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Connecting you to the

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travel market

26 – 28 April 2023

**In-Person**

Jio World Convention Centre, Mumbai, India

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**ITB**

COMMUNITY  
IN ASIA

# KNOWLEDGE THEATRE

## Confirmed Speakers:

1. Sanjay Madan, Co-Founder, **Adventures Overland**
2. Amanpreet Singh Bajaj, General Manager for India, SEA, HK and Taiwan, **Airbnb**
3. Rakesh Bansal, CEO, **Amadeus India**
4. S. N. Manzur Murshed (Mahbub), President, **Association of Travel Agents of Bangladesh (ATAB)**
5. Jayaraj Shanmugam, Chief Operating Officer - Leisure, **Bangalore International Airport**
6. Santosh Kumar, Country Head - Indian sub-continent & Indonesia, **Booking.com**
7. Carl Dantas, Chairman Emeritus & Founder President, **Enterprising Travel Agents Association (ETAA)**
8. Rajiv Mehra, President, **Indian Association of Tour Operators (IATO)**
9. Anil Chadha, Divisional Chief Executive, **ITC Hotels**
10. Vikramjit Singh, President, **Lemon Tree Hotels**
11. Anastasia Popova, Deputy General Director for International and Industry Cooperation, **Moscow Project Office for Tourism and Hospitality Development**
12. Manoj Singh, Country Head India, **Norwegian Cruise Line Holdings**
13. Riaz Munshi, President, **Outbound Tour Operators Association of India (OTOAI)**
14. GB Srithar, Regional Director, India, Middle East & South Asia, **Singapore Tourism Board**
15. Daniel Dsouza, President & Country Head, Leisure, **SOTC Travel Limited**
- 16.
17. Neliswa Nkani, Hub Head – Middle East, India and South East Asia, **South African Tourism**
18. Sunila Patil, Founder & Director, **Veena World**
19. Sara Sodhi Juneja, Country Head- India & UAE, **Visit Finland**
20. Nikhil Sharma, Regional Director, **Wyndham Hotels & Resorts – Eurasia**

# mice SHOW INDIA

## Confirmed Speakers:

1. Chander Mansharamani, Managing Director, **Alpcord Network Events and Conferences Management Company**
2. Harshad Donde, Country Director - India, **BCD Meetings & Events**
3. Tanuja S Mugga, Global Travel Operations Senior Manager, **Boston Consulting Group (BCG)**
4. Ajay Chaudhary, Senior Manager Travel & Events, **Boston Consulting Group (BCG)**
5. Manpreet Bindra, President & Head - MICE, **FCM Travel Solutions India**
6. Rakesh Negi, Senior Vice President – Operations, **FCM Travel Solutions India**
7. Vinita Kripalani, Associate Regional Vice President, **HelmsBriscoe**
8. Neelu Singh, Managing Director, APAC, **HRS Group**
9. Amaresh Tiwari, Vice Chairman, **India Convention Promotion Bureau (ICPB)**
10. Tanvi Mazmudar, Global Business Travel Leader, **Lowe's India**
11. Maya Anurova, Head of Business Tourism Development Department, **Moscow Project Office for Tourism and Hospitality Development**
12. Jagdeep Bhagat, National Coordinator, **Network of Indian MICE Agents (NIMA)**
13. Nitin Sachdeva, International Board of Directors, **SITE**
14. Barun Gupta, President, **SITE India**
15. Sangitha Shetty, General Manager Global Travel & Mobility, **Tata Communications**

