

出國報告（出國類別：國際會議）

出席國際會議協會第 56 屆年會 (2017 ICCA Congress)

服務機關：交通部觀光局

姓名職稱：張維庭 主任

派赴國家：捷克 布拉格

出國期間：106 年 11 月 11 至 17 日

報告日期：107 年 1 月 31 日

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壹、前言

國際會議協會(International Congress and Convention Association,以下簡稱 ICCA) 是全球規模最大、最重要的國際性會議組織，亦是全球國際性會議協會、會議產業的大家庭及知識中心。總部設於荷蘭阿姆斯特丹、區域辦事處設於南非西薩默塞特、馬來西亞、阿拉伯聯合大公國杜拜、美國紐澤西、烏拉圭蒙特維多等 5 個城市。

ICCA 會員均為國際頂尖會展專業人士、層面涵蓋會議產業供應商、會議策劃協調單位、交通運輸、住宿、展館等。擁有超過 1,000 個會員(政府單位、企業、組織)，遍佈於全球近 100 個國家。每年 ICCA 年會皆會有千名左右國際會展專業人士與會。從 1963 年創立至今的 50 多年來，ICCA 專精於國際會議組織領域、提供最新、最完整之資料與數據、亦提供交流平台與企業發展機會。ICCA 之會員代表來自各旅遊目的地國家的去，以及具備專業知識與豐富經驗的供應商，故贏得策展人員之依賴依據 ICCA 之通路解決會議籌備的需求，如會場地點的選擇、視聽技術建議、與會者交通相關問題、完整的會議策劃或是臨時緊急狀況需求等。ICCA 每年的統計報告對各國及各城市檢視本身會議產業之競爭力仍是項重要參考資訊，為此 ICCA 總部更報告公布前發文籲請會員、新聞媒體、各國及各城市政府，避免僅以排名評斷一國之整體會議產業表現，應通盤深入了解會議場次、與會人數及會議領域等變化，方能以更宏觀的角度洞察該份統計報告所呈現的趨勢及意義。

目前臺灣加入 ICCA 會員共有 14 個單位，分別為 1.經濟部國際貿易局、2.交通部觀光局、3.台北市政府觀光傳播局、4.台中市政府經濟發展局、5.高雄市政府經濟發展局、6.中華民國對外貿易發展協會、7.台灣經濟研究院、8.高雄展覽館、9.集思會展事業群、10.滿力國際股

份有限公司、11.漢肯事業有限公司、12.威力顧問股份有限公司、13.台北晶華酒店、14.台北香格里拉遠東國際大飯店。2017年ICCA年會我國出席代表單位為以下八個：經濟部國際貿易局、交通部觀光局、會展專案辦公室、高雄市政府經濟發展局、中華民國對外貿易發展協會、臺灣經濟研究院、集思會展事業群、滿力國際股份有限公司。總出席人數為17人。

為促進全球的會議產業相互交流與永續蓬勃發展，第56屆ICCA年會於2017年11月11日至11月17日於捷克布拉格舉行，與會者來自全球80個國家、664個單位，總計1279人，創下了歷年最多人次參加的紀錄，其中有450人為首次參加。

貳、大會流程與活動

一、大會日程

Friday, 10/11/2017

12:00 - 23:55 **Transfers from the airport to the official and recommended hotels (click for details)**

Saturday, 11/11/2017

00:00 - 23:55 **Transfers from the airport to the official and recommended hotels (click for details)**

10:00 - 17:00

Registration

Congress Hall Foyer 0A/Rondel A, Ground Floor

12:00 - 16:00

Fashion Arena Prague Outlet Shopping Tour

Prague Congress Centre, Entrance 10

14:00 - 18:00

Business Exchange Session (for pre-registered delegates only)

Small Hall, Ground Floor

14:00 - 18:00

Prague Castle and its surroundings (guided tour)

DIY Tour in Prague

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

Floor

14:00 - 19:00

Pilsner Urquell - Meet the legend city tour

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

15:00 - 19:00

Fashion Arena Prague Outlet Shopping Tour

Prague Congress Centre, Entrance 10

Sunday, 12/11/2017

00:00 - 13:00 **Transfers from the airport to the official and recommended hotels (click for details)**

07:15 - 08:35

Exclusive Association Relation Partners Breakfast (upon invitation only)

