



The Inaugural AFECA Annual Awards & AFECA Hall of Leaders

In Celebration of AFECA's 20th Anniversary

As AFECA marks its **20th anniversary**, we take this significant milestone to reflect on the remarkable progress of Asia's MICE (Meetings, Incentives, Conventions, and Exhibitions) industry and the exceptional individuals who have shaped its journey.

To honour these pioneers and visionaries, AFECA proudly launches the **inaugural AFECA Annual Awards and the AFECA Hall of Leaders 2025** – a prestigious platform recognising the distinguished leaders whose enduring contributions have laid the foundation for development, growth and excellence in the MICE ecosystem across the region.

These honours are both a celebration of the past two decades and a declaration of our continued commitment to inspire and empower future MICE professionals.

AFECA Annual Awards

The **AFECA Annual Awards** are designed to honour and highlight outstanding leaders whose vision, service, and leadership have significantly influenced and advanced the MICE industry in Asia.

Each recipient of an AFECA Annual Award will be **inducted into the AFECA Hall of Leaders**, affirming their place among the industry's most respected and influential figures in the Asian MICE industry.

Award Categories

- **Outstanding Leader in Conventions** – Two Awards
- **Outstanding Leader in Exhibitions** – Three Awards
- **Outstanding Leader in Stand Contracting** – Two Awards
- **Outstanding Leader in Freight Forwarding** – Two Awards
- **Outstanding Leader in Venue Management** – Two Awards

Award Descriptions

1. **Outstanding Leader in Conventions**
Recognises individuals who have played a pivotal role in advancing the convention industry across Asia.
2. **Outstanding Leader in Exhibitions**
Celebrates visionary leaders who have made compelling contributions to the development of the exhibition sector in Asia.
3. **Outstanding Leader in Stand Contracting**
Acknowledges a key figure whose expertise and leadership have strengthened the MICE contracting segment in Asia.
4. **Outstanding Leader in Freight Forwarding**
Honours an industry leader who has made significant contributions to MICE logistics and freight operations in Asia.
5. **Outstanding Leader in Venue Management**
Recognises a dedicated professional whose leadership has elevated the standards and development of MICE venues in Asia.

Awards Hospitality

All recipients of the AFECA Annual Awards will receive:

- A formal **Plaque**
- A **2-night stay** at the official hotel of the AFECA Annual Convention (5-7 November 2025)
- **Complimentary access** to all official Convention events 2025 as honoured guests of AFECA.

AFECA Hall of Leaders

The **AFECA Hall of Leaders** recognises and celebrates distinguished individuals who have made **outstanding and lasting contributions** to the MICE industry in Asia for over 20 years.

This exclusive honour is awarded to trailblazers whose leadership and long-term commitment have significantly shaped the development of conventions, exhibitions, stand contracting, freight forwarding, and venue management across Asia.

Eligibility

- Must have at least **20 years of involvement** in the MICE industry in Asia.
- Contributions may span across event organisation, operations, logistics, venue management, or industry development.
- **Posthumous inductions** are welcomed to honour legacy contributions.

Inductees will form the foundation of this prestigious recognition, leaving a legacy and inspiring the next generation of MICE leaders in Asia.

Call for Nominations

Nominations for the **AFECA Annual Awards 2025** are now officially open on 1 August 2025!

AFECA invites all association and corporate members, as well as professionals within the MICE community, to submit nominations of deserving individuals who have made remarkable contributions to the industry in Asia.

A distinguished panel comprising AFECA officials and representatives from our international and strategic partner organisations will review and evaluate all submissions.

Nomination Criteria for Annual Awards

a. Role and Impact of Nominee

Please provide a summary of the nominee's background and achievements in the MICE industry, highlighting his/her leadership, impact, and contributions over a minimum of 20 years in the Asia region.

b. Supporting Documentation

Nominations may include written testimonials or endorsements from up to three (3) individuals within the MICE industry who are familiar with the nominee's achievements.

Nomination Process

- Nominations for the AFECA Annual Awards will be open from 1 August to 30 September 2025.
- Each nominator could submit **a maximum of three nominations amongst the five categories**. Each nomination must be accompanied by an administrative **fee** of **US\$50**.
- All nominations are to be submitted in **digital form** to the Secretariat in Singapore by 30 September 2025 at 1700 hours.
- **Failure to meet the criteria as stated in the Nomination Form would be disqualified.**
- Decisions made by the Panel of Judges would be **Final** and **no appeals would be considered**.

For more information, please contact AFECA secretariat

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