

## HKECIA Annual Seminar and Christmas Cocktail 2024

### Event Details

Date: 29 November 2024 (Friday)  
 Time: 3:00pm (Registration)  
 3:30-5:15pm (Seminar)  
 5:15-6:45pm (Christmas Cocktail)  
 Venue: Blueprint – Town Hall, 2/F Dorset House, 979 King’s Road, Quarry Bay, Hong Kong

### Featured Speakers, Panelists, Moderator and VIP Guest (in alphabetical order by company name)

- **Mr Mark Cochrane**, Managing Director, Business Strategies Group (BSG), and UFI Regional Director, Asia Pacific
- **Mr Chris Brown**, Founder & CEO, EnviroEvents (ReThink) Limited
- **Mr Joey Pather**, Senior Vice President, Galaxy International Convention Center
- **Ms Monica Lee-Müller**, Managing Director, Hong Kong Convention and Exhibition Centre (Management) Limited
- **Mr Stuart Bailey**, Chairman, Hong Kong Exhibition & Convention Industry Association, and CEO & Founder, Bailey Communications Hong Kong Ltd
- **Mr Darren Burden**, Executive Director, Kai Tak Sports Park
- **Mr Ted He**, General Manager, Zhuhai International Convention & Exhibition Center

### Programme

Time	Programme
3:00pm	<b>Registration Starts</b> Blueprint – Town Hall, 2/F Dorset House, Quarry Bay
3:30pm-3:35pm	<b>Welcome Address</b> <ul style="list-style-type: none"> <li>• <i>Mr. Stuart Bailey, Chairman, Hong Kong Exhibition &amp; Convention Industry Association (HKECIA)</i></li> </ul>
3:35pm-4:05pm	<b>Sports Economy and Future of Mega Events</b> <ul style="list-style-type: none"> <li>• <i>Mr Darren Burden, Executive Director, Kai Tak Sports Park</i></li> </ul>
4:05pm-4:35pm	<b>Better Stands Initiative &amp; Sustainability</b> <ul style="list-style-type: none"> <li>• <i>Mr Chris Brown, Founder &amp; CEO, EnviroEvents (ReThink) Limited</i></li> </ul>
4:35pm-5:10pm	<b>Panel Discussion: The Future of Exhibitions in the GBA</b>  <u>Moderator:</u> <ul style="list-style-type: none"> <li>• <i>Mr Mark Cochrane, Managing Director, Business Strategies Group (BSG), and UFI Regional Director, Asia Pacific</i></li> </ul> <u>Panelists:</u> <ul style="list-style-type: none"> <li>• <i>Mr Joey Pather, Senior Vice President, Galaxy International Convention Center</i></li> <li>• <i>Ms Monica Lee-Müller, Managing Director, Hong Kong Convention and Exhibition Centre (Management) Limited</i></li> <li>• <i>Mr Ted He, General Manager, Zhuhai International Convention &amp; Exhibition Center</i></li> </ul>
5:10pm-5:15pm	<b>Award Presentation – AFECA Asia MICE Youth Challenge (Hong Kong)</b>
5:15pm	<b>Christmas Cocktail &amp; Lucky Draw</b>
6:45pm	<b>End of Event</b>

The above programme may be subject to change without further notice.