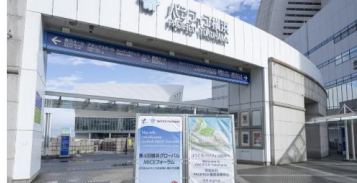


明日をひらく都市

OPEN X PIONEER
YOKOHAMA



第5回 横浜グローバルMICEフォーラム

ビジネスイベントのサステナブルな歩み

The 5th Yokohama Global MICE Forum – Sustainable Future of Business Events –



Save the date!
Wed, 13. December



After several years of the COVID-19 pandemic, we are reminded of the importance of face to face gatherings, discussions and events that promote interaction among people, which is essential for the development of academic, commercial and other social activities. However, in order to hold sustainable business events, we cannot turn our eyes away from the burdens that the holding of these events brings. Cooperative efforts by all suppliers, inside and outside the industry, are required to limit environmental impact.

It is also important for the business events industry to remain sustainable, relevant, and attractive in order to engage and nurture the next generation of professionals in the industry.

In the 5th Yokohama Global MICE Forum, we will discuss together with all industry partners about the way of hosting the sustainable business events and a sustainable working environment for the business events industry.

Information

Date **Wed, 13. December, 2023**

Theme **Sustainable Future of Business Events**

Event format **In-person only**

* with JN/EN interpretation

Venue **PACIFICO Yokohama Conference Center 5F**

Who should attend? Business events professionals

Organized by PACIFICO Yokohama

Co-organized by The City of Yokohama

Supported by

Japan Convention Management Association (JCMA)

Japan Congress & Convention Bureau (JCCB)

Yokohama Convention & Visitors Bureau (YCVB)

Forum website: ygmf.pacifico.co.jp/en

WHY ATTEND

Catch up with trends in the international business events industry



A unique opportunity to gain the latest insights directly from industry key person from Japan and abroad.

Get ideas to achieve a sustainable business events



This time we focuses on sustainability of business events. Let's explore sustainable ways of working and the ways of hosting sustainable events.

Build a network of future partners



Build a close network among participants through discussions in this forum and discover future partners that will expand future business opportunities.





Time	Programme
10:00-10:30	Registration
10:30-10:45	Opening
10:45-12:15	<p>Session 1 Business Events, an Ideal Place to Work ! (?) </p> <p>The working environment has changed dramatically, not just in the business events industry. The shortage of young talent is the same in every industry, but can business events be an attractive place to work for Millennials & Gen.Z? This session explores the common issues between South Korea and Japan regarding the "sustainable" business events industry and the sustainability of people working in the industry.</p> <p>[Speaker]</p> <ul style="list-style-type: none"> ● Dr. Hwabong Lee Associate Professor, Department of Convention and Event Management, Hallym University of Graduate Studies ● [Moderator] Ms. Hiromi Murayama Senior Manager, Marketing & Business Strategy, PACIFICO Yokohama <hr/> <p>Short pitch from:</p> <ul style="list-style-type: none"> ● Ms. Kanako Kinoe Corporate Planning, PACIFICO Yokohama "Pushing to Form a "Guiding Coalition" to Lead Change and Drive Impact"
12:15-13:15	Lunch
13:15-15:30 * including mini break	<p>Session 2 Becoming a Sustainable Business Events Destination </p> <p>How to integrate the approaches and efforts of individual suppliers to achieve sustainable business events destination – in this session we learn from Goyang and Thailand cases.</p> <p>co-hosted by JCMA </p> <p>[Speakers]</p> <ul style="list-style-type: none"> ● Ms. Pat Satkhum, CEM, CIS, CED, SEPC, EMD Senior Manager, Sustainability Development Section, MICE Capabilities Department, Thailand Convention and Exhibition Bureau "Thailand – A Sustainable MICE Destination" ● Mr. Peter Lee Managing Director, Goyang Convention & Visitors Bureau "Long journey of Goyang City to be sustainable MICE destination" ● [Moderator] Ms. Kimie Kojima Chief Consultant, JTB Tourism Research & Consulting Co. <hr/> <p>Short pitch from:</p> <ul style="list-style-type: none"> ● Ms. Hyeji Moon Marketer, Coex Space Marketing Team, Coex "Utilizing Advertisement Platforms for Sustainability: Create New Model in MICE Industry"
15:30-16:00	Coffee Break
16:00-16:45	<p>Closing keynote Learnings from the Global Meetings Industry </p> <p>At IMEX 2023 in Frankfurt in May 2023, Tatsuo Arai was recognized as the first Japanese to receive The Paul Flackett IMEX Academy Award, which is awarded to those who have made a significant contribution to the development of the industry. A message for future leaders on how the long-time leader of Japan's MICE industry thinks about the future of business events.</p> <p>[Speaker]</p> <ul style="list-style-type: none"> ● Mr. Tatsuo Arai "Learnings from the Global Meetings Industry"
16:45-17:00	Closing
17:00-18:00	Transportation
18:00-20:30	Reception @ Yokohama Marine Tower
20:20-21:05	YORUNOYO Night Tour



