



GLOBAL TOURISM  
ECONOMY FORUM  
世界旅遊經濟論壇  
FÓRUM DE ECONOMIA  
DE TURISMO GLOBAL

# GTEF

09.12.2020 • MACAO 澳門



## 團結與創新 Solidarity & Innovation

Reshaping Tourism  
in the New Global Economy  
重塑世界旅遊新經濟

Solidariedade e Inovação:  
Reformar o Turismo para a Nova Economia Global

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世界旅遊經濟研究中心



# PREFACE 序

## PREFÁCIO

The COVID-19 pandemic has deeply impacted the travel industry and tourism related businesses around the world. Although the situation we are dealing with is unprecedented, opportunity may present itself in other ways as the challenges we are facing will inevitably change consumers' mindset and value system that underpin their travel buying decisions, which may lead consumers to assess their priorities differently.

Under the theme of Solidarity and Innovation: Reshaping Tourism in the New Global Economy of the 9th edition of Global Tourism Economy Forum (GTEF), solidarity and cooperation between public and private stakeholders have undoubtedly emerged as the guiding principle for the fight against the pandemic and the road to economic revival. Campaigns like Macao Ready Go! and the e-Coupon Promotion Platform launched by the SAR Government can attest to this fact.

Despite some annual events being affected, several large-scale events like PATA Travel Mart, Macao International Trade and Investment Fair and Macao International Travel Expo (Industry) were either pushed online or repositioned in a hybrid format. Novel partnerships will be essential to fuel the innovation needed to better equip societies across the world to adapt to the shift. Innovation and active collaboration will be crucial for tackling current and emerging challenges just as we unexpectedly find ourselves in the need to quickly adapt to the new normal ushered in by the coronavirus pandemic.

Global travel is surprisingly spirited and consumers' desire and need to travel may overshadow their worries much sooner than anticipated. We must take this time to carefully reassess, re-strategise and re-organise our plan for achieving those goals when the market opens up again. Innovative services that can provide a positive impact on people and contribute to a sustainable future will hold the key to reshaping tourism in the new global economy.

2020年，新型冠狀病毒疫情對全球旅遊業和旅遊相關產業影響深遠，我們正面臨前所未見的挑戰：疫情改變消費者的心態和價值觀，令他們在出行時考慮更多因素，甚至改變舊有的旅遊消費模式，但正因如此，機遇應運而生。

在第九屆世界旅遊經濟論壇主題下：「團結與創新：重塑世界旅遊新經濟」，公私營機構團結合作無疑是對抗疫情和促進經濟復蘇的重要方針。澳門特別行政區政府推出的「澳門心出發 Macao Ready Go!」及現金消費券計劃正好體現這方針。

即便部分年度盛事未能如期舉行，大型旅遊貿易展覽活動如亞太旅遊協會旅遊交易會、澳門國際貿易投資展覽會、澳門國際旅遊（產業）博覽會改以線上或線上結合線下的形式舉行。嶄新的合作模式對於推動創新，以至推動世界各地社會適應這種變化尤其重要。正如我們發現自己需要迅速適應新型冠狀病毒疫情下的新常態，創新和積極合作對於當前和未來的挑戰至關重要。

全球旅遊活動蓄勢待發，消費者對疫情的擔憂可能比預期更快消散，取而代之的是對旅遊的渴望和需求。我們必須抓緊機會，謹慎地重新評估、重新部署和重新規劃旅遊政策，以便各地放寬通關限制時，實現恢復旅遊業的目標。創新的旅遊服務不但對消費者帶來正面影響，甚至為可持續發展作出貢獻，成為重塑世界旅遊新經濟的關鍵。

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## HO IAT SENG 賀一誠

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受新冠肺炎疫情影響，「世界旅遊經濟論壇·澳門2020」延至12月舉行，並以線上線下結合形式開展。在此特殊時期各充滿挑戰的時刻，幸得各方支持，高朋滿座，本人謹代表澳門特別行政區政府，向來先世界各地的嘉賓，表示熱烈歡迎和衷心感謝！

