

# NEWSLETTER

Volume 12 | 2025



As we welcome 2026, I am proud to reflect on a year of milestones and collaboration across Asia's BE industry. Celebrating 20 years of AFECA and through platforms like the AFECA Asia 20 BE Forum, the AFECA Asia MICE Youth Challenge, the AFECA Annual Awards and the AFECA Hall of Leaders, we have honoured our past, empowered emerging talent and shaped a resilient, future-ready industry.

The challenges we face from fragmented regulations to global competition, remind us of the power of collaboration, innovation and unified leadership. I extend my heartfelt thanks to all members, partners and supporters who make our shared vision possible.

Here's to a year ahead filled with growth, meaningful connections and new opportunities for Asia's MICE community.

**May the year ahead be bright,  
successful and full of opportunities!**



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**AFECA**  
CONVENTION 2025



Founders of the AFECA Legacy

## Looking Ahead: A Stronger, More Unified Asia

AFECA Convention 2025 concluded with a clear and confident message: Asia's business events industry is entering a new chapter defined by alignment, collaboration and shared ambition. As AFECA moves into its third decade, the Federation remains steadfast in its mission to champion Asia as a coordinated, dynamic and globally competitive business events powerhouse, delivering economic impact, professional excellence and long term value for the region.

# AFECA Convention 2025

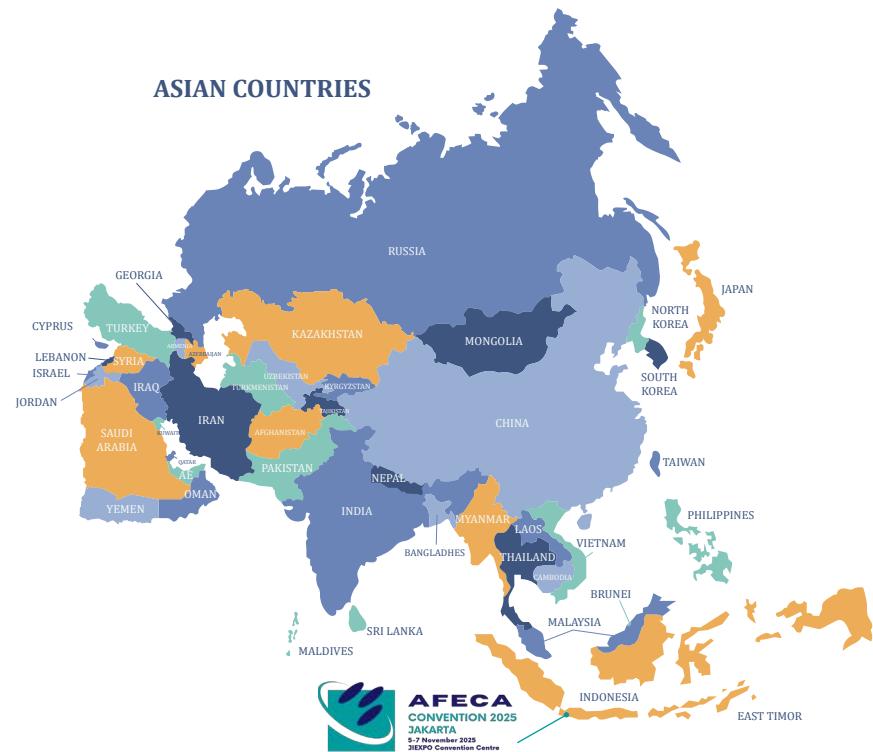
## A Year of Milestones



**AFECA**, in partnership with the Indonesia Exhibition Companies Association (IECA) and the Indonesia Congress and Convention Association (INCCA), successfully convened the AFECA Convention 2025 in Jakarta from 5th to 7th November 2025, marking a defining milestone in the Federation's journey and commemorating AFECA's 20th Anniversary. Held at the JIExpo Convention Centre & Theatre, the Convention brought together over 300 delegates from 15 countries and regions, uniting policymakers, association leaders, venue operators, organisers, industry professionals and youth representatives from across Asia.