Dr. Hwabong Lee

Associate Professor, Department of Convention and Event Management, Hallym University of Graduate Studies

Professor Lee Hwa-bong, starting his career with the planning team for first alternative cultural festival in South Korea, the Independent Art Festival (now known as the Seoul Fringe Festival), has been involved in planning and operating a variety of business events ranging from cultural content exhibitions to industry fairs and urban festivals at COEX, a convention center located in the middle of Seoul. Currently, he serves as a associate professor at Hallym University of Graduate Studies, where he teaches both industry professionals and students. He earned his master's degree from the University of Nevada, USA, and obtained his Ph.D. from the Hong Kong Polytechnic University.



Ms. Pat Satkhum, CEM, CIS, CED, SEPC, EMD

Senior Manager, Sustainability Development Section, MICE Capabilities Department, Thailand Convention and Exhibition Bureau

Pat Satkhum has more than 8 years of direct experience in MICE industry, especially trade exhibitions sector. She had held position in Operations Department with Reed Exhibitions (now RX), one of the world largest professional exhibitions organizers (PEO) company, and supervising operations in more than 20 Thai and international projects. Highlight projects are The Royal Flora Ratchaphruek 2006 - an A1 (World Expo Level) horticultural exposition, Honorary Exhibition on the Occasion of the 60th Anniversary Celebration of the Throne, Asian Aerospace International Expo and Congress and more. In 2013, Pat decided to use her experience and expertise to serve the country by joining Thailand Convention & Exhibition Bureau (TCEB), a government agency under supervision of Thailand Prime Minister's Office, tasked with supporting and developing capability of Thai MICE industry. Pat Satkhum, CEM, CIS, CED, SEPC is currently a Senior Manager of TCEB's Sustainable Development Sector, in charge of overall planning and strategizing the sustainability development and regeneration of Thailand's MICE industry. This includes stakeholder's engagement, partnership and alliances, capability building and training, public engagement, product development, and project governance. Pat is skilled in Sustainability Strategic Planning, Corporate Sustainability, Sustainable Development, Sustainability standards, Event Planning, and Coaching with strong consulting professional.



Mr. Peter Lee

Managing Director, Goyang Convention & Visitors Bureau

Peter Lee is thoughtful and globalized leader in Business Events Industry of Korea. He is currently Managing Director of Goyang Convention & Visitors Bureau since Nov, 2016 and also, had served for Korea MICE Association as a board member and committee chair of Industry Development Committee. He has developed his expertise through various roles in various fields of the MICE industry for over 20 years. He had worked for MCI Group (Global Integrated Event Management Company based on Geneve) Korea and high profiled skills in fields of meeting planning & operation, AM&C (Association Management Consulting) and DMC (Destination Management Company).