Bellevue Room, 24th Floor, Corinthia Hotel

08:00 - 18:00

Registration

Congress Hall Foyer 0A/Rondel A, Ground Floor

09:00 - 09:30

Accompanying Guests Welcome Gathering

Congress Hall Foyer 0A/Rondel A, Ground Floor

09:00 - 10:30

WPCOA Meeting (closed meeting)

Chamber Hall, Third Floor

Gaining Edge (closed meeting)

Club A, First Floor

09:00 - 12:00

First Time Attendees Introduction Programme

Forum Hall, Second Floor

09:00 - 12:00

Chapter Chair Meeting

Club D, First Floor

Monday, 13/11/2017

07:00 - 08:00

ICCA Charity run

Meeting point: Prague Congress Centre, entrance no. 2

08:30 - 17:30

Registration

Congress Hall Foyer 0A/Rondel A, Ground Floor

09:00 - 10:15

Monday Morning Wake up Call

Congress Hall, First Floor

09:00 - 18:00

Braindates

North Hall, Second Floor

10:15 - 10:45

Networking Break

Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor

CONNECT: mind | body, Healthy Refreshments; Individual Wellness, Mindfulness Leadership & Yoga
Terrace II, Second Floor

10:30 - 17:00

Tech Bar: Headshot Lounge

Forum Hall Foyer 2, Second Floor

10:45 - 11:10

Tech Bar: How to build and mobilise your (event) community?

Forum Hall Foyer 2, Second Floor

10:45 - 11:30

CONNECT: mind | body, Talk: Meeting Trends 2017; How to integrate Yoga, Mindfulness and Meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities

Terrace II, Second Floor

10:45 - 12:00

The big healthcare changes, trends and emerging fields - where the most dynamic growth in healthcare meetings is likely to emerge
South Hall 3, Third Floor

Association meetings from 100 to 400 attendees: "Small is beautiful"?
South Hall 2A, Second Floor

Tools for live-event crowd safety in real time - how the Trump inauguration accidentally showcased the capabilities of the latest scientific techniques
Chamber Hall, Third Floor

10:45 - 12:00

Disruption & new hyper-competitive environment facing international associations: dangers &

Make changes not excuses
Forum Hall, Second Floor

Applied technical innovation in multi-generational business environments
South Hall 2B, Second Floor

10:45 - 12:00	solutions Panorama Hall, First Floor Music Matters South Hall 1, First Floor	Conversations in the Casemates (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	ICCA Association Database training Club B, First Floor
11:15 - 11:45	Tech Bar: Thought Leadership Panel Discussion Forum Hall Foyer 2, Second Floor		
11:30 - 12:00	Backstage tour (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor		
12:15 - 13:00	President's Choice Session: Collaborative Professionalism: The next knowledge frontier Congress Hall, First Floor		
13:00 - 14:30	Lunch – sponsored by IMEX Congress Hall Foyer 2A, 2B, 2C (Second Floor) Congress Hall Foyer 3A, 3B (Third Floor)		
14:30 - 15:15	CONNECT: mind body, MEDITATION: Workshop & Campfire talk Terrace II, Second Floor		
14:30 - 16:00	Pitching Skills Masterclass South Hall 3, Third Floor	Driving destination performance and competitiveness through sustainable inspiration South Hall 2A, Second Floor	Design ideas for tomorrow's venues using the example of Prague Congress Centre Panorama Hall, First Floor
14:30 - 16:00	Business Afterlife South Hall 2B, Second Floor	Conversations about Healthcare Meetings Chamber Hall, Third Floor	Associations in the "Shark tank" Forum Hall, Second Floor
15:15 - 15:40	Tech Bar: Dive into Customer Engagement Forum Hall Foyer 2, Second Floor		
15:15 - 17:45	Research one-on-one appointments (please book your personal appointment through the ICCA Meetings App or onsite) Club B, First Floor		
16:00 - 16:25	Tech Bar: Livestreaming Bootcamp Forum Hall Foyer 2, Second Floor		
16:00 - 16:30	Networking Break Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor	Backstage tour (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	CONNECT: mind body, Chair Yoga Mindful Movement Terrace II, Second Floor
16:00 - 17:45	Outside the box - Active meeting - Educational run (pre-registration required)	Outside the box - Active meeting - Joga (pre-registration required)	Outside the box - Active meeting - Diagnostics analysis (pre-registration)
			Outside the box - Sense the disabled world (pre-registration required)
16:00 - 17:45	Outside the box - Music tones by handicapped (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	Outside the box - Intelligent autonomous robots – visions and reality (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	Outside the box - Making disease history through precision medicine research (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor
16:30 - 17:45	ICCA "hack-a-thon": Developing a new tool to guide your personal career path Chamber Hall, Third Floor	ICCA Service and Product Session - ROO of ICCA Membership South Hall 2A, Second Floor	"Predatory conferences" – A serious and disturbing danger to international associations and their meetings? Forum Hall, Second Floor
16:30 - 17:45	Collaborative thinking and the ICCA community South Hall 1, First Floor	Business communities: the under-exploited resource in every destination South Hall 3, Third Floor	Is your business ready for GDPR and E-Privacy Regulatory changes? - The impact for the MICE sector South Hall 2B, Second Floor
17:00 - 17:30	CONNECT: mind body, Guided Meditation Terrace II, Second Floor		
19:30 - 02:00	19:30 - 02:00 CAT Night Forum Karlin		
22:30 - 02:00	22:30 - 02:00 Transfers from CAT Night to official and recommended hotels (click for details)		