DAY ONE – 26 APRIL 2023		DAY TWO – 27 APRIL 2023		DAY THREE – 28 APRIL 2023	
THE BIG ISSUES		THE BIG ISSUES		THE ECOSYSTEM & BUSINESS MODELS	
09:00 AM – 09:30 AM	<b>C-Suite Talk:</b> Hospitality's Biggest Opportunities in the South Asia's Market	09:00 AM – 09:30 AM	<b>C-Suite Talk:</b> Stimulating Travel Demand in New Context	09:00 AM – 09:30 AM	A PCO's Perspective: Creating Engaging Event Experiences, No Matter the Format
09:30 AM – 10:00 AM	<b>C-Suite Talk:</b> Driving the Future of Tours & Activities	09:30 AM – 10:00 AM	<b>C-Suite Talk:</b> Sustainable Tourism – Not Just a Buzzword	09:30 AM – 10:00 AM	Sustainability in Meeting Space
10:00 AM – 10:30 AM	<b>C-Suite Talk:</b> Latest insights on India's Travel Market	10:00 AM – 10:30 AM	<b>C-Suite Talk:</b> Building the Rewards Strategy That Works: How to Target, Retarget and Retain More Customers?	10:00 AM – 10:30 AM	Fireside Chat: Rethinking Incentive Travel for Destinations and Hotels
10:30 AM – 11:30 AM	<b>Keynote:</b> Join us for keynote presentations, where leaders of major travel companies and related partners share their insights on issues facing the industry today, the opportunities present in the industry and the trends that will shape the future of travel.	10:30 AM – 11:30 AM	<b>Fireside Chat:</b> Driving South Asia's Next Tourism Revolution  Join us in this fireside chat where visionary leaders, brand builders, innovative entrepreneurs, and trend experts discuss and share their thought leadership on	10:30 AM – 11:30 AM	<b>MICE Leaders' Panel:</b> Return to a World Transformed: Revitalising MICE for a New Era in South Asia  Most meetings and events have returned in person worldwide. Yet that doesn't take away the challenges that the entire industry is facing. Over the past two

	<p>10:30 – 11:00: <b>Keynote Presentation 01: Looking Toward 2025: Where Travel Will Be</b></p> <p>11:00 – 11:30: <b>Keynote Presentation 02: How Can We Reboot Tourism in South Asia?</b></p>		the future trends that will impact the South Asian travel market.		<p>years, MICE leaders and professionals in South Asia have been coping with a new range of situations – from the global pandemic itself to the economic recession, the changing travellers’ sentiments, the travel regulations and the explosive growth of meetings technologies and innovations.</p> <p>This panel discussion is where we – as people, professionals, buyers and sellers of travel and meetings services – explore how different players in the MICE ecosystem can work together to deliver a better bottom line and future for the industry.</p>
11:30 AM – 12:00 PM	<b>C-Suite Talk: Understanding the Changing Context, Emerging Trends and Consumer Expectations</b>	11:30 AM – 12:00 PM	<b>C-Suite Talk: Connecting Destinations to Travellers: Unconventional Marketing Strategies</b>	11:30 AM – 12:00 PM	<b>Understanding MICE Destination Choices in New Normal</b>
12:00 PM – 13:00 PM	<p><b>NTOs’ Talks: Destination Rediscoveries</b></p> <p>As we look forward to the recovery and growth of international travel, it is a good time to evaluate and make plans for the future.</p> <p>Join us in this series of talks where leaders from national tourism organisations (NTOs) across the region and beyond share insights and plans for their destinations to come back stronger than before.</p> <p>Talk 1:</p> <p>Talk 2:</p> <p>Talk 3:</p>	12:00 PM – 13:00 PM	<p><b>NTOs’ Talks: Destination Rediscoveries</b></p> <p>As we look forward to the recovery and growth of international travel, it is a good time to evaluate and make plans for the future.</p> <p>Join us in this series of talks where leaders from national tourism organisations (NTOs) across the region and beyond share insights and plans for their destinations to come back stronger than before.</p> <p>Talk 1:</p> <p>Talk 2:</p> <p>Talk 3:</p>	12:00 PM – 13:00 PM	<p><b>CVB &amp; Venue Talks: MICE Destinations Reimagined</b></p> <p>As we look to the future, what are the attendees’ changing behaviours, priorities, and preferences that event organisers should pay attention to? With the return of in-person events, how are we going to build on that momentum?</p> <p>Join us in this series of talks where leaders from Convention and Visitors Bureau (CVBs) and Event Venue across South Asia and beyond to discuss ideas and set actions for MICE destinations to come back stronger than before.</p> <p>Talk 1:</p> <p>Talk 2:</p> <p>Talk 3:</p>
13:00 PM – 14:00 PM	<p><b>Hotel Leaders’ Panel: Adapt and Grow</b></p> <p>As the world begins to look towards the future and what it might hold for those across different areas of the hospitality industry, we gather leaders in this sector to come together and share their thoughts on how the hospitality industry has adapted and transformed to stay relevant and grow in a new world of travel.</p> <ul style="list-style-type: none"> <li>• Why hospitality brands need to think differently about guest experience</li> <li>• New travel demand and the shift in travellers’ booking habits</li> <li>• Diversifying beyond traditional offerings</li> <li>• The BIG ideas</li> </ul>	13:00 PM – 13:30 PM	<b>What’s Your Back-up Plan? How Flexibility is a Key Trait for Travel Bookings</b>	13:00 PM – 13:30 PM	<b>What Makes a Successful Transformation to Hybrid</b>
		13:30 PM – 14:00 PM	<b>Risk Monitoring: New Challenges Bring New Technologies</b>	13:30 PM – 14:00 PM	<b>How the Metaverse Is the Next Big Thing for Events and Conferences</b>

