00	Registration

### Saturday 2 November

whole day	Transfers from airport to official hotels
08.30-18.00	Registration
09.00-12.00	Optional City Tour
14.00-17.00	Optional City Tour
14.30-17.30	First Time Attendee Introduction Programme
17.30-19.00	ICCA Board of Directors Welcome Drinks for First Time Attendees
17.30-19.00	Accompanying Guests Welcome Reception

### Sunday 3 November

whole day	Transfers from airport to official hotels
08.30-18.00	Registration
09.00-10.00	Congress Opening
10.00-10.30	Networking Break
10.30-11.30	Sector Meetings – internal matters
11.30-11.45	Short Break
11.45-12.45	Sector Education / Business Exchange
12.45-14.15	Lunch
14.15-15.15	Sector Education / Business Exchange
15.15-15.45	Networking Break
15.45-16.45	Chapter Meetings
16.45-17.00	Short Break
17.00-18.15	General Assembly
18.30	Transfers from Centre to Welcome Reception
19.00-22.00	Welcome Reception
from 21.00	Transfers to Official Hotels

### Monday 4 November

07.00-08.00	Taichi Class
08.30-17.30	Registration
09.15-10.30	Monday Morning Wake-up Call!
10.30-11.00	Networking Break
11.00-12.30	Education Sessions
12.30-14.00	Lunch
14.00-15.30	Education Sessions
15.30-16.00	Networking Break
15.30-17.30	Outside the Box session
16.00-17.30	Education / Fringe Meetings / Business Exchange
18.30	Transfers from Official Hotels to Beijing CAT night
19.00-23.00	Beijing CAT night
from 21.00	Transfers to Official Hotels



### Tuesday 5 November

07.00-08.00	Taichi Class
08.30-17.30	Registration
09.00-10.30	Best Marketing Award 2013
10.30-11.00	Networking Break
11.00-12.30	Education Sessions
12.30-14.00	Lunch
14.00-15.30	Education Sessions
15.30-16.00	Networking Break
16.00-17.30	Education Sessions
19.00	Transfers from Official Hotels to Gala Dinner
19.30-23.30	Gala Dinner
from 22.00	Transfers to Official Hotels

### Wednesday 6 November

07.00-08.00	Taichi Class
09.00-16.00	Registration
09.15-10.15	Copenhagen Lecture
10.15-10.30	Short Break
10.30-11.15	Education Sessions
11.15-11.45	Networking Break
11.45-12.30	Education Sessions
12.30-14.00	Lunch
14.00-15.30	Education Sessions
15.30-16.00	Networking Break
16.00-17.00	Closing Session
17.00-18.00	Next Destination Reception – Antalya, Turkey 2014

附件二：台灣代表團於本屆 ICCA 年會之合照



**Continued from - Vote rejects the need for ethics code but members say guidance needed**

transparent? It was close, with 58 per cent voting yes.

When it came to whether contracts should override ethics there was a roar of protest from the Yangtze River Hall. Contracts should be based on ethics anyway, was the consensus. Should ethics vary from country to country? Yes, said 38 percent with 42 per cent against. It was a close-run thing.

And when we shout 'unethical', do we mean unfair? Forty-eight per cent said yes and 42 per cent no. And that kiss from Kitty Wong? "Trust with a client is the key to everything. Fairness and transparency with me are very personal feelings, not written in an ethical code of conduct."

**Continued from - Champagne for loyal long servers**

Exhibition Centre, Australia; Palace of Culture & Science, Poland; Coex Convention & Exhibition Center, Republic of Korea; Greater Boston Convention & Visitors Bureau, U.S.A.

30 years: Nice Acropolis Convention & Exhibition Centre, France; Fira Barcelona, Spain; Havana International Conference Center, Cuba; Ministry of Tourism Government of India, India; NH Leeuwenhorst Conference Centre, Netherlands; Hiscox Event Insurance, United Kingdom; Austrian Airlines AG, Austria.

**Pablo takes Latin America chair**

Only one contested board election took place at this year's ICCA Congress and Pablo Sismanian was elected as the Latin American representative. Those re-elected without opposition were: Ulrike von Arnold, Richard Reasons, Daniel Palomo, Edward Hollo.

# Peace dividend comes in meetings and tourism for Taiwan



Free to travel: a delegation from Taiwan gives ICCA the thumbs up

The new relationship between Taiwan and Mainland China is paying a trade dividend in meetings and incentives. There are already 1.7 million

visitors from China to Taiwan and six million in the opposite direction, assisted by an amazing 616 direct weekly flights between the two

countries! Most of these flights are charters but the numbers are still growing.

Walter Yeh, executive vice-president of Taiwan and managing director of Meet Taiwan, says he expects 150-plus meetings and incentive groups to arrive from China in 2014 with a steady rise in association meetings as their bids gain traction.

He said: "ICCA is our most important partner in building our presence in the international congress market. This year we have brought 15 people from Taiwan as delegates to the conference because we benefit a lot from the education provided. We also get business opportunities and we work very closely with ICCA to improve our bidding procedures and it has paid off for us."

## Korea targets UK and Scandinavia with 'strategic appointment'



Anne Ridyard

The Korea MICE Bureau arm of the Korea Tourism Organisation (KTO) has appointed UK-based Moulden Marketing as their sales and marketing representatives in UK & Scandinavia.

Moulden will provide event planners at every level with a help desk, as well as

providing marketing and brand development. Mr C.H. Cha, Director KTO, said the move was strategic.

"Our partnership with Moulden Marketing aims to create a specialist MICE market base in the UK & Scandinavia," he said. "Their deep understanding of the industry and long established strength of relationships will greatly assist in this next stage in our development: to help provide event planners with a convenient service to assist them in delivering successful events in Korea."

## Joint bid secures six-year rotation deal

The European Society of Gastroenterology will alternate its annual congress between Vienna and Barcelona until 2019.

A joint bid from the two cities won the five-day United European Gastroenterology – known as UEG Week – which attracts around 14,000 delegates each year.

Doris Möstl, executive director of United European Gastroenterology, said: "The professional quality of the offers from both Vienna and Barcelona, the many years of experience of both cities and their convention centres, Austria Center Vienna and Fira de Barcelona, as well as their international

excellent reputations met our requirements best."

In 2014, UEG Week will take place in Vienna (18-22 October, Austria Center Vienna), in 2015 at Fira de Barcelona (24-28 October). The event will then continue to be held in Vienna in 'even' years, and in Barcelona in 'odd' years.