Gearing Up the Global Tourism Cities Development: New Directions and Strategies

GLOBAL TOURISM CITIES CONFERENCE 2015
9 - 10 June 2015
Pullman Putrajaya Lakeside, Malaysia

www.globaltourismcitiesconference.com
Gearing Up the Global Tourism Cities Development: New Directions and Strategies
OVERVIEW

Malaysia has been chosen as the host venue for the 4th Global Tourism Cities Conference (GTCC) – one of the leading conferences for tourism industry focusing on tourism cities from 9 - 10 June 2015.

The Global Tourism Cities Conference 2015 (GTCC 2015), themed “Gearing Up the Global Tourism Cities Development: New Directions and Strategies”, is expected to bring together 500 odd experts and delegates including city planning and development experts, tourism and hospitality products and services providers, government leaders, policy makers and captains of industry from across the region. They will converge at this conference; meet face to face to discuss a wide spectrum of issues and developments in urban tourism product development, and share success stories and frameworks at the same time strengthen friendship.

The Objectives of Global Tourism Cities Conference 2015

- To provide a conduit for the pan-Asian regulatory authorities and commercial players to exchange knowledge on building sustainable Global Tourism City
- To discuss on sustainable issues and challenges underpinning the Urban Tourism industry
- To share and exchange experiences in successful city tourism planning and development of a sustainable tourism city
- Facilitate the dissemination of information and subsequently opening up new turfs of business opportunities in high-end tourism developments and expansion to the industry players

Who Should Attend?

- Academia of Urban Planning, Economic Development and Tourism
- Airline Operators
- City Advertising Agencies and Hospitality Publishers
- City Hall and Local Council Officials
- City Planners
- City Solutions Providers
- City Landscaping Operators
- Climate Change and Environmental Management Researchers
- Engineering Construction Companies
- Fund Management Firms
- Governors and Mayors
- Green Energy Solutions Providers
- Heritage and Parks Operators
- Housing and Commercial Property Developers
- Hotels & Resorts Managers and Operators
- Hotel and Hospitality Management Operators
- Hospitality Schools
- Infrastructure Project Financiers, Investors, Bankers and Venture Capitalists
- IT and Network Operators
- Medical and Health Centre Operators
- Ports, Airports and Roads Infrastructure Providers
- Ports, Airports and Roads Operators
- Rail Network Infrastructure Providers
- Rail Network Operators
- Security Operators and Law Enforcement Officers
- Senior Government Tourism Authorities and Officials
- Senior Government Economic, Housing, Industrial and Public Works Officials
- Tour Operators
- Tourism Boards and Agencies
- Urban Architectural & Design Firms
- Urban Developers
- Utilities Operators
- Waste Management Operators

Be Part of GTCC 2015!

There are several ways for your organization to be part of this renowned tourism industry event.

- Become an Endorser
- Become a Sponsor
- Become an Exhibitor
- Advertise in our Program Book
- Attend as Delegate

Take the opportunity to get your message across. Contact the organizer for details on participation opportunities at Tel: +603 – 4045 5999 or email: conference@confexhub.com.

Benefits of Attending Global Tourism Cities Conference

- Network and exchange of ideas with key regulators and captains of the industry
- Exchanging ideas on the planning and development of sustainable Global Tourism cities
- Sharing knowledge and experiences on the sustainability of global tourism cities
- Explore current and emerging strategic development of plans and opportunity in urban tourism
- Explore new opportunities for business expansion
- Take away practical knowledge about effective marketing and branding strategies
- Participate in supporting industry strategic forums and be informed of the latest developments
- Gain insights into the latest trends and technological application advances impacting urban tourism