NEXT-GEN TRAVELLERS		MICE – OUTLOOK & TRENDS		CORPORATE TRAVEL – THE CHANGING LANDSCAPE	
14:00 PM – 14:30 PM	<b>C-Suite Talk:</b> Collective Individualism: The Changing Consumer Behaviours in India and What It Means for Group Travel	14:00 PM – 14:30 PM	MICE Tourism in India: 2023 Outlook	14:00 PM – 14:30 PM	Corporate Travel Forecast: Future Trends and Challenges
14:30 PM – 15:00 PM	<b>C-Suite Talk:</b> The Conscious Travellers: What Your Brand Needs to Know and Adapt	14:30 PM – 15:00 PM	Growing MICE as 24/7 e-Marketplace	14:30 PM – 15:00 PM	Sustainability – Corporate Traveller’s New Priorities
15:00 PM – 15:30 PM	<b>C-Suite Talk:</b> Luxury Travel: Where Are the Indians Going and What Drives their Preferences?	15:00 PM – 15:30 PM	Redefining Attendees’ Experiences: A Balance Between Virtual and Physical	15:00 PM – 15:30 PM	Travel and Expense Management: Simplified, Digitised and Automated
<b>TRAVEL MARKETING 2.0</b>		15:30 PM – 16:00 PM	Remote Work and Team Travel: Exploring New Forms of Work Trips	15:30 PM – 16:00 PM	Are We Facing a Human Resource Gap? Changes in the Travel and Meetings Industry and its Impact on Talent Management
15:30 PM – 16:00 PM	<b>C-Suite Talk:</b> The Changing Landscape of Media Consumption in India and South Asia				
16:00 PM – 16:30 PM	<b>C-Suite Talk:</b> Building Customer Loyalty When Expectations Are at an All-time High	16:00 PM – 17:00 PM	<b>Buyers Meet TMCs Panel:</b> The State of Corporate Travel 2024  Join us in this panel discussion that gathers corporate travel managers, meetings and event executives, travel management companies (TMCs) and leading business travel thought leaders from South Asia on how the industry is evolving.  <ul style="list-style-type: none"> <li>• The corporate travel trends that we will see in 2023 and beyond</li> <li>• Corporate travellers’ shifting sentiments and the evolving roles of travel managers</li> <li>• Real-world digital transformation strategies implemented by companies in corporate travel</li> <li>• When you think about the future of corporate travel, what do you see?</li> </ul>	16:00 PM – 16:30 PM	Savings Beyond Sourcing: Innovative Strategies to Optimise Your Travel Programme
16:30 PM – 17:00 PM	<b>C-Suite Talk:</b> Travel Influencer Marketing: The Good, the Bad and the Brilliant			16:30 PM – 17:00 PM	Attendee Wellness: New Definition and Approach



