

NEWSLETTER

Volume 13 | 2026

Leading Asia Forward

An exclusive interview with AFECA President Dato' Vincent Lim on regional collaboration, industry transformation and AFECA's strategic priorities.

From Jakarta to Xiamen

How AFECA is building on the momentum of its 20th Anniversary and preparing for its next chapter in China.

AFECA in Action

Highlights from AFECA's recent regional engagements, strategic partnerships and industry activities.



Meet Xu Jia

President, Shanghai International Exhibition (Group) Co., Ltd. (SIEC)

Introducing AFECA's newly appointed China Chair and her vision.

Beyond Technology

How artificial intelligence is reshaping marketing, engagement and the future of business events.

Stronger Partnerships. Greater Innovation. One Connected Business Events Community

Asia's business events industry is entering a defining new era. Across the region, destinations are investing in world-class infrastructure, embracing digital transformation and creating new opportunities for international collaboration. At the same time, our industry is adapting to changing delegate expectations, advancing sustainability, and harnessing emerging technologies such as artificial intelligence.

Connecting Asia Shaping Tomorrow



For more than two decades, AFECA has served as a trusted platform that brings together exhibition organisers, convention bureaux, venue operators, industry associations, government agencies and corporate partners to strengthen collaboration and drive the sustainable growth of Asia's Business Events industry.

This edition of AFECA Newsletter focuses on the partnerships, people and ideas that are shaping the industry's next chapter. From strengthening engagement with China through the appointment of Ms. Xu Jia as AFECA China Chair, to preparations for the AFECA Convention 2026 in Xiamen, we highlight the initiatives that are bringing Asia's business events community closer together.

Be Part of Asia's Next Chapter

Discover how you can join the AFECA community, attend the AFECA Convention 2026 and partner with Asia's leading business events federation.

LEADING ASIA FORWARD



As Asia's business events industry enters a new era of growth and transformation, AFECA is strengthening regional collaborations, expanding strategic partnerships and championing Asia's voice on the global stage. **AFECA President Dato' Vincent Lim** shares his vision for the federation's future and the opportunities that lie ahead.

How AFECA Is Shaping Regional Collaboration and Industry Growth

Building Stronger Partnerships Across Asia



AFECA has always believed that meaningful collaboration is the foundation of a thriving and resilient business events industry. Across Asia, governments, convention bureaux, industry associations and private sector leaders face many common opportunities and challenges—from digital transformation and sustainability to talent development and destination competitiveness. By working together, we create stronger outcomes for everyone.

“In Wuxi, I had the privilege of addressing the Convention & Exhibition Destination Development Conference, where industry leaders gathered to discuss how innovation and international collaboration will shape the future of the MICE industry”, said Dato Vincent.

These engagements also resulted in a strategic Memorandum of Understanding that strengthens regional cooperation and creates new opportunities for knowledge exchange, destination partnerships and professional development.



Strengthen regional collaboration



Expand strategic partnerships



Champion innovation and digital transformation



Develop future industry talent



Elevate Asia's voice globally

AFECA CHARTER

AFECA's role extends beyond organising events. Through our conventions, board meetings, business programmes and strategic initiatives, we provide a platform where members can exchange ideas, develop partnerships and learn from one another's experiences.

Membership is about more than networking—it is about belonging to a collaborative community committed to advancing Asia's business events industry. By bringing together diverse perspectives from across the region, AFECA helps members identify emerging opportunities, respond to changing market conditions and strengthen their international connections.