Tuesday, 14/11/2017

08:30 - 17:00	Registration Congress Hall Foyer 0A/Rondel A, Ground Floor
09:00 - 10:15	ICCA Best Marketing Award 2017 Congress Hall, First Floor
09:00 - 18:00	Braindates North Hall, Second Floor
10:15 - 10:45	Networking Break Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor
10:30 - 16:00	Tech Bar: Headshot Lounge
	CONNECT: mind body, Healthy Refreshments; Individual Wellness, Mindfulness Leadership & Yoga Terrace II, Second Floor

10:45 - 11:30	Forum Hall Foyer 2, Second Floor CONNECT: mind body, Chair Yoga Mindful Movement: Workshop & Campfire Talk Terrace II, Second Floor			
10:45 - 12:15	Employee attraction, engagement and retention - Your most powerful competitive edge Chamber Hall, Third Floor	How to use games and play to increase learning, co-creation and networking South Hall 2B, Second Floor	Strange Things - How the Association space is re-inventing itself South Hall 1, First Floor	
10:45 - 12:15	Kick Start Your Whole Brain Potential: Guinness Record Secrets that create new memory pathways to outstanding data retention & maximized productivity Forum Hall, Second Floor	How to hack a homogenous culture and boost your business South Hall 3, Third Floor	Good-bye traditional destination marketing - hello genuine economic engagement Panorama Hall, First Floor	
10:45 - 12:15	Event and Data Security - can you provide protection? South Hall 2A, Second Floor	Conversations in the Casemates (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	ICCA Association Database training Club B, First Floor	
11:00 - 11:25	Tech Bar: Digitization in Event Analytics Forum Hall Foyer 2, Second Floor			
11:45-12:15	Backstage tour (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor			
12:15 - 13:45	Lunch Congress Hall Foyer 2A, 2B, 2C (Second Floor) Congress Hall Foyer 3A, 3B (Third Floor)			
13:45 - 14:30	CONNECT: mind body, Talk: Meeting Trends 2017; How to integrate yoga, mindfulness and meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities Terrace II, Second Floor			
13:45 - 15:00	CEO Deep Dive - Part 1 (pre-registration required) Panorama Hall, First Floor	Destination security and risk strategies - Communicating to influence in turbulent times - Part 1 South Hall 3, Third Floor	Bridging the Culture Gap: insights and tools on how to communicate effectively across cultures Forum Hall, Second Floor	A celebration of the "beyond tourism impact" of international association meetings Organized in association with BestCities Global Alliance South Hall 1, First Floor
13:45 - 15:00	Future proof your event: How to innovate beyond 2017? (Part 1) Chamber Hall, Third Floor	Play the Meeting Design Game South Hall 2B, Second Floor	The four pillars of a global tribe South Hall 2A, Second Floor	
13:45 - 18:00	Research one-on-one appointments (please book your personal appointment through the ICCA Meetings App or onsite) Club B, First Floor			
14:00 - 14:25	Tech Bar: Simpleview Session Forum Hall Foyer 2, Second Floor			
15:00 - 15:25	Tech Bar: Using a Private Social Media Platform to Engage Attendees Forum Hall Foyer 2, Second Floor			
15:00 - 15:30	Networking Break Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor	Backstage tour (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	CONNECT: mind body, Healthy Refreshments: Individual Wellness, Mindfulness Leadership & Yoga Terrace II, Second Floor	
15:30 - 16:20	CONNECT: mind body, Guided Meditation Terrace II, Second Floor			
15:30 - 16:45	CEO Deep Dive - Part 2 (pre-registration required) Panorama Hall, First Floor	Destination security and risk strategies - Communicating to influence in turbulent times - Part 2 South Hall 3, Third Floor	Shared Cities: Creative Momentum - how to re-imagine cities using a true sharing economy philosophy Forum Hall, Second Floor	Associations' role in the "new education paradigm" - Challenges, opportunities, ideas South Hall 1, First Floor
15:30 - 16:45	Future proof your event: Practical work(shop) - Part2 Chamber Hall, Third Floor	Glocalities - why and how market research is going through revolutionary changes South Hall 2B, Second Floor	Digital or die. And **** is digital ? South Hall 2A, Second Floor	
15:45 - 16:10	Tech Bar: Your Visual Marketing Toolkit Forum Hall Foyer 2, Second Floor			
17:00 - 18:00	Ungerboeck (closed meeting) Club H, First Floor	Best Cities (closed meeting) Club D, First Floor		
19:00	Transfers from the official and recommended hotels to Farewell Dinner (click for details)			
19:15 - 02:00	19:15 - 02:00 Farewell Dinner Industrial Palace			
22:30 - 02:00	22:30 - 02:00 Transfers from Farewell Dinner to official and recommended hotels (click for details)			