**Confirmed Speakers:**

1. Anshul Gupta, Managing Director, Travel & Hospitality Industry, **Accenture - Advanced Technology Centers in India**
2. Krishna Rathi, Country Director-India, Sri Lanka & Nepal, **Agoda**
3. Syed Shafat Uddin Ahmed, Member, **Bangladesh Outbound Tour Operators Association (BOTOA)**
4. Darshana Shirodkar, Senior Director, Lodging Market Management -Southeast Asia and Indian Subcontinent, **Expedia**
5. Bartomeu Gili Prohens, Vice President, Middle East, Africa and India, **Hotelbeds**
6. Alope Bajpai, Co-Founder & Group CEO, **ixigo**
7. Tarun Tahiliani, Country Manager - India, **KAYAK**
8. Paurus Nekoo, Regional Distribution Manager, APAC, **Lufthansa Group**
9. Arun Ashok, Regional Head - India & Middle East, **Luxury Escapes**
10. Riaz Munshi, President, **Outbound Tour Operators Association of India (OTOAI)**
11. Kumar Gaurav Gupta, VP & Country Manager - India, **SAP Concur**
12. Rajdev Bhattacharya, Global Head Travel & Hospitality, **Wipro Limited**

DAY ONE – 26 APRIL 2023		DAY TWO – 27 APRIL 2023		DAY THREE – 28 APRIL 2023	
TECH & THE FUTURE OF TOURISM		TOURS, ACTIVITIES & EXPERIENCES		HOTEL & ALTERNATIVE ACCOMODATIONS	
09:00 AM – 09:30 AM	Key Technology Trends Emerging in the Travel Industry	09:00 AM – 09:30 AM	How OTAs can Adapt to the Return of International Travel?	09:00 AM – 09:30 AM	Digital Transformation for Hotel's End-to-End Experience
09:30 AM – 10:00 AM	Contactless Travel in the New Normal	09:30 AM – 10:00 AM	In an AI-driven World, What Does It Mean to Be a Travel Agent?	09:30 AM – 10:00 AM	Leveraging AI and Automation for Hotel Procurement
10:00 AM – 10:30 AM	Self-Service Technologies: The Essential of Future Tourism	10:00 AM – 10:30 AM	How Technology Takes Visitor Experiences to the Next Level	10:00 AM – 10:30 AM	How Smart Technology is Reshaping the Hospitality Industry
10:30 AM – 11:00 AM	New Distribution Strategies to Lower Cost and Drive More Bookings	10:30 AM – 11:00 AM	Are Hybrid Experiences the Future of Travel?	10:30 AM – 11:00 AM	Immersive Reality and Innovative Product Design: How Emerging Tech and Immersive Innovation are Shaping the Future Guest Experience
11:00 AM – 11:30 AM	The Rise of Global Mobile Wallets	11:00 AM – 11:30 AM	The Digital Transition: Mitigating the Impact of COVID-19 on Tours & Activities and Rebuilding Competitiveness	11:00 AM – 11:30 AM	Driving Ancillary Revenue: Developing an All-in-One Booking Platform
11:30 AM – 12:00 PM	Cybersecurity: Increasing Vulnerability in the Digital Space	11:30 AM – 12:00 PM	Better Understanding Travellers' Mindset with Analytics	11:30 AM – 12:00 PM	The Role Metaverse Plays in Redefining Hospitality