The gathering celebrated two decades of shared advocacy, collaboration and leadership that have positioned Asia as a powerful and increasingly influential force within the global business events landscape. It also reaffirmed AFECA's role as Asia's collective voice for the business events industry, delivering a strong message of unity, purpose and regional solidarity. Over the past twenty years, AFECA has evolved into a trusted regional platform driving professional standards, policy dialogue and cross-border cooperation.

As AFECA enters its next decade, the Jakarta edition underscored a renewed commitment to deeper regional alignment, stronger partnerships and sustainable growth across Asia's MICE ecosystem, reflecting a collective ambition to shape the future of the industry together.





As the AFECA's annual flagship event, the Convention provided a premier platform for decision makers, government agencies and industry leaders to exchange insights, develop practical solutions and co-create strategies addressing critical priorities, from digital transformation and sustainability to long-term industry resilience.

Delivered through three significant programmes, the Convention reflected the breadth and impact of AFECA's regional engagement:

- ★ **AFECA Annual General Meeting (AGM)**, reinforcing governance, collaboration and collective direction
- ★ **Asia 20 (A20) and Indonesia Business Events Forum**, advancing strategic dialogue on regional and global priorities
- ★ **10th AFECA Asia MICE Youth Challenge (AAMYC)**, marking a dual milestone as it celebrated both its 10th edition and AFECA's 20th Anniversary, underscoring the Federation's continued commitment to nurturing the next generation of MICE leaders through collaboration, creativity and competition

The 2025 edition was further distinguished by two milestone initiatives:

- ★ **AFECA Annual Awards**, recognising excellence, leadership and development across the industry
- ★ **Inaugural AFECA Hall of Leaders**, honouring pioneers whose vision and leadership have shaped Asia's MICE industry



### **AFECA, INCCA & IECA Sign Jakarta Declaration Strengthening Collaboration**

A key highlight of AFECA Convention 2025 was the signing of the Jakarta Declaration Memorandum of Understanding between AFECA, INCCA and IECA. This strategic agreement reflects a strengthened commitment to regional cooperation, with a focus on capacity building, association alignment, talent development and the advancement of business events infrastructure across Asia. The Jakarta Declaration signals a clear intent to move forward together, reinforcing Asia's readiness to respond collectively to evolving industry challenges and opportunities.

# 20th AFECA Annual General Meeting

## Strengthening MICE Across the Border



The 20th Annual General Meeting marked a defining moment in AFECA's journey, celebrating two decades of purpose driven leadership, regional collaboration and collective progress in advancing Asia's business events industry.

In his address, Dato' Vincent Lim, President of AFECA, reflected on the AFECA's evolution over the past 20 years and reaffirmed its mission to serve as a catalyst for thought leadership, industry alignment and meaningful collaboration across the region. He emphasised AFECA's continued commitment to connecting, empowering and transforming Asia's MICE ecosystem, with sustainability, inclusivity and long term impact at the core of its vision.



The meeting also featured strategic updates from AFECA's committees, which shared key developments, priorities and initiatives shaping the Federation's next phase of growth. These exchanges reinforced AFECA's holistic approach to governance, professional standards, advocacy, capacity building and member engagement, underscoring the collective effort required to strengthen Asia's position on the global business events stage.

Looking ahead, Dato' Vincent Lim highlighted AFECA's focus on building stronger regional bridges, nurturing future industry leaders and amplifying Asia's voice in global dialogue. Together with the insights shared by the committees, the AGM reaffirmed AFECA's role as a unifying force and forward looking platform, committed to shaping the future of business events through shared ambition and regional solidarity.



# Asia 20 & Indonesia Business Events Forum

## From Complexity to Clarity: Resilience . Agility . Leadership



The AFECA Asia 20 & Indonesia Business Events Forum 2025 commenced with energy and purpose, uniting leaders, ideas and collaboration from across the region. The Forum highlighted Asia's business events industry as a resilient, connected, and forward-looking ecosystem.

Under the theme "From Complexity to Clarity: The A20 Vision – Resilience, Agility, Leadership," the Forum explored today's complex operating environment, including fragmented regulations, shifting geopolitical dynamics, talent shortages and intensifying global competition. Speakers underscored the need for stronger regional coordination, clearer industry frameworks, and collective action to ensure the MICE sector remains a key economic driver for Asia.