The Next Breakthrough



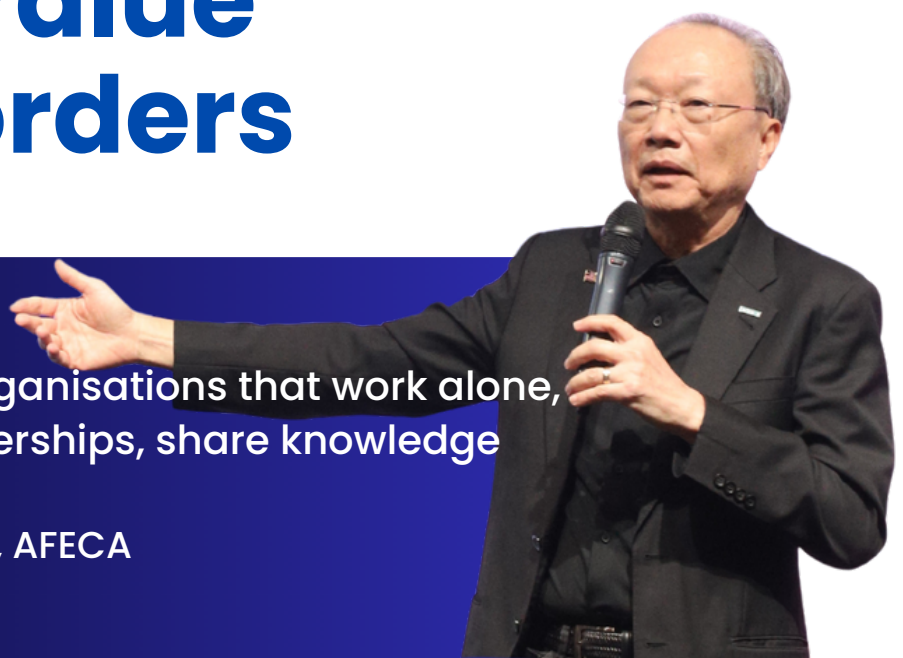
Asia is entering an exciting new chapter, and 2026 marks a breakthrough year for AFECA as we look ahead to new possibilities across the region. As infrastructure, technology and international collaboration continue to advance, AFECA will champion innovation, strengthen regional partnerships and ensure Asia has a united voice in the global business events community.

The future belongs not to organisations that work alone, but to those that build partnerships, share knowledge and grow together. That is the future AFECA is committed to creating.

Creating Value Beyond Borders

"The future belongs not to organisations that work alone, but to those that build partnerships, share knowledge and grow together."

— Dato' Vincent Lim, President, AFECA



Building Bridges Meet Ms Xu Jia



A STRATEGIC APPOINTMENT FOR ASIA

Asia's business events industry continues to evolve, with China playing an increasingly significant role in exhibition, convention and destination development. As one of the world's largest markets, China offers tremendous opportunities for innovation, international collaboration and industry growth.

Recognising this, AFECA has appointed Ms. Xu Jia as its China Chair, a strategic leadership role dedicated to strengthening relationships between China's business events community and AFECA's regional network.

Her appointment reflects AFECA's commitment to expanding engagement in China while ensuring Chinese industry voices are well represented within the federation.



**Board Member &
AFECA China Chair**

President, Shanghai
International
Exhibition (Group)
Co., Ltd. (SIEC)

“

We are delighted to welcome Ms. Xu Jia as AFECA China Chair. Her extensive experience, strong industry network and passion for collaboration will help strengthen engagement with China's business events community while creating new opportunities for partnerships across Asia.

-- AFECA Board

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A VISION FOR GREATER COLLABORATION

As China Chair, Xu Jia will work closely with industry associations, convention bureaux, organisers, venues, universities and business events professionals to encourage greater participation in AFECA initiatives.

Her priorities include fostering stronger partnerships, facilitating knowledge exchange, supporting professional development and creating more opportunities for collaboration between China and the rest of Asia. She also hopes to encourage more Chinese organisations to actively participate in AFECA's conventions, forums, educational initiatives and industry exchanges.

CHINA CONNECT

Growing AFECA's Network in China

As AFECA deepens its engagement with China's business events community, the federation welcomes more Chinese associations, organisers, convention bureaux, venues, destinations, universities and industry partners to join its regional network.



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**Become an
AFECA member**



China's business events industry has much to contribute to regional collaboration, and equally much to gain through stronger partnerships across Asia. I look forward to working with colleagues throughout the region to build new connections, share knowledge and create opportunities that benefit our industry as a whole.

--Xu Jia, AFECA China Chair



Beyond Technology

Why Asia's MICE Industry Must Rethink Marketing in the AI Era

Artificial intelligence (AI) is rapidly changing the way business events are marketed, managed and experienced. Yet technology alone is not enough. According to digital marketing strategist **Ms. Jasmine Chan, Head of Digital & Strategy, Cake Experiential Communications (Asia) Sdn Bhd**, the future belongs to organisations that combine AI with human creativity, strategic thinking and meaningful audience engagement.