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<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30AM</td>
<td>Global Tourism Cities Conference 2015 Registration</td>
</tr>
<tr>
<td>9:00AM</td>
<td>Delegates to be seated at the Conference Hall</td>
</tr>
<tr>
<td>9:15AM</td>
<td>Arrival of Guests</td>
</tr>
<tr>
<td>9:25AM</td>
<td>Arrival of Guest of Honor</td>
</tr>
<tr>
<td>9:30AM</td>
<td>OPENING CEREMONY</td>
</tr>
<tr>
<td>9:30AM</td>
<td>WELCOME ADDRESS</td>
</tr>
<tr>
<td></td>
<td>YBhg. Datuk Abdul Aziz S.A. Kadir, Chairman, Confexhub</td>
</tr>
<tr>
<td>9:40AM</td>
<td>INAUGURAL ADDRESS AND LAUNCH OF GLOBAL TOURISM CITIES CONFERENCE 2015</td>
</tr>
<tr>
<td>10:00AM</td>
<td>Networking &amp; Refreshment Break</td>
</tr>
<tr>
<td>10:30AM</td>
<td>PLENARY SESSION</td>
</tr>
<tr>
<td>10:30AM</td>
<td>KEYNOTE SPEECH 1: Kuala Lumpur’s Journey Towards A Global Tourism City: Achievement and Challenges</td>
</tr>
<tr>
<td>11:15AM</td>
<td>KEYNOTE SPEECH 2: Green Growth and Travelism – The Pivotal Role of Cities</td>
</tr>
<tr>
<td>12:00PM</td>
<td>KEYNOTE SPEECH 3: Sustainable Tourism Cities: Inclusive, Green, Resilient &amp; Connected</td>
</tr>
<tr>
<td>12:45PM</td>
<td>Luncheon for Guest Speakers and Delegates</td>
</tr>
<tr>
<td>1:45PM</td>
<td>SESSION ONE: UNIVERSAL DESIGN OF TRANSPORTATION SYSTEM TO MEET GROWING TOURISM EXPECTATIONS</td>
</tr>
<tr>
<td>1:45PM</td>
<td>Paper 1: Investing in Advanced and Modern Transport Infrastructure for Overcoming the Barrier of Tourism Growth</td>
</tr>
<tr>
<td>2:25PM</td>
<td>Paper 2: Transport Planning in Meeting the Needs of Leisure and Business Travellers</td>
</tr>
<tr>
<td>3:05PM</td>
<td>Paper 3: Innovative Transportation Approaches in Creating Additional Attractions of A City</td>
</tr>
<tr>
<td>3:45PM</td>
<td>Open Forum: Comments, Questions and Answers</td>
</tr>
<tr>
<td>3:55PM</td>
<td>Networking &amp; Refreshment Break</td>
</tr>
<tr>
<td>4:25PM</td>
<td>SESSION TWO: SPECIAL VISITOR DISTRICT DEVELOPMENT AS AN ECONOMIC ACCELERATOR</td>
</tr>
<tr>
<td>4:25PM</td>
<td>Paper 4: Developing A Special Visitor District As Urban Tourism Product</td>
</tr>
<tr>
<td>5:05PM</td>
<td>Paper 5: Special Visitor District As Anchor for Regenerated Dockland Zones</td>
</tr>
<tr>
<td>5:45PM</td>
<td>Open Forum: Comments, Questions and Answers</td>
</tr>
<tr>
<td>5:55PM</td>
<td>CONFERENCE DAY 1 ENDS</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------</td>
</tr>
<tr>
<td>9:00AM</td>
<td>Session Three</td>
</tr>
<tr>
<td>9:40AM</td>
<td></td>
</tr>
<tr>
<td>11:00AM</td>
<td>Open Forum</td>
</tr>
<tr>
<td>11:10AM</td>
<td></td>
</tr>
<tr>
<td>11:40AM</td>
<td>Session Four</td>
</tr>
<tr>
<td>12:20PM</td>
<td></td>
</tr>
<tr>
<td>1:00PM</td>
<td>Open Forum</td>
</tr>
<tr>
<td>1:10PM</td>
<td>Luncheon</td>
</tr>
<tr>
<td>2:10PM</td>
<td>Session Five</td>
</tr>
<tr>
<td>2:50PM</td>
<td></td>
</tr>
<tr>
<td>3:30PM</td>
<td></td>
</tr>
<tr>
<td>4:10PM</td>
<td>Open Forum</td>
</tr>
<tr>
<td>4:20PM</td>
<td>Tourism Industry CATALYST FORUM</td>
</tr>
<tr>
<td>5:20PM</td>
<td></td>
</tr>
</tbody>
</table>
The Exhibition / Sponsorship Opportunities