As we gather in Jakarta for AFECA Convention 2025, we proudly celebrate 20 years of shared progress, collaboration and leadership in advancing Asia's business events and MICE industry. This milestone belongs to every member, partner and supporter who has contributed to AFECA's journey.

Five years ago, our industry came to a standstill. Out of that crisis came collaboration. A20 was born because Asia needed not just recovery, but a platform to rebuild, reimagine and refocus our future together. Today, cross-border collaboration, unified industry frameworks and collective leadership remain essential as we navigate fragmentation, geopolitical shifts and growing global competition.



## Keynote Insights

Three distinguished keynote speakers shared strategic perspectives on the forum theme, From Complexity to Clarity: The A20 Vision – Resilience, Agility, Leadership.



### Ms Margaret Ma Connolly President and CEO, Informa Markets in Asia

Ms. Connolly delivered a comprehensive and insightful overview of **Asia's Business Events Landscape: From Complexity to Clarity**, highlighting how clarity, scale and cross border collaboration are critical to sustaining growth in an increasingly complex and competitive environment. She emphasised the need for data driven decision making, strong partnerships and adaptive business models, reinforcing the role of business events as a strategic driver of resilience and long term value across Asia.

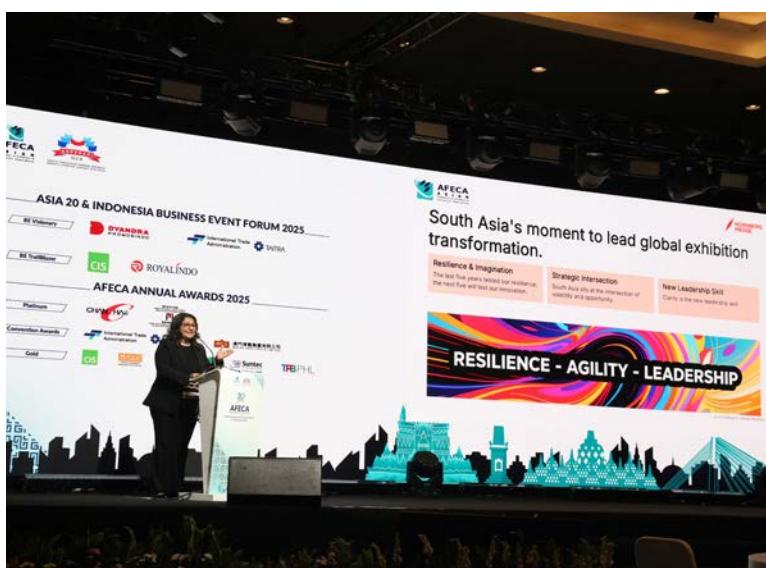
### Dr Supawan Teerarat President, Thailand Convention and Exhibition Bureau (TCEB)

In her keynote address, **The Bureau Perspective: Agility and Leadership in Policy and Regional Collaboration**, Dr Supawan underscored the critical role of government alignment, policy coherence and institutional agility in strengthening Asia's regional competitiveness. She highlighted how coordinated public sector leadership and cross border collaboration can create enabling environments for business events to thrive, positioning the sector as a strategic lever for sustainable economic growth and regional integration.



### Ms Sonia Prashar Chairperson and Managing Director, NuernbergMesse India Pvt Ltd

In her keynote address, **South Asia's Path: Resilience and Leadership in Emerging Markets**, Ms Prashar shared compelling perspectives on navigating uncertainty through adaptability, innovation and decisive leadership. Drawing from South Asia's evolving business events landscape, she highlighted how emerging markets can turn disruption into opportunity by embracing flexible strategies, investing in capability building and fostering resilient ecosystems that support long term growth.



## Panel Discussions

The panel discussions captured the collective voice of Asia's business events leaders, highlighting how collaboration, leadership and innovation are driving a stronger, more connected MICE ecosystem. Together, the conversations reinforced a shared vision for resilience, relevance and regional growth.

### Panel Discussion I: Governmental Roles in Driving Asia's Business Events Ecosystem



Moderated by **Mr Edward Liu**, Honorary President of AFECA and SACEOS, Chairman and Managing Director of CEMS, this session examined how governments and tourism boards are shaping the future of Asia's business events industry.

