

**Nov. 8 (Fri)**
**Creative Tourism Marketing**

Marketing goes deep into different industries and life levels, and the key is to diversify marketing in the field of tourism. After years of operation and experience, what are the ways of tourism marketing and what kind of development direction can it take? Experts will be invited to participate in this forum to share their experiences and prospects in the way of tourism marketing, and to portray the possible future direction.

| Time        | Topic                                      | Moderator / Speaker   |
|-------------|--|---|
| 13:30-13:45 | <b>Introduction</b>                        | Moderator : <b>Chia-Yu Chen, Associate Professor of Department of Tourism, Shih-Hsin University</b> |
| 13:45-14:35 | <b>Attraction of Tourism E-Commerce</b>    | Speaker : <b>Yokaichiya Takashi, CMO of Rakuten Inc.</b>  |
| 14:35-14:45 | <b>Tea Break</b>                           |   |
| 14:45-15:35 | <b>DMO marketing case sharing - Taiwan</b> | Speaker : <b>Joey T.Y Kuo, Honorary Chairman of South Taiwan Travel Industry Alliance, Taiwan</b>   |
| 15:35-16:25 | <b>DMO marketing case sharing - Japan</b>  | Speaker : <b>Ito Hiroshige, Manager of The Inland Sea, SETOUCHI Tourism Authority</b>               |
| 16:25-16:40 | <b>Q&amp;A</b>                             |   |

**Nov. 9 (Sat)**
**Style Traveler Experience**

In the face of the rising tourism market for individual travelers, how to make good use of local natural and cultural resources, packaging theme travel has become an important issue and trend. This session will arrange for the use of "theme tourism" created by nature and culture to look at how Taiwan uses its resources to plan overseas marketing strategies.

| Time        | Topic   | Moderator / Speaker  |
|-------------|---|--|
| 13:30-13:45 | <b>Introduction</b>   | Moderator : <b>Wayne H. Liu, Professor of National Kaohsiung University of Hospitality and Tourism</b> |
| 13:45-14:35 | <b>Tourism business opportunities of natural heritage</b>   | Speaker : <b>Jin-Seok Ki, Researcher of World Heritage Office Jeju Special Self-Governing Province</b> |
| 14:35-14:45 | <b>Tea Break</b>  |  |
| 14:45-15:35 | <b>Traveling the Mountains of Taiwan: Ecotourism and Cultural Tourism Opportunities</b>   | Speaker : <b>Cheryl Robbins, Senior Tour Guide of Tribe Asia</b>                                       |
| 15:35-16:25 | <b>The How, Why and What's of Indigenous Tourism - the case of Whakarewarewa tourism, a small indigenous village in Aotearoa, New Zealand</b> | Speaker : <b>Dr. Keri-Anne Wikitera, Senior Lecturer of Tourism Management of AUT University</b>       |
| 16:25-16:40 | <b>Q&amp;A</b>  |  |

**Nov. 10 (Sun)**
**Developing the South East Asia Market**

Since 2016, we have invited important officials and scholars from Taiwan and Southeast Asia to share business opportunities and cooperation possibilities in the southbound market through the forum platform. With the change of international situation and the change of world tourism trend, southbound has become a more and more important tourism market in Taiwan. Experts from industry, government and academic circles from four countries with the fastest growth and the most potential in recent years will be invited to share in depth how to attract tourists from the country, hoping to provide more specific and profound prospects and directions for those interested in entering the southbound market.

| Time        | Topic   | Moderator / Speaker   |
|-------------|---|---|
| 10:30-10:35 | <b>Opening</b>  | Moderator : <b>Cherng-Tyan Su, Vice Chairperson of TVA</b>                                      |
| 10:35-11:05 | <b>South East Asia Market Analysis</b>                      | Speaker : <b>Simon Wang, Executive Vice President of TAITRA. Representative of OCAC</b>         |
| 11:05-11:35 | <b>Thai traveler's favorite? Anatomy of the Thai Market</b> | Speaker : <b>Anake Srishevachart, Chief Advisor of Thai Travel Agents Association</b>           |
| 11:35-12:05 | <b>How to Impress Philippine Travelers</b>                  | Speaker : <b>Maria Michelle Reyes-Victoria, President of Golden Eagle Travel and Tours Inc.</b> |
| 12:05-12:55 | <b>Lunch Break</b>  |   |
| 12:55-13:25 | <b>Deep Understanding of Vietnam Market</b>                 | Speaker : <b>Tu Quy Thanh, Managing Director of Lien Bang Travelink</b>                         |
| 13:25-13:55 | <b>Developing the Muslim Market in Malaysia</b>             | Speaker : <b>Paul Paw, Hon. President of Malaysian Chinese Tourism Association</b>              |
| 13:55-14:25 | <b>Taste and Preference of Indonesian Tourists</b>          | Speaker : <b>Indra Nugraha, Managing Director of InMarc by Trancia</b>                          |
| 14:25-14:55 | <b>Q&amp;A</b>  |   |

※On-site simultaneous interpretation equipment available, please bring ID card or driver's license for rental.

※Online applicants are required to check-in 30 minutes prior. Cancellations will be made 10 minutes before the event and will be open for the candidates with ticket(s) or exhibitor badge(s) on site.

※In case of program alternations, please refer to the on-site program.