今年以來，突如其來的疫情對世界經濟造成重大衝擊，澳門也面臨前所未有的嚴峻考驗。在中央政府大力支持下，澳門上下一心，攜手抗疫，穩經濟，顧民生，目前經濟和社會秩序正逐步恢復。展望未來，機遇與挑戰並存，澳門將堅定落實「一中心、一平台、一基地」的發展定位，善用「一國兩制」的制度優勢，積極參與國家經濟「雙循環」以及「一帶一路」和粵港澳大灣區建設，持續推進經濟適度多元可持續發展，為國家經濟高質量發展和對外開放作出新的貢獻。

近期全球新冠肺炎疫情反復，令世界經濟復甦帶來諸多不確定性。誠如習近平主席所言：各國是休戚與共的命運共同體，重大危機面前沒有誰能夠獨善其身，困結合作是應對挑戰的必然選擇。寄望本屆論壇圍繞「困結與創新：重塑世界旅遊新經濟」的主題，凝聚世界各地政商翹楚和專家學者智慧，集思廣益，通過創新為世界旅遊經濟發展創造新活力。

世界旅遊經濟論壇既是國家大力支持的國際國性高端交流合作平台，也是全球參與和共享的國際盛會，九年以來一直與時並進，成果豐碩，成功為來自世界各地的參會者拓展交流合作機遇，增強中國內地與世界旅遊市場的聯繫。

明年是世界旅遊經濟論壇創辦十周年。繼往開來，論壇將憑藉澳門的制度、文化和地域優勢，協力在新時代延伸旅遊經濟的影響力，致力開創跨產業、跨領域和跨地域的合作新機遇，在世界大變局中促進各方的互利共贏。

祝願「世界旅遊經濟論壇·澳門2020」圓滿成功！





## HO HAU WAH 何厚鏞

Vice Chairman of the National Committee of the  
Chinese People's Political Consultative Conference  
Forum Chairman of Global Tourism Economy Forum

中國人民政治協商會議全國委員會副主席  
世界旅遊經濟論壇大會主席

*Vice-Presidente da Conferência Consultiva Política do  
Povo Chinês  
Presidente do Fórum de Economia de Turismo Global*

Welcome to the online version of the 'Global Tourism Economy Forum · Macao 2020' (GTEF).

The unanticipated pandemic has brought major challenges to the world. In turn, it has also heralded the dawn of a New Normal where an online platform becomes the place to build partnerships and where development takes shape.

The destiny of mankind is closely linked, and as we face these threats and challenges there is a greater need to further our cooperation and to jointly respond to the new and changing global landscape.

The 9th edition of the GTEF places at the forefront the theme of 'Solidarity and innovation: Reshaping Tourism in the New Global Economy' to champion solidarity across all industries and sectors. The Forum calls for the use of technological innovations to map new industry landscapes, stimulate digital markets, and inject momentum into the tourism economy for the enhancement of its resiliency and vitality, with the overall aim to shape bilateral, multilateral and regional collaboration that helps to promote global economic recovery.

As an important node of the Belt and Road Initiative, Macao holds key advantages through its administrative structure of 'One Country, Two Systems'. It continues to leverage its unique strategic positioning of 'One Centre, One Platform, One Base' to fully unleash its core functions as a central city in the Greater Bay Area while actively integrating into China's national development plan to promote the advancement of the 'dual-cycle' development pattern for both the domestic and international economies.

Since Macao has hosted the GTEF, as an international platform that promotes the sustainable development of the tourism economy, the positive impacts of this platform have become apparent. As Macao continues to consolidate its standing in innovation, the Forum is set to scale new heights in convening industry insights and best practices in quality cultural tourism that catalyses social and economic advancement.

The world is at the cusp of a new beginning. Let us join hands to build an open, inclusive, comprehensive, balanced, and mutually beneficial future. Together, we can promote our shared future and build one that is conducive to the sustainable development of mankind.

I sincerely wish the Global Tourism Economy Forum · Macao 2020 much success!