AI is Changing the Rules

AI has become one of the most talked-about topics in the business events industry. From personalised marketing and intelligent matchmaking to data analytics and automated customer service, AI is transforming how organisers engage with delegates, exhibitors and sponsors.

Yet amid all the excitement, one important question remains:

Will technology
alone determine the
future of business events?



According to digital marketing strategist **Ms. Jasmine Chan**, the answer lies not simply in adopting new technologies, but in fundamentally rethinking how organisations engage audiences before, during and after every event.

"Technology should enhance relationships—not replace them," she says. Today's event participants look forward to year-round engagement ecosystems that foster lasting communities rather than one-off campaigns.

The organisations that succeed will not necessarily be those with the most sophisticated technology, but those that understand how to combine digital innovation with authentic human engagement.



The New Event Journey

Traditionally, events marketing focused on attracting delegates to register.

Today, successful organisers are designing an entire customer journey.

That journey begins when someone first discovers an event online and continues through registration, attendance, networking and post-event engagement.

AI enables organisers to understand audience preferences more accurately than ever before.

Preparing for the Future with Humanity

Business events are built on trust, relationships and shared experiences.

AI may help us communicate faster, analyse data more effectively and automate repetitive tasks, but it cannot replace creativity, empathy or strategic thinking.

"Technology can accelerate innovation," she explains, "but it is people who create meaningful experiences."

Embracing Data and AI for Smarter Business Events

Perspectives by Jasmine Chan



"Technology can accelerate innovation, but it is people who create meaningful experiences."

— Jasmine Chan, Head of Digital & Strategy

Using data responsibly, AI can help organisers:

- **Recommend relevant conference sessions**
- **Suggest networking opportunities**
- **Match exhibitors with qualified buyers**
- **Personalise communications**
- **Improve attendee experiences**

These capabilities create greater value for all stakeholders while allowing organisers to make more informed decisions based on real-time insights.

Future-ready organisations will need to:

- **Embrace data-driven decision making**
- **Strengthen digital capabilities**
- **Invest in continuous learning**
- **Integrate marketing, technology and event operations**
- **Place delegates at the centre of every strategy**

For AFECA members, these changes present opportunities rather than obstacles.

By sharing knowledge, exchanging best practices and learning from one another across borders, the industry can collectively build smarter, more resilient and more engaging business events.

Five Questions Every Event Organiser Should Ask:

Are we using AI to improve attendee experience?



Do we understand our audience beyond registration numbers?



Are we building a year-round community?



Is our technology strengthening human connections?



Are our teams equipped with digital skills?



Asia's Next Chapter Takes Shape

From Jakarta to Xiamen

From celebrating 20 years of regional collaboration in Jakarta to preparing for the AFECA Convention 2026 in **Xiamen**, AFECA's journey reflects the continuing evolution of Asia's business events industry – and the growing importance of stronger connections across the region.

The AFECA Convention 2026 will take place alongside the **9th Xiamen MICE Week** and the **2nd China Xiamen MICE Supply Chain Fair**, creating a wider platform for delegates to engage with the city's business events ecosystem.



From 20 Years of Collaboration to the Next Chapter

The AFECA Convention 2025 in Jakarta marked an important milestone as the federation celebrated its 20th anniversary. It was a moment to reflect on bringing Asia's exhibition and convention community together, while looking ahead to the opportunities and challenges shaping the industry's future.

But the Jakarta gathering was more than a celebration of the past. It also set the stage for AFECA's next chapter – one centred on stronger regional partnerships, innovation, talent development and greater international collaboration.

During AFECA's recent engagement in Xiamen, the federation met with the **Xiamen Convention and Exhibition Association (XMCEA)** to discuss preparations for the 2026 Convention. The discussions reaffirmed a shared commitment to creating a meaningful platform for regional collaboration and industry development.

As one of China's leading convention and exhibition destinations, Xiamen represents many of the opportunities shaping Asia's future. Strategically positioned as a gateway for trade, investment and international collaboration, the city reflects China's continued commitment to innovation, connectivity and business events development.