Wednesday, 15/11/2017

00:00 - 23:55	Transfers from the official/recommended hotels to the airport (click for details)
08:30 - 14:30	Registration Congress Hall Foyer 0A/Rondel A, Ground Floor

09:00 - 10:00	The Copenhagen Denmark Lecture Congress Hall, First Floor		
09:00 - 14:30	Braindates North Hall, Second Floor		
09:00 - 16:00	Transfers from the Prague Congress Centre to the airport (click for details)		
10:00 - 10:25	Tech Bar: The Email Marketing Handbook Forum Hall Foyer 2, Second Floor		
10:00 - 10:30	Networking Break Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor	CONNECT: mind body; Guided Meditation in Public - Dare To Explore Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	
10:00 - 11:30	Tech Bar: Headshot Lounge Forum Hall Foyer 2, Second Floor		
10:30 - 10:55	Tech Bar: Deep Dive into Event Technology Forum Hall Foyer 2, Second Floor		
10:30 - 11:15	CONNECT: mind body, Talk: Meeting Trends 2017; How to integrate yoga, mindfulness and meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities Terrace II, Second Floor		
10:30 - 11:45	One bid, every Perspective South Hall 3, Third Floor	"The future belongs to us!" EXPO 2020 - Planning for a legacy Chamber Hall, Third Floor	7x7 Great Ideas - curated business inspiration from around the ICCA community South Hall 2B, Second Floor
10:30 - 11:45	How can international association meetings become more innovative? Panorama Hall, First Floor	Conversations in the Casemates (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	ICCA Association Database training Club B, First Floor
11:15 - 11:45	Backstage tour (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor		
12:00 - 13:00	Closing Session Congress Hall, First Floor		
13:00 - 14:30	Next Destination Lunch Congress Hall Foyer 2A, 2B, 2C (Second Floor) Congress Hall Foyer 3A, 3B (Third Floor)		
14:00 - 18:00	Prague Castle and its surroundings (guided tour) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	DIY Tour in Prague	Fashion Arena Prague Outlet Shopping Tour Prague Congress Centre, Entrance 10
14:00 - 19:00	Pilsner Urquell – Meet the legend city tour Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor		
15:00 - 19:00	Fashion Arena Prague Outlet Shopping Tour Prague Congress Centre, Entrance 10		
Thursday, 16/11/2017			
00:00 - 23:55	Transfers from the official/recommended hotels to the airport (click for details)		

二、開幕典禮(Opening Ceremony)

