

## A SPECIAL ANNIVERSARY ISSUE

Endorsed by the 10 ASEAN NTOs

## **MICE EDITION**

## **ASEAN'S GOLDEN JUBILEE**

To commemorate the region's golden anniversary and showcase ASEAN as one, this special issue will arm the MICE industry with must-know intelligence, reports, analyses, guides, showcases and other professional content to inspire the tourism results that ASEAN desires to achieve.

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## ORIGINAL EDITORIAL CONTENT\*



#### **Features**

**50 Hardiest MICE Specialists:** Spotlight on established MICE specialists & the next generation of MICE bosses in South-east Asia

**50 MICE Investments To Watch:** Invest in game-changing hardwares impacting business events & find out the power of integrated resorts

**50 Hot Business Hotels In ASEAN:** A highlight on hotels that have made themselves known in the business travel & events industry

**MICE On The High Seas:** How cruise is growing in this region and how cruise companies are endearing themselves to event planners



## **Analysis of ASEAN MICE Industry**

The Big Asian Appetite: How intra-ASEAN MICE has grown over the years & its future outlook

**Courting the Dragon & the Elephant:** A look at the world's next biggest source of MICE traffic – China & India

**AEC:** Its impact on tourism investments, movement of labour & tourists in ASEAN

ASEAN Marketing: Marketing ASEAN as one



## **Infographics**

Fun facts about the 10 ASEAN countries
BTmice intelligence



#### Gallery

ASEAN people

\*Subject to change

### Roundtable

The power of ASEAN as one

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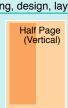
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PUBLICATION DATE
September 2016

BOOKING DEADLINE
3 August 2016

MATERIAL DEADLINE
17 August 2016

## **CONTACT US**

## **ADVERTISING**

### SINGAPORE Ar-lene Lee

arlene.lee@ttgasia.com (65) 6395 7510

#### **HONG KONG**

### Stephanie So stephanie.so@ttgasia.com (852) 2237 7252

#### AD MATERIAL SUBMISSION

### **Cheryl Lim**

cheryl.lim@ttgasia.com (65) 6395 7540



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