**AFECA Convention 2026,
19–21 November 2026, Xiamen, China**

A Convention with Purpose

The AFECA Convention 2026 will bring together four signature programmes:

20 Nov 2026	4th A20 Business Events Forum Bringing together industry leaders and stakeholders to discuss the future of Asia's business events industry. 2nd AFECA Annual Awards & AFECA Hall of Fame Shaping the federation's strategic direction and strengthening member engagement.
21 Nov 2026	21st AFECA Annual General Meeting Shaping the federation's strategic direction and strengthening member engagement. 11th Asia MICE Youth Challenge Showcasing the ideas and potential of the next generation of MICE professionals.

the Convention will offer an opportunity to:

COLLABORATE

Build new relationships and explore opportunities for cross-border cooperation.

CONNECT

Meet industry leaders, associations, destinations and business partners from across Asia.

DISCOVER

Experience Xiamen and explore China's evolving MICE landscape.

LEARN

Exchange ideas on innovation, sustainability, technology and industry development.

Contact the AFECA Secretariat for more information about AFECA Convention 2026





Industry News

AFECA extends its warmest congratulations to the **newly elected leaders** of its member associations. We are pleased to celebrate their appointments and look forward to continued collaboration and shared efforts in strengthening the exhibition and convention industry across Asia.

Wendy Lai, Chairman

Hong Kong Exhibition and Convention Industry Association



MACEOS

Eric Ho Kah Pheng, President

Malaysian Association of Convention and Exhibition Organisers and Suppliers

Kitty Wong, President

Taiwan Exhibition & Convention Association

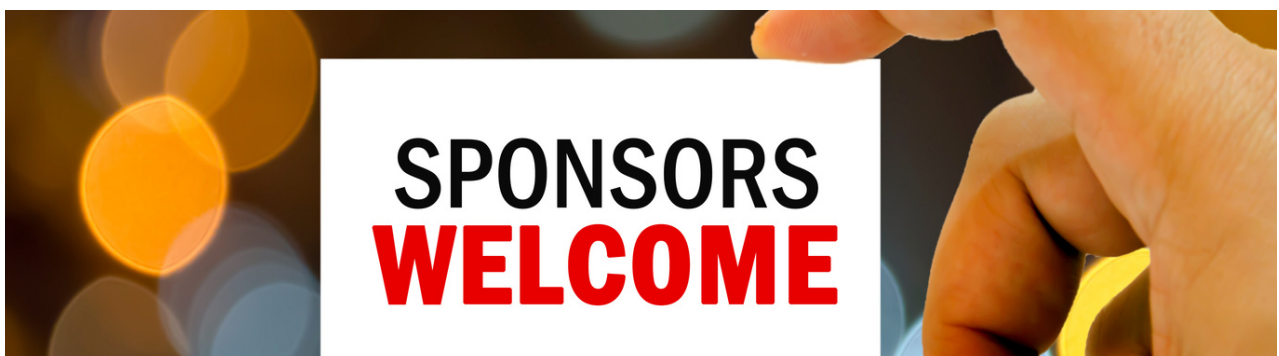


Sang Hyeo Jo, President

Association of Korean Exhibition Industry

AFECA wishes them every success in their new leadership roles and looks forward to working closely with them to foster greater connections, cooperation and development within the Asia MICE industry.

Sponsorship Opportunities



The AFECA Convention is more than a conference – it is a gathering of Asia's most influential business events leaders. Sponsoring the Convention provides your organisation with an exceptional platform to build brand visibility, strengthen relationships and engage directly with key decision-makers from across the region.

Whether your objective is brand awareness, market expansion or thought leadership, AFECA offers sponsorship opportunities that deliver meaningful exposure before, during and after the Convention.

If you are interested in sponsorship, please contact AFECA secretariat: secretariat@afeca.asia

We welcome discussions on tailored sponsorship opportunities to meet your marketing and business objectives.

AFECA Welcomes New Members

– Growing Stronger Together

We are thrilled to welcome the newest members who have joined us in 2026:

Association members

- Wuxi Convention and Exhibition Industry Association
- Zhejiang International Convention & Exhibition Industry Association
- Shandong Convention and Exhibition Industry Development Association

Corporate members

- Shanghai International Exhibition (Group) Co. Ltd.
- Hunan International Convention and Exhibition Centre Co. Ltd.
- Rennie Exhibition (Shanghai) Co. Ltd.

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 Business Events 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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Stay Connected :   



Join AFECA Family

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 Asian interests at the international level.
- To promote the common interest of its members.

** Advertising opportunities are now available in AFECA Newsletter.
For advertising enquiries, please contact AFECA Secretariat at secretariat@afeca.asia