Panelists included:

- **Mr Vinsensius Jemadu**, Deputy Minister for Events Development, Ministry of Tourism Indonesia
- **Mr Felix Chiu**, Executive Vice President, Taiwan External Trade Development Council (TAITRA)
- **Mr Kevin Chiu**, Director Indonesia, Hong Kong Trade Development Council (HKTDC)
- **Mr Poh Chi Chuan**, Executive Director, Exhibitions and Conferences, Singapore Tourism Board (STB)

The panel highlighted the critical role of public sector leadership in building a resilient and competitive business events ecosystem. Discussions focused on policy alignment, destination strategy and public private collaboration as key enablers of sustainability, global positioning and long term industry growth. Panellists shared practical insights on how coordinated government support fosters innovation, strengthens market confidence and enhances Asia's regional competitiveness amid an increasingly complex global environment.

### Panel Discussion II: Associations in the Modern Era: Purpose, Relevance, and Advocacy



Moderated by **Ms Marisa D. Nallana**, AFECA Board Member and Past President of PACEOS, this session examined how industry associations are redefining their roles in a rapidly evolving business events landscape.

Panelists included:

- **Mr Alan Haiming He**, President, Guangdong Macao In Depth Cooperation Zone in Hengqin Convention and Exhibition Association
- **Mr Hosea Andreas Runkat**, Chairman, IECA
- **Mr. Loy Joon How**, President, Thai Exhibition Association (TEA)
- **Mr Mark Lee**, Honorary Secretary, MACEOS

The discussion highlighted the importance of advocacy, trust and professional stewardship in maintaining relevance, strengthening member engagement and supporting industry resilience. Panellists underscored how collaboration across borders and sectors enables associations to act as effective connectors, custodians of standards and collective voices for Asia's business events community.

## Panel Discussion III: Industry Leadership: Innovation, Collaboration and Growth



Moderated by **Mrs Ika Angelia R. Silalahi**, Corporate Communications Manager of PT Napindo Media Ashatama, this session explored how leadership and innovation are transforming the MICE industry across Asia.

Panelists included:

- **Mrs Lia Indriasari**, Country Manager, PT Pamerindo Indonesia and Informa Markets
- **Mr Michael Kruppe**, CEO, Shanghai New International Expo Centre (SNEC)
- **Mr Richard Ireland**, President, SACEOS
- **Ms Sonia Prashar**, Chairperson and Managing Director, NuernbergMesse India Pvt Ltd

The discussion focused on cross border collaboration, emerging business models and leadership strategies driving industry growth. Panellists shared perspectives on innovation, partnerships and adaptability as key enablers shaping the next chapter of Asia's business events ecosystem.

## Closing Remark

The AFECA Asia 20 & Indonesia Business Events Forum 2025 concluded on a high note with closing remarks by Mr. Muhammad Reza Abdullah, Chairperson of the A20 Organising Committee. In his address, he reaffirmed the spirit of unity, innovation and shared momentum that continues to drive Asia's business events community forward.

He expressed appreciation to all participants, speakers, and partners for their meaningful contributions, constructive dialogue and collaborative spirit throughout the Forum. As the session drew to a close, the message was clear: through collective leadership and sustained collaboration, Asia's business events industry will continue to rise, evolve and create lasting impact across the region.



Thank you

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# AFECA Convention 2025 Gala Dinner

## Celebrating 20 Years of Leadership, Excellence and Legacy



AFECA  
CONVENTION 2025

Asian Federation of Exhibition and Convention Associations



As evening descended, delegates gathered in Jakarta for the AFECA Convention 2025 Gala Dinner, marking a significant milestone as AFECA celebrated its 20th Anniversary. The occasion brought together the regional business events community for an evening dedicated to recognising leadership, excellence and lasting contributions to Asia's MICE industry.

The programme began with welcoming remarks from the host association, followed by an address from AFECA leadership. These messages highlighted the importance of leadership, collaboration and shared purpose in advancing the business events industry across the region.

A highlight of the evening was the presentation of the AFECA Annual Awards 2025, honouring distinguished professionals whose leadership, innovation and commitment have shaped the growth of Asia's business events landscape.