12:00 PM – 13:00 PM	<b>Tech Leaders' Panel: The Next Frontier</b>  What will disrupt and change the way we travel and do business? How are technologies transforming products, enabling a seamless customer journey, as well as empowering employees for greater efficiency and creativity?  Join us in this panel as we discuss what digital transformation in hospitality looks like today, and why tomorrow's leaders need to understand both customer needs and how technology can support them.	12:00 PM – 13:00 PM	<b>OTA Leaders' Panel: Where to Next? The New Adaptive Strategies</b>  Online Travel Agents (OTAs) are playing a crucial role in being the merchant of sale for many travel and tourism companies to promote destinations, connect prospective consumers with products and experiences.  Even though the wave of cancellations was devastating for many travel companies over the past years of pandemic, OTAs continue to possess an important share of the market, stimulating bookings for travel recovery.  At the time of great challenges for the travel industry and the world itself, we gather senior executives from some of the world's leading OTAs and travel intermediaries to answer a simple – yet not easy – question: Where to next?	12:00 PM – 12:30 PM	<b>Optimising SEO to Increase Bookings</b>
				12:30 PM – 13:00 PM	<b>A Fresh Look at Hotel Distribution Strategies</b>
13:00 PM – 13:30 PM	<b>The Role of Metasearch in Enabling Travellers to Book their Perfect Trip</b>	13:00 PM – 13:30 PM	<b>Towards Successful Forecasts and Reliable Pricing: Diving Deep into Revenue Management and Technology</b>	13:00 PM – 13:30 PM	<b>Technology as the Solution to Hospitality HR Problems</b>
13:30 PM – 14:00 PM	<b>Exploring Metaverse for the Hospitality Industry</b>	13:30 PM – 14:00 PM	<b>Protecting Data on the Road – Cybersecurity for OTA</b>	13:30 PM – 14:00 PM	<b>Managing Product Development Through a Global Pandemic</b>
<b>DESTINATION MARKETING &amp; CUSTOMER ENGAGEMENT</b>		<b>AIRLINES &amp; OTHER TRANSPORTS</b>		<b>UP AND COMING TECH TRENDS</b>	
14:00 PM – 14:30 PM	<b>A Toolkit to Skyrocket Your Direct Online Sales</b>	14:00 PM – 14:30 PM	<b>The Return of International Travel: How Airlines Are Adapting and Evolving</b>	14:00 PM – 14:30 PM	<b>Super Apps and the Impact on the Tourism Industry</b>
14:30 PM – 15:00 PM	<b>The Future of Destination Marketing in a Post Cookie World</b>	14:30 PM – 15:00 PM	<b>The Future of Airline Revenue Management</b>	14:30 PM – 15:00 PM	<b>Understanding Cryptourism</b>
15:00 PM – 15:30 PM	<b>The Power of AI in Loyalty</b>	15:00 PM – 16:00 PM	<b>Airline Leaders' Talks: New Approaches for a New World</b>  As air travel continues to rebound, join us in this series of talks where airline leaders offer crucial insights into the future.  <ul style="list-style-type: none"> <li>Emerging air travel trends</li> <li>Airline ancillaries: What's working? What challenges still need to be overcome? What are the opportunities to collaborate with industry players across travel sectors?</li> <li>As air travel has started to recover, will the industry refocus on NDC?</li> <li>What destination priorities among consumers that airlines need to know as we transition into 2023</li> </ul> Talk 1: Talk 2:	15:00 PM – 16:00 PM	<b>Travel Tech Start-Up Talks</b>  Shifts in travel patterns have opened up new niche markets for Start-Ups, giving them a unique opportunity to harness the emerging trends and address important – but so far unmet – customer needs.  Join us in this series of talks where we look at up and coming Travel Tech Start-Ups and their innovative offerings.  Talk 1: Talk 2: Talk 3:
15:30 PM – 16:00 PM	<b>Going Digital: How Online Has Shaped Indian Travellers' Behaviours</b>				

			Talk 3:		
16:00 PM – 16:30 PM	<b>Optimising the CRM Process &amp; Improving the Customer Journey</b>	16:00 PM – 16:30 PM	<b>How Technology Can Help to Ease Cruise Travel Disruptions</b>	16:00 PM – 16:30 PM	<b>Crowd Control Through Technology Solutions</b>
16:30 PM – 17:00 PM	<b>The Power of Chatbots: Taking a Closer Look at the Customer Communication Experience</b>	16:30 PM – 17:00 PM	<b>Urban Mobility: Market Analysis, Top Competitors and Growth Forecast</b>	16:30 PM – 17:00 PM	<b>Is Blockchain relevant in the Travel Industry?</b>