本屆年會於 2017 年 11 月 12 日午時，於捷克布拉格國際會議中心(Prague Congress Centre)舉行開幕典禮，典禮由布拉格市長 Adriana Krnáčová(mayor of Prague)、當地主辦委員會主席 Sanjiv Suri(Chairman of the Local Host Committee)、國際會議協會主席 Nina Fresen-Pritorius(ICCA President)、國際會議協會執行長 Martin Sirk(ICCA CEO)共同揭開序幕，展開為期四天的年度會議，會議主題標語為 Bridge to inspiration，代表著布拉格市內著名的歷史橋梁、貿易通道-查理大橋(Charles Bridge)，亦代表著與會者彼此之間溝通、交流、連結、分享的大橋。



三、會場-布拉格國際會議中心 Prague Congress Centre(PCC)簡介

自 1981 年開館至今、坐落於布拉格豐富歷史區域的山丘上，眺望歷史悠久的古城以及華麗的城堡，布拉格國際會議中心是一座大型、備有新型先進功能、視聽設備之會議中心，共有 50 多個大小不一的大廳、包廂提供使用，全部的空間加總起來可以同時容納 9,300 人，其中人數容納量最大的大廳為會議廳(Congress Hall)，最多可同時容納 2,764 人。通常此館所舉行的項目為音樂會、國際會議、慶典、演唱會、體育活動...等。布拉格國際會議中心也曾經舉辦過高級會議，像是北大西洋理事會(NATO Council)、歐洲聯盟的競選活動(Presidency of the European Union)。

四、 會員大會內容摘要(General assembly)

➤ 入會費及年會費調漲

2018 起入會費與常年會費分別為 1,910€ 及 2,996€ 。

2018 Membership & Entrance Fees		
(in EUROS)	2017	2018
Entrance fees	1,889	1,910
Membership fees	2,963	2,996

2018 年 ICCA 擬議預算

Proposed Budget 2018	
	2018
Total income	5,247,760
Total expenditure	5,271,748
Financial/bad debts	-(114,812)
Final result	-(138,800)
Reserves (end '18)	920,000
Target range (15-18% of turnover)	795,000-954,000

➤ ICCA 主席報告

ICCA 主席分享 Website 在會中說明期望下次 ICCA 委員會的男女數均等，同時指出 ICCA 通往未來的橋樑堅實與否取決於現有的總會理事，獲選的分區主席分別代表各個地球板塊的區域，幹部們必須協調、籌組工作團隊、連結各界討論重要議題、辯論，達到各個會員的期待與需求。除此之外、ICCA 總會、主席、分區主席、執行長的表現也將會被評比，確保努力方向與目標是符合眾人的期許。

➤ 宣布 2020 ICCA 年會舉辦地

高雄近年全力建設「亞洲新灣區」，其中港埠旅運中心預計 2017 完工，海洋文化及流行音樂中也 2018 年完工，另外台灣第一條輕捷運也即將完工，明年正式營運，除了硬體建設外，高雄也著重軟實力的提升，積極推動會展產業，讓高雄從工業港口轉型觀光休憩港，並積極爭取 2020 年在高雄舉辦，期待讓國際會議人士看到不一樣的高雄。本次進入決賽輪的競標城市有；哥倫比亞卡塔赫那、日本橫濱以及我國高雄市，最終結果以我國**高雄市**拔得頭籌。

And the winner is:

Kaohsiung

ICCA

KAOHSIUNG
The Transformer

參、大會頒發重要獎項

➤ 最佳行銷獎 Best Marketing Award

比利時-Flanders Meeting& Convention Center Antwerp



➤ 最佳地方進步獎 Best Improved Destination Award

英國英格蘭-哥拉斯哥 Glasgow



➤ 最佳創新獎 Innovation Award

(使用 App 以增加通路及大型活動經驗)

瑞典-歌德堡 Gothenburg



➤ 最佳影響力獎 Incredible impact grants

1. International Society on Thrombosis and Haemostasis (ISTH): World Thrombosis Day campaign
2. World Parkinson Coalition (WPC): World Parkinson's Congress
3. World Confederation for Physical Therapy (WCPT)



亞太分區會議

亞太區分會會議(Asia Pacific Chapter Meeting)的主席為我國中華國際會議展覽協會理事長葉泰民。目前 ICCA 亞太區分會會員共有 246 名，分佈於下列 16 個國家：澳