On behalf of the Indonesia Exhibition Companies Association (IECA), we are honoured to host the AFECA Convention 2025 in Indonesia. This Convention represents an important milestone for the industry, bringing leaders from across Asia together to collaborate, exchange insights and advance best practices that will shape the future of exhibitions. As a growing regional hub with strong economic momentum, Indonesia is proud to showcase its capabilities while contributing to a more resilient, innovative and sustainable exhibition landscape. We extend our sincere appreciation to all delegates, partners and stakeholders whose commitment and collaboration continue to strengthen our industry and drive its progress across the region.

“

As we celebrate AFECA's 20th anniversary, we are not only reflecting on two decades of progress, but also reaffirming the power and potential of Asia's business events industry. With an expanded programme anchored by the 3rd A20 BE Forum and the 10th AFECA Asia MICE Youth Challenge, AFECA Convention 2025 brings together industry leaders, policymakers and emerging talent to advance dialogue, collaboration and leadership. Together, we will build a new chapter for MICE in Asia, one that is more dynamic, more diverse and more valuable for the future.



“

The inaugural AFECA Annual Awards and Hall of Leaders mark a defining moment in our 20 year journey to elevate professionalism and global recognition for Asia's business events industry. As we honour the pioneers and veterans whose leadership has shaped our region, we are reminded that their legacy is the foundation upon which future generations will build. In a rapidly changing global landscape, these awards celebrate excellence, inspire continued collaboration and reaffirm AFECA's commitment to strengthening Asia's exhibition and convention ecosystem.



# AFECA Annual Awards 2025

## Recognising Excellence · Setting Industry Standards



### AFECA Hall of Leaders Inductees 2025

#### Outstanding Leader Awards 2025

##### ★ Outstanding Leader in Conventions

¶ Dr Iqbal Alan Abdullah, President, INCCA (Indonesia)  
¶ Mr Alan Haiming He, CEO, Macau Expo Group Ltd (Macau)

##### ★ Outstanding Leader in Exhibitions

¶ Mr Thomas Khoo, President, Interfama Fairs & Exhibitions Pte Ltd (Singapore)  
¶ Mr Chen Xianjin, Honorary President, Shanghai Convention & Exhibition Industries Association and Global Association of the Exhibition Industry (UFI)  
¶ Dr Guo Mu, President, International Society for Convention and Exhibition Society (China)

##### ★ Outstanding Leader in Stand Contracting

¶ Mr Michael Tu, President, Interplan International Corporation (Taiwan)  
¶ Mr Chanchai Svangsopakul, Founder, XCON (Thailand)

##### ★ Outstanding Leader in Freight Forwarding

¶ Mr Ravinder Sethi, Chairman and Managing Director, R.E. Rogers India Pvt Ltd (India)  
¶ Ms Priscilla Leong, Managing Director, Expotrans Pte Ltd (Singapore)

##### ★ Outstanding Leader in Venue Management

¶ Mrs Monica Lee Muller, Managing Director, Hong Kong Convention and Exhibition Centre (Hong Kong SAR)  
¶ Mr Paul Kanjanapas, CEO, IMPACT Exhibition Management Co Ltd (Thailand)

Each awardee exemplifies exceptional leadership, strategic vision and sustained contribution to the advancement of the MICE industry. In recognition of their influence and achievements, all award recipients were formally inducted into the Inaugural AFECA Hall of Leaders 2025.

# AFECA Hall of Leaders 2025

## Paying Tribute to Our Founders

The evening continued with the induction of the Inaugural AFECA Hall of Leaders 2025, honouring the pioneers and visionaries whose foresight and dedication have shaped both the Federation and the broader MICE industry in Asia.

At the heart of this historic induction were AFECA's Founding Board Members, fondly known as the "Magnificent Seven", whose foresight and commitment laid the foundation of the Federation:

- ★ **Ms Dilys Yong**, Founding President (Singapore)
- ★ **Prof Chu Xiang Yin** (China)
- ★ **Mr Syukur Sakka** (Indonesia)
- ★ **Mr Nobuo Ogawa** (Japan)
- ★ **Mr Jonathan Kan** (Malaysia)
- ★ **Ms Marisa Nallana** (Philippines)
- ★ **Mr Tiger Lin** (Taiwan)

The ceremony also honoured AFECA's Past Presidents for their enduring contributions and stewardship of the Federation:

- ★ **Mr. Edward Liu**, President 2007 to 2015
- ★ **The Late Mr. Walter Yeh**, President 2015 to 2019

This landmark celebration was a fitting tribute to 20 years of AFECA's leadership, legacy and collective spirit, recognising the individuals whose dedication has strengthened regional collaboration and inspired excellence across Asia's business events community. Together, AFECA and its members continue to elevate leadership, foster unity and advance Asia's role in the global business events landscape.