Peter Lee is a pioneer in the Sustainability of MICE and is board member of Global Destination Sustainability Movement which is global destination network for destination sustainability. He is also achieved Ph. D majoring on Sustainability in MICE industry. As thought leader of meeting industry in Korea, peter is actively engaging with organizations at the forefront of the latest education and knowledge exchange in the industry. Especially, since 2013, he has actively engaged in NCS (National Competency Standards) projects of MICE industry which is create national standards, education materials and evaluation system as developer, writer and evaluator.



Mr. Tatsuo Arai

During his 46-year experience in the meetings industry, Tatsuo served as Corporate Officer of Japan Convention Services, Managing Director of MCI-JCS Japan, ICCA Ambassador for Japan, Financial Officer of MPI Japan Chapter, Director of the INCON Group, Member of Advisory Boards for Japan Tourism Agency, and at some other industrial positions. Tatsuo was a speaker/moderator in many sessions of ICCA, IAPCO and MPI. He also gave lectures at several educational seminars organised by Japan Tourism Agency and convention bureaux in Japan. He was awarded the Paul Flackett IMEX Academy Award in 2023.





Ms. Kimie Kojima

Chief Consultant, JTB Tourism Research & Consulting Co.

After working for a hotel in Tokyo and inbound travel business, she joined ICS Planning (now: JTB Communication Design) in 1994 and has 22 years of experience in all aspects of MICE. 2012- Division Manager of the department whose main business is exhibition organization. 2017- Seconded to JTB Research Institute, she researches for MICE in general, consulting, strategy formulation, and human resource development. She is a board member of JCMA and a member of JEXA, ICCA, SITE, MPI, and PCMA. Achievements: Japan Tourism Agency, "Promotion of Business Utilization in MICE" (FY2019), survey work for Yokohama City Tourism and MICE strategy formulation (FY2021), lecturer at the TCVB "MICE Basic Course," etc.



Ms. Hyeji Moon

Marketer, Coex Space Marketing Team, Coex

Hyeji Moon began her career in the COEX Space Marketing Team and played a key role in launching COEX's advertising platform, XPACE. With diverse experiences ranging from brand marketing to online marketing, she aspires to become a marketing expert. She loves acquiring new marketing technologies and applying them in practice. Recently dispatched to PACIFICO Yokohama, she is enjoying her career more than ever.



Ms. Kanako Kinoe

Marketer, Coex Space Marketing Team, Coex

Kanako Kinoe joined PACIFICO Yokohama in 2019 as an event coordinator in the Sales & Event Coordination Department. Over the next four years, she was in charge of numerous events, including association meetings, corporate meetings, and international conferences, overseeing the execution of over 80 domestic and international events with 20-30,000 attendees held in the venue. Notably, amid the challenges posed by the COVID-19 pandemic, she successfully managed the Oshiro (Japan Castle) Expo 2021, attracting a remarkable 13,000 participants while implementing meticulous risk management. In her current capacity within the corporate planning department, Kanako has played a pivotal role in coordinating various projects aimed at creating new values. This includes establishing partnerships with local governments and communities, facilitating human resource exchange, and implementing content marketing.

Forum supporters



Forum partners



PACIFICO Yokohama Conference Center

5 min from Minatomirai Line Minatomirai Station
17 min from JR Yokohama Station by Articulated Bus "BAYSIDE BLUE" 乗 PACIFICO Yokohama
About 40 minutes by direct limousine bus from Haneda Airport 乗 PACIFICO Yokohama

〒220-0012
1-1-1, Minato Mirai, Nishi-ku, Yokohama

Access Map ▶



「YOKOHAMA MICE SHOWCASE 2024」 By Yokohama Convention & Visitors Bureau

A showcase of 'MICE City Yokohama' through monitoring tours, the latest content presentations, business meetings and exchange events will be held at PACIFICO Yokohama North on Wed., 28 February, 2024.