The Global Tourism Cities Conference 2015 Exhibition runs alongside the conference will be featuring key companies involved in the development of urban tourism products from financing, standards, consulting and technical aspects. The sponsorship program has been specially designed to give industry leaders opportunity to increase visibility and enhance corporate profile. Partners and sponsors will enjoy sustained profiling impact through continuous promotion before, during and even after the conference. There are various opportunities to support and be associated with this prestigious and unique event.

Why Exhibit In GTCC 2015?
- Support existing clients and local agents
- Generate and establish new sales leads, business contacts and build network
- An ideal platform to project brand image and stay competitive in the industry.
- Establish your presence in a new market.
- Engage new partners from the region

General Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Packages</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium Sponsor</td>
<td>30,000</td>
</tr>
<tr>
<td>Platinium Sponsor</td>
<td>20,000</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>15,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>12,000</td>
</tr>
<tr>
<td>Cocktail Sponsor</td>
<td>15,000</td>
</tr>
<tr>
<td>Luncheon Sponsor</td>
<td>10,000</td>
</tr>
<tr>
<td>Refreshment</td>
<td>5,000 per session</td>
</tr>
<tr>
<td>Conference Session Sponsor</td>
<td>5,000 per session</td>
</tr>
<tr>
<td>Conference Bag</td>
<td>15,000</td>
</tr>
<tr>
<td>Conference Kit</td>
<td>15,000</td>
</tr>
<tr>
<td>Name Badge Lanyard</td>
<td>5,000</td>
</tr>
<tr>
<td>Advertisement (FPFC)</td>
<td>1,000</td>
</tr>
</tbody>
</table>

Please note: If one of our sponsorship packages doesn’t suit you, don’t hesitate to ask, we are happy to tailor a package to suit your needs

Who Should Exhibit?
- Airline Operators
- City Advertising Agencies and Hospitality Publishers
- City Planners
- City Solutions Providers
- City Landscaping Operators
- Engineering Construction Companies
- Environmental Management Operators
- Fund Management Firms
- Green Energy Solutions Providers
- Hotels & Resorts Operators
- Hotel and Hospitality Management Operators
- Hospitality Schools
- Infrastructure Project Financiers
- Ports, Airports and Roads Infrastructure Providers
- Ports, Airports and Roads Operators
- Rail Network Infrastructure Providers
- Rail Network Operators
- Tour Operators
- Tourism Boards and Agencies
- Urban Architectural & Design Firms
- Urban Developers

Standard Exhibition Space

<table>
<thead>
<tr>
<th>Exhibition Space Size</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>6sqm</td>
<td></td>
</tr>
<tr>
<td>Early Bird</td>
<td>3,000</td>
</tr>
<tr>
<td>Normal</td>
<td>3,500</td>
</tr>
<tr>
<td>12sqm</td>
<td></td>
</tr>
<tr>
<td>Early Bird</td>
<td>5,000</td>
</tr>
<tr>
<td>Normal</td>
<td>6,500</td>
</tr>
</tbody>
</table>

The Venue

Pullman Putrajaya Lakeside, the new elegant addition to Putrajaya, the epitome of class and a heaven of sensory delights is the host venue of GBPW 2015. Striving to serve the guests with unique Malaysia’s multicultural background, the hotel is crafted in 4 wings with 2 ęnts to depict architecture and ambiances that are distinctively ethnic Malay, Chinese, Indian and of the Borneo continent.