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# AFECA Asia MICE Youth Challenge

## Empowering the next Generation MICE Leaders



AFECA reaffirmed its commitment to shaping the future workforce of Asia's business events industry through the **10th AFECA Asia MICE Youth Challenge 2025**, held in person on 6 November 2025 in Jakarta.

Now in its tenth edition, the Challenge has evolved into one of the region's most dynamic platforms for emerging MICE talent, offering students the opportunity to present innovative, sustainability focused event concepts while gaining exposure to real world industry challenges. The competition reinforced the importance of connecting academia with industry to build a strong and future ready talent pipeline for Asia's business events sector.

This milestone edition welcomed 21 university teams from 10 countries and regions, comprising students from accredited institutions across Asia. Representing Japan, Hong Kong, Indonesia, South Korea, Macau, Malaysia, the Philippines, Singapore, Taiwan and Thailand, the teams demonstrated creativity, commercial awareness, and practical industry insight through thoughtfully engineered event proposals.

Beyond the competition, the Youth Challenge served as a platform for cross border exchange and professional growth, enabling participants to engage with industry mentors and peers from across the region. The winning teams were recognised for their outstanding ideas and execution, reflecting the leadership potential and innovative thinking that will shape Asia's next generation of MICE professionals.



Through initiatives such as the Asia MICE Youth Challenge, AFECA continues to invest in capability building and talent development, reinforcing its commitment to a resilient and future focused business events industry.

“

Welcome to the 10th AFECA Asia MICE Youth Challenge, held alongside the AFECA Convention 2025 in Indonesia. This milestone moment brings together 20 years of AFECA's leadership and a decade of nurturing young talent, uniting the present and future of Asia's business events industry. Standing here today, you represent the creativity, diversity and ambition of our region. At AFECA, we believe leadership begins with opportunity. This Challenge is your platform to think boldly, act with purpose and lead with courage as you step forward to contribute meaningfully to Asia's business events industry.



“

Seeing the AFECA Asia MICE Youth Challenge reach its 10th edition is deeply meaningful for an initiative that began in 2015 with the aim of connecting students with industry. Over the years, it has evolved into a respected regional platform, made possible through the strong support of AFECA's members and partners. The continued participation from across Asia reflects the value of sustained collaboration in developing talent and strengthening the long term future of the business events industry. I wish all participants a rewarding journey of learning, collaboration and growth.



# Congratulations Winners



## Champion

¶ Team BrightSteps Event, School of Hospitality & Service Management, Sunway University, Malaysia  
Project: Empowerment Expo 2026: Inclusive Living For All

## 1st Runner Up

¶ Team Shakka, Institute of Technical Education (ITE) College Central, Singapore  
Project: Beyond Wellness Asia 2027

## 2nd Runner Up

¶ Team EXPOSURE, Dongduk Women's University, South Korea  
Project: DIPE KOREA 2026

## Special Recognition Awards

¶ Team Lumina, City University of Macau, Macau  
Project: The 2026 Global Conference on the Integration of Artificial Intelligence and Traditional Chinese Medicine – AI in Diagnostics and Treatment Summit

¶ Team SEAnergy, Dongduk Women's University, South Korea  
Project: Sustainable Smart Aquaculture Korea 2027

¶ Team EGZquisite Stays, Nanyang Polytechnic, Singapore  
Project: CULTUREX FEST 2027





### **Best Sustainability Idea Award**

¶ Team The Luxe of Less Crew, Takming University of Science and Technology, Taiwan

**Project:** The Luxe of Less: Sea It Differently in Penghu

### **Best Theme Attire Award**

¶ Team Salinlahi Events & Co, Lyceum of the Philippines University Manila, Philippines