歡迎大家走到線上，參與「世界旅遊經濟論壇·澳門2020」。

突如其來的新冠肺炎疫情，為全球帶來重大考驗，雲上辦展已經成為共謀商機、共促發展的新常態。

面對全球性的威脅和挑戰，人類命運緊密相連，必須進一步加強協作、合力應對，在變局中開啟新局。

第九屆「論壇」以「團結與創新：重塑世界旅遊新經濟」為主題，呼籲全球旅遊業界團結一致，政企同心協力，以科技創新打造新業態，以數字經濟激發市場新活力，為旅遊經濟發展注入新動能，提升韌性和生命力，深化雙邊、多邊、區域合作，共同推動世界經濟全面復甦。

澳門是「一帶一路」的重要節點，擁有「一國兩制」的優勢、「一中心、一平台、一基地」的獨特戰略定位，將發揮大灣區中心城市的功能，積極融入國家發展大局，助力國內國際雙循環、互相促進的新發展格局。

在澳門舉辦「世界旅遊經濟論壇」，搭建國際性高端交流合作平台，促進全球旅遊經濟可持續發展，成效有目共睹。隨著澳門在創新領域持續發力，打造了嶄新名片，「論壇」期望進一步集思廣益，為實現

高質量文旅融合發展賦能，為促進社會和經濟發展貢獻最佳方案。

世界正站在一個新的歷史起點上，讓我們共同建設一個開放、包容、普惠、平衡、共贏的世界，推動構建人類命運共同體，攜手創造更加美好的明天！

在此，衷心祝願「世界旅遊經濟論壇·澳門2020」圓滿成功！

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Quero dar as boas-vindas a todos os que participam no Fórum de Economia de Turismo Global • Macau 2020 via Internet.

A repentina ocorrência da pandemia provocada pelo novo tipo de coronavírus constitui um enorme desafio à escala global. A organização de exposições e eventos via internet tornou-se o novo modo de procurar oportunidades de negócios e de promover o desenvolvimento em conjunto.

O destino da Humanidade encontra-se profundamente ligado perante as ameaças e os desafios globais, sendo necessário intensificar ainda mais a cooperação e os esforços conjuntos de modo a criar novas circunstâncias no seio da mudança.

A 9.ª edição do Fórum tem como tema “Solidariedade e Inovação: remodelar o turismo na nova economia global” e visa exortar à união da indústria do turismo de todo o mundo, assim como à cooperação entre governos e empresas, no sentido de criar novos formatos de negócio por meio da inovação tecnológica e estimular uma nova vitalidade no mercado através da economia digital. O evento procurará também dar um novo impulso à economia do turismo, aumentar a sua resiliência e vitalidade, aprofundar a cooperação bilateral, multilateral e regional, assim como promover em conjunto a recuperação geral da economia global.

Macau constitui um importante ponto da iniciativa “Uma Faixa, Uma Rota”, disfrutando das vantagens proporcionadas por “Um País, Dois Sistemas” e detendo o posicionamento único de

“Um Centro, Uma Plataforma, Uma Base”. A RAEM irá desempenhar o seu papel de cidade central na Grande Baía Guangdong-Hong Kong-Macau, integrando-se, de modo activo, no desenvolvimento geral do país e contribuindo para a nova conjuntura de desenvolvimento baseada num ciclo doméstico, num ciclo internacional e no estímulo entre ambos os ciclos.

O Fórum de Economia de Turismo Global, organizado em Macau, tem como objectivo construir uma plataforma internacional de intercâmbio e cooperação de alto nível e promover o desenvolvimento sustentável da economia global do turismo, com claros resultados para todas as partes envolvidas. À medida que Macau envida esforços na área da inovação e cria uma imagem de marca totalmente nova, o “Fórum” espera concentrar ainda mais a sabedoria colectiva, potenciar a realização de um tipo de desenvolvimento de alta qualidade que integre turismo e cultura e contribuir, da melhor forma, para a promoção do desenvolvimento social e económico.

O mundo encontra-se, actualmente, num novo ponto de partida histórico. Construamos juntos um mundo aberto, tolerante, inclusivo, igualitário e mutuamente benéfico, promovamos a construção de uma comunidade de futuro partilhado para a Humanidade e trabalhemos de mãos dadas para criar um melhor amanhã!

Aproveito o momento para desejar sinceramente que o “Fórum de Economia de Turismo Global · Macau 2020” seja um sucesso total!