洲、中國、台灣、香港、印度、印尼、日本、澳門、馬來西亞、紐西蘭、菲律賓、韓國、新加坡、斯里蘭卡、泰國、越南等國，會員數依舊居全球各區之冠。

本次亞太區分區會議邀請 ASAE(American Society of Association Executives) 的資深副總裁 Greta Kotler 為主講者: ASAE 成立有 70 餘年，雖是代表美國的組織卻積極試圖改變既有印象。該組織共有 21,000 個會員，來自 11,000 個企業及協會，遍佈全球 70 餘國家。會員們共通點是經常策畫會議。Kotler 表示:此次參加 ICCA 年會也是個相互交流資訊的寶貴機會。為了讓組織更進步、邁向更有展望的未來，最主要需重視的元素為全球化的議題，美國很多的會議組織在境外皆有召開會議的情形(約為 ASAE 40%的會員)，組織應該適時提供會員需要的支援。或是行動網路以滿足於不同的組織型態、科技的日新月異、硬體設備…等等都是全球的協會及組織所面臨的問題。因此，與時俱進並且抱持舉辦各類會議及年度會議的數量、增添更多教育性與知識性的學習課程是最穩健的做法。

肆、 拜會 ICCA 會員

本次年會期間，台灣代表團包括經濟部國貿局、中華民國對外貿易協會、高雄市政府經濟發展局及本局等八個單位與會代表，分別利用餐會以及分組討論時機向 ICCA 主席 Nina Fresen-Pretorius、執行長 Martin Sirk 及 ICCA 的理事及今(2017)年主辦國捷克布拉格會展局總經理 Alex Hozdecky 等人請益，並謝謝渠等支持我國高雄市爭取 2020 年 ICCA 年會之主辦權。

伍、心得與建議

- 一、 本次 ICCA 年會假捷克布拉格舉行，盛況空前，總計有 1279 人與會，創下了歷年最多人次參加的紀錄，其中有 450 人為首次參加，足見會展產業蒸蒸日上、持續發展。我國亦曾於 1992 年於台北市舉辦 ICCA 年會，近年來亞太地區國際會議產業蓬勃發展，交通部觀光局作為 40 年常年會員，這一次高雄市在政府以及民間各單位的努力下，有幸爭取到 2020 ICCA 年會舉辦權，將有助於提升台灣國際能見度，並可促進我國的經濟發展，值得慶賀及讚許。
- 二、 國際會議產業是多元性的產業，可以帶動國內經濟發展，需要政府各部門及會展業界共同合作才能有效的達成目標。會展產業的發展蓬勃與否已成為國家或各大城市在全球化競爭的參考性指標，各國無不高度重視提升會展相關服務性產業，尤其近年來我國漸以服務業為導向的產業來說，更應大力爭取各類國際會議來我國舉辦。民間會展企業如中華國際會議展覽協會的理事長，也是 ICCA 亞太區分會主席葉泰民及滿力國際股份有限公司董事長黃潔儀等人，長期努力深耕會展產業並和 ICCA 主席 Nina Fresen-Pritorius、執行長 Martin Sirk 及理事會及會員代表之間建立良好的關係，功不可沒。
- 三、 主辦單位在會期間提供免費大眾運輸卡，鼓勵與會者搭乘布拉格地鐵，自行往返於兩場晚宴會場，不僅呼應環保訴求，更讓與會者有機會深入認識城市脈動。建議公部門可設簡易窗口，供國際會議或企業旅遊單位簡易申請在台期間之悠遊卡/一卡通，並鼓勵主辦單位盡量使用大眾運輸。
- 四、 高雄此次成功爭取 2020 年會至高雄舉辦，屆時預計有 800-1000 名全球觀光、會議、城市行銷專家參與，是提升台灣國際品牌的大好時機。建議可把握這股動能，於 2018-2020 針對國際商務觀光旅遊的高消費力客群設計行銷方案，同時輔導國內業者設計相應產品、提升服務品質，以吸引更多國際人士到訪。

陸、 附件



2017ICCA 年會台灣代表團合照



ICCA 主席 Nina Fresen Pritorius 及
ICCA 執行長 Martin Sirk



與我國國貿局外貿協會出席代表合照



臺灣團隊向 ICCA 理事會做高雄爭取 2020 年 ICCA 年會簡報後的合影