**Project:** Dishcovery 2027: An ASEAN Summit of Culinary Heritage and Innovation

### **Best PowerPoint Presentation Award**

¶ Team EGZquisite Stays, Nanyang Polytechnic, Singapore

**Project:** CULTUREX FEST 2027

### **Most Popular Team Award**

¶ Team MICE Jagger, Politeknik Internasional Bali, Indonesia

**Project:** UNMUTE: Southeast Asia Youth Expression Conference & Expo

### **Individual Awards**

#### **Best Presenter Award**

¶ **Billy Joel Falogne**

Lyceum of the Philippines University Manila, Philippines

¶ **Kim Minseo**

Dongduk Women's University, South Korea

#### **Most Knowledgeable Award**

¶ **Christian Marl A. Tatad**

University of Mindanao, Philippines

¶ **Jenjira Rumdech**

Mahidol University International College, Thailand





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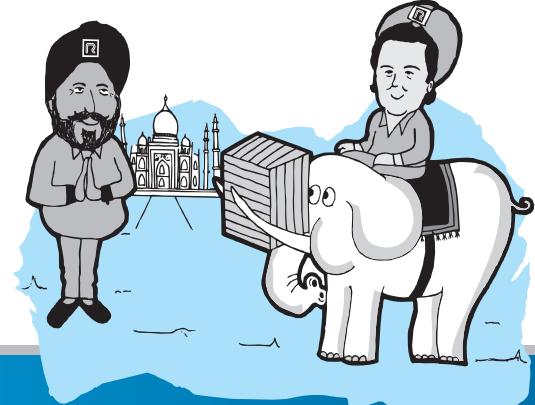
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# MICE<sup>2</sup>

## 澳琴·會展

MACAO  
HENGQIN



MICE<sup>2</sup>  
MACAO × HENGQIN  
澳琴·會展

Macao and Hengqin, separated by a river and connected by bridge and roads, are located in the central area on the west bank of the Pearl River estuary on the southeast coast of China. The two regions jointly develop the "**One Event, Two Places**" mode, integrating advantageous resources and bringing together tremendous business opportunities.



# AFECA Welcomes New Members - Growing Stronger Together

We are thrilled to welcome the newest members who have joined us in the second half of the year 2025:

## New Corporate Members

- Khuzestan International Exhibition (Iran)
- Hunan HongXing International Exhibition Co. Ltd (China)
- Exhibition Booth Design Japan Co. Ltd (Japan)
- Zhejiang International Convention and Exhibition Ind. (China)

We look forward to your active involvement as we continue building a dynamic, inclusive, and forward-looking MICE community across Asia and beyond.

## Why Join AFECA?

Be part of Asia's leading MICE community. As an AFECA member, you'll enjoy a host of exclusive benefits designed to elevate your presence and impact in the business events industry:

- **Connect** – Expand your network through regional and global connections with industry professionals, associations, and key stakeholders.
- **Stay Informed** – Gain access to the latest market intelligence, industry trends, research insights, and regulatory updates.
- **Collaborate** – Unlock opportunities for business matching, joint initiatives, and strategic partnerships across the region.
- **Learn and Grow** – Participate in training programs, showcase your expertise in exhibitions, and attend member-exclusive forums and events.
- **Be Seen** – Get listed in official directories and leverage global market access through AFECA's expansive network.
- **Receive Support** – Benefit from assistance and guidance when operating in host countries or regions.
- **Have a Voice** – Be represented through advocacy efforts that protect and promote your interests within the industry.



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## AFECA Communications Subcommittee

**President :** Dato' Vincent Lim

**Communication:**

- **Chairperson :** Marisa D. Nallana
- **Co-Chairperson :** Lee Mark
- **Secretariat :** Enterprise Promotion Centres (EPC)

AFECA aims to be a strategic partner in the creation of a world federation representing the exhibition and convention industry in Asia.

- To promote the growth and development of the exhibition and convention industry in Asia.
- To encourage and maintain the highest ethical standards of business conduct and professionalism within the industry.
- To promote and establish common industry standards in Asia.
- To represent the Asian industry in developing initiatives with Government agencies.
- To represent the Asian interest at international level.
- To promote the common interest of members.

*\*\* Advertising opportunities are now available in AFECA Newsletter.  
For advertising enquiries, please contact AFECA Secretariat at [secretariat@afeca.asia](mailto:secretariat@afeca.asia)*