## LEI WAI NONG 李偉農

Secretary for Economy and Finance of  
the Government of Macao Special Administrative Region

Executive Chairman of Global Tourism Economy Forum  
澳門特別行政區政府經濟財政司司長  
世界旅遊經濟論壇執行主席

*Secretário para a Economia e Finanças do  
Governo da Região Administrativa Especial de Macau  
Presidente Executivo do Fórum de Economia de Turismo Global*

熱烈歡迎各界旅遊業界友好參加「世界旅遊經濟論壇·澳門2020」。

在防控疫情的新形勢下，本屆論壇首次結合線上線下形式舉行，團結一致延續這項全球旅遊業界年度盛事和澳門的國際會議品牌，凸顯澳門主辦國際性會議展覽的綜合實力不斷提升，實有賴各方的大力支持和積極參與，本人謹致以由衷謝意。

受到新冠肺炎疫情影響，全球經濟普遍承受較大下行壓力，旅遊產業是提振全球經濟的重要動力之一，刻下推進全球旅遊業復甦成為共同目標。面對全球疫情，今年以來澳門特區政府採取有效措施抗疫，取得了階段性成果，在疫情穩定的基礎上積極部署恢復旅遊經濟活動，振興其他相關行業，逐步推進經濟復甦。

過去八屆論壇成功建立高效的國際旅遊交流合作平台，展示了澳門的獨特優勢，其推動旅遊經濟發展的熱誠和成果，贏得海內外旅遊業持份者的高度認同和充分肯定。本屆論壇切實回應當前旅遊經濟新格局，繼續積極推動國際團結合作和驅動旅遊創新。

今年，世界旅遊經濟研究中心與聯合國世界旅遊組織繼續共同發佈《亞洲旅遊趨勢調研報告》，內容包括剖析亞太區旅遊業最新趨勢以及緩減新冠肺炎疫情對旅遊業影響的新措施，當中更有篇章以澳門為重點研究案例，以分享特區抗疫的成功經驗及振興經濟措施。論壇再次迎來甘肅省作為主賓省，湖北省將會分享鼓舞人心的疫後復甦勵志故事，亦特設《澳門成功故事：公私營合作促進旅遊經濟恢復》及其他多個特別對話和主旨發言環節，務求集合全球旅遊和相關產業領軍人物的真知灼見和無窮創意，與旅遊業全人互動互勉，迎難而上應對新挑戰，萬眾一心共創新機遇。

祝願「世界旅遊經濟論壇·澳門2020」承先啟後，再創佳績。





## PANSY HO 何超瓊

Vice Chairman and Secretary-General of  
Global Tourism Economy Forum

世界旅遊經濟論壇副主席兼秘書長

*Vice-Presidente e Secretária-Geral do Fórum de Economia de  
Turismo Global*

**E**minent guests, friends from afar, welcome to the online and offline Global Tourism Economy Forum · Macao 2020.

As we stand at the threshold of the 'New Normal', in the midst of a pandemic, the year 2020 will be remembered as an extraordinary year – with new challenges and possibilities arising from a battle against a global crisis. The battle can only be won with solidarity and through collective actions to spearhead economic recovery.

Such is the determination with which Macau, a World Centre of Tourism and Leisure, reaffirms its role as an innovation hub for tourism in the Greater Bay Area (GBA), at the forefront of technological advancement. The city's efforts to contribute to the high-quality development of the region is best reflected in the Global Tourism Economy Forum (GTEF), organised by Global Tourism Economy Research Centre (GTERC), to engage ministers, scholars and industry leaders worldwide in discussions about trends and innovations in the global tourism economy, with the view to reinforce the vitality and resiliency of the sector by generating synergy between China and the world.

Entitled 'Solidarity and Innovation: Reshaping Tourism in the New Global Economy', this edition of GTEF strives to promote international cooperation, with special reference to the inherent resilience of public-private partnership that sends a positive message to visitors worldwide at one end and celebrates entrepreneurship at the other. Faced with the prospect of a new tourism landscape, it is time for us to bring entrepreneurial vision to fruition through constructive collaboration, with technology and innovation as tools to break new ground, generate a new dynamic, and unlock new opportunities.

The Forum leverages cloud-based and real-world platforms to enable a truly global event that transcends temporal and geographical boundaries, affording stakeholders of tourism and related industries across the world full access to special dialogues; panel discussions; keynote speeches; special features on tourism in Gansu the Featured Province of GTEF 2020, and Hubei; presentations of new GBA initiatives; and last but not the least, the presentation of Asia Tourism Trends a joint report by the World Tourism Organization (UNWTO) and GTERC. The programme is envisioned to encourage participants to gauge new industry trends and explore new possibilities in the development of tourism economy.

The preparation of this year's GTEF, during a global pandemic, was not without its challenges. Yet the support and guidance of our partners helped see us through tough situations; they are: Office of the Secretary for Economy and Finance of Macao SAR Government as the Forum host in collaboration with the UNWTO, co-organisers China Chamber of Tourism and Macao Government Tourism Office, supporting units including Ministry of Culture and Tourism of the People's Republic of China; All-China Federation of Industry and Commerce; Liaison Office of the Central People's Government in the Macao Special Administrative Region; Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao Special Administrative Region; World Travel and Tourism Council; Pacific Asia Travel Association; World Tourism Cities Federation; European Travel Commission, Macau Chinese Enterprise Association, consultants for GTERC and GTEF, as well as partners, sponsors and society in Macao. Spurred by their trust, support and aspirations, the Forum will continue to thrive on solidarity and innovation, as a platform that connects China and the world with the goal of contributing to the development of regional and global tourism economy.

Thank you once again for your support. May you find inspiration and development opportunities aplenty in this year's GTEF.

歡迎各位來自世界各地的朋友，在雲上或線下參加「世界旅遊經濟論壇·澳門2020」。

2020年好不平凡，應對新冠疫情成為全球的新常態，各地的經濟和社會發展面對前所未有新挑戰，同時迎來眾多的新機遇。在促進經濟復蘇的過程中，團結協作、攜手共創至為關鍵，能善用科技與創新更是核心要素。

澳門是「世界旅遊休閒中心」，在作為前沿科技創新領頭羊的粵港澳大灣區中，扮演旅遊創新樞紐角色，積極推動產業向高質量發展，通過舉辦「世界旅遊經濟論壇」（「論壇」），積極為國內外的旅遊協作穿針引線，匯聚全球旅遊業政商學界領袖，全面探討旅遊創新及應對世界新趨勢的方案，以為環球旅遊經濟灌注生命力、提升堅韌性。

本屆「論壇」以「團結與創新：重塑世界旅遊新經濟」為主題，一方面致力推動國際團結合作，展示公私營機構攜手跨越逆境的能力，向世界宣揚正面訊息，重啟出遊信心；另一方面弘揚企業家精神，透過科技與創新促進形成發展新格局，通過協作推動開拓新市場、支援新產業、打造新業態，以激發市場新活力，共創新機遇。

「論壇」把握善用科技，搭建雲上線下結合的跨界平台，突破地域與時區的界限，擴大觀眾層面，讓世界各地的旅遊和相關業界持份者都能隨時隨地參會。本屆「論壇」精制一系列特別專訪、專題對話、主旨發言，加上主賓省甘肅省及特別嘉賓湖北省的旅遊資源推介、粵港澳大灣區最新倡議的簡介環節、世界旅遊經濟研究中心（「研究中心」）與聯合國世界旅遊組織共同發佈的《亞洲旅遊趨勢調研報告—2020年版》等等，使參會者能準確掌握旅遊創新路向，發掘更多旅遊經濟發展的新可能。

新冠疫情下，今屆「論壇」的籌備工作殊不簡單，但在各相關單位的支持、鼓勵和指導下，仍能如約舉行，「研究中心」實有賴「論壇」主辦單位澳門特別行政區政府經濟財政司司長辦公室、夥伴單位聯合國世界旅遊組織、協辦單位全聯旅遊業商會及澳門特區旅遊局、支持單位中華人民共和國文化和旅遊部、中華全國工商業聯合會、中央人民政府駐澳門特別行政區聯絡辦公室、中華人民共和國外交部駐澳門特別行政區特派員公署、世界旅遊及旅行理事會、亞太旅遊協會、世界旅遊城市聯合會、歐洲旅遊委員會和澳門中國企業協會、「研究中心」及「論壇」各個顧問單位、合作夥伴、贊助商，以及澳門社會各界的鼎力支持和信任，並對「論壇」寄予厚望。「論壇」定繼續全力以赴，秉承團結及創新精神，善用我們連接中外的平台功能，助力推動世界各地的旅遊交流合作，協力促進環球旅遊經濟復蘇和可持續發展。

再次感謝各位的支持！祝願大家在本屆「論壇」獲得啟發，捕捉廣泛發展機遇。

Eminentes convidados, amigos de longe, bem-vindos ao Fórum de Economia de Turismo Global • Macau 2020, online e offline.

Ao estarmos na fronteira do “Novo Normal” em tempo de pandemia, o ano de 2020 será lembrado como um ano extraordinário — de novos desafios e possibilidades, surgidos de uma batalha contra uma crise global. E esta batalha só pode ser vencida com solidariedade e ações colectivas que liderem a recuperação económica.

Esta é a determinação com que Macau, o Centro Mundial de Turismo e Lazer, reconfirma o seu papel como centro inovador para o turismo na Grande Baía (GBA), na vanguarda do avanço tecnológico. Os esforços da cidade para contribuir para o desenvolvimento de alta qualidade da região têm o seu melhor reflexo no Fórum de Economia de Turismo Global (GTEF), organizado pelo Centro de Pesquisa Economia Global de Turismo (GTERC), no sentido de envolver ministros, académicos e líderes industriais de todo o mundo nas discussões sobre as tendências e a inovação na economia de turismo global, com a visão de reforçar a vitalidade e a resiliência do sector, através da criação de sinergia entre a China e o Mundo.

Intitulada “Solidariedade e Inovação: Remodelar o Turismo na Nova Economia Global”, esta edição do GTEF esforça-se por promover a cooperação internacional, com especial atenção para a resiliência inerente às parcerias público-privadas, o que, por um lado, envia uma mensagem positiva para os visitantes de todo o mundo e, por outro, celebra o empreendedorismo. Confrontados com a perspectiva de um novo panorama para o turismo, é tempo de cultivarmos uma visão empreendedora através da colaboração construtiva, tendo como ferramentas a tecnologia e a inovação para abrir novos caminhos, gerar novas dinâmicas e desbloquear novas oportunidades.

O Fórum alavanca-se na sua presença multiplataformas, entre o mundo em nuvem e o mundo real, no sentido de permitir um evento verdadeiramente global, que transcende limites temporais e geográficos, disponibilizando assim aos grupos interessados no turismo e indústrias relacionadas em todo o mundo o acesso completo a: debates especiais; discussões de painel; discursos principais; recursos especiais sobre turismo em Gansu, Província Parceira do GTEF em 2020, e sobre Hubei; apresentações de novas iniciativas da Grande Baía; e, por último mas não menos importante, a apresentação conjunta do Relatório Sobre as Tendências do Turismo na Ásia, pela Organização Mundial do Turismo (UNWTO) e o GTERC. O programa está pensado no sentido de encorajar os participantes a aferirem novas tendências da indústria e a explorarem novas possibilidades no desenvolvimento da economia de turismo.

A preparação do GTEF deste ano, numa altura em que a pandemia se espalhou pelo mundo, não foi sem os seus desafios. Contudo, o apoio e a orientação das entidades participantes ajudaram-nos a atravessar situações difíceis; são elas: o Gabinete do Secretário para a Economia e Finanças do Governo da RAEM como anfitrião do Fórum em colaboração com a UNWTO, os co-organizadores Câmara do Turismo da China e Direcção dos Serviços de Turismo de Macau, e as entidades de apoio, incluindo o Ministério da Cultura e Turismo da República Popular da China; a Federação para a Indústria e Comércio da China; o Gabinete de Ligação do Governo Central na RAEM; o Comissariado do Ministério dos Negócios Estrangeiros da República Popular da China na RAEM; o Conselho Mundial de Viagens e Turismo; a Associação de Turismo da Ásia Pacífico; a Federação Mundial de Cidades Turísticas; a Comissão Europeia do Turismo; a Associação das Empresas Chinesas de Macau, os consultores do GTERC e do GTEF, bem como os parceiros, patrocinadores e a sociedade de Macau. Induzidos pela sua confiança, apoio e aspirações, o Fórum continuará a prosperar sob os princípios da solidariedade e da inovação, enquanto uma plataforma que liga a China e o Mundo, com o objectivo de contribuir para o desenvolvimento da economia de turismo global e regional.

Obrigada mais uma vez pelo vosso apoio. Desejo que possam encontrar abundante inspiração e oportunidades de desenvolvimento no GTEF deste ano.



## Global Tourism Economy Forum

## 世界旅遊經濟論壇

## FÓRUM DE ECONOMIA DE TURISMO GLOBAL

The Global Tourism Economy Forum (