CONTACT US

Ms. Dinusha W. Surendre
Global Tourism Cities Conference 2015 Secretariat
c/o Confexhub Group
Suite 1707, Level 17, Plaza Permata
6, Jalan Kampar, off Jalan Tun Razak
50400 Kuala Lumpur, Malaysia
T: +603 4045 5999
F: +603 4050 5099
E: conference@confexhub.com
Delegates’ Accommodation

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Single</th>
<th>Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior / Deluxe</td>
<td>RM296.80nett</td>
<td>RM328.60nett</td>
</tr>
<tr>
<td>Deluxe Balcony</td>
<td>RM360.40nett</td>
<td>RM392.20nett</td>
</tr>
<tr>
<td>1 Bedroom Apartment</td>
<td>RM434.60nett</td>
<td>RM466.40nett</td>
</tr>
<tr>
<td>Executive Suite</td>
<td>RM561.80nett</td>
<td></td>
</tr>
</tbody>
</table>

*Room rates are inclusive of 6% GST and Breakfast
GTCC 2015 HOTEL RESERVATION FORM

Title  ☐ Mr.  ☐ Mrs.  ☐ Ms.  ☐ Dr.  ☐ Others (specify) : ____________________

Name (as per passport) ____________________________

Email ____________________________

Passport No. ____________________________ Date of Issue D D / M M / Y Y Y Y

Country of Issue ____________________________ Expiry Date D D / M M / Y Y Y Y

Job Title ____________________________

Company ____________________________

Address ____________________________

City/State ____________________________ Postcode ____________________________

Country ____________________________

Telephone* ____________________________ Fax* ____________________________

Mobile Number* ____________________________

*Please include country and area code

HOTEL ROOM RESERVATION

Choice of Hotel:
(Please specify name of hotel. Reservation is for approved GTCC 2015 hotels only)

Single or Twin-Sharing (Please Specify) ____________________________

Rate Per Room Per Night (Please specify Rate) ____________________________

Check-In Date ____________________________ Check-Out Date ____________________________

MODE OF PAYMENT

Reservation of hotel rooms is on first-come-first served basis. Reservation will only be made upon receipt of this reservation Form. Credit Card payments for hotel accommodation are charged in USD. Payment is to be made to the hotel specified by you and charge to your Credit Card account indicated below. Rooms booking confirmation letter will be issued by the hotel as proof of reservation.

☐ PAYMENT BY CREDIT CARD (USD)

I hereby authorized USD ________________ to be charged to my credit card below for the hotel reservation.

Credit Card:  ☐ Visa  ☐ Master  (3 digit Security Code Number - on back of card_____________)

Name : ____________________________ (as appears on card)  Credit Card No. : ____________________________

Expiry Date : ____________________________ Signature : ____________________________ Date : ____________________________

*(Signature must correspond with the specimen signature of the Card Account)

Note: For room reservation, please complete the Hotel Reservation Form and fax or email to the hotel of your choice directly.
GTCC 2015 REGISTRATION FORM

Full payment is required with your Registration Form before the Conference day. Tax-Receipt will only be issued upon receipt of full payment. Conference Registration fee includes lunches, refreshments, complete set of documentation and entry to the Exhibition. The Conference Registration fee, however, does not include travel, accommodation and incidental costs.

All payments should be made in USD ($) or MYR (RM) by bank draft, telegraphic transfer or cash only.

All registrations by fax or post MUST reach us before 20 May 2015, after which late registrations will be considered as "WALK-INs" and subjected to "WALK-IN" fee.

Delegates may be substituted at any time, in writing, at NO extra charge.

Cancellations received in writing before 20 May 2015 will be refunded, less a MYR 300 administrative fee. Cancellations received thereafter are not refundable.

Confexhub reserves the right to reschedule or cancel the conference, exhibition, cocktail reception, due to circumstances beyond their control and reserves the right to make changes to the conference program or speakers without prior notice.

Should the event and all its related activities be cancelled, curtailed or adversely affected by any cause not within the reasonable control of Confexhub including but not limited to war, fire, national emergency, labor dispute, strike, lock-out, civil disturbance, Act of God, or non-availability of premises for any reason, Confexhub shall be under no obligation to refund all or part of the sums paid by the delegate in respect of his/her participation in the workshop. Confexhub shall be under no liability to the delegate or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate as the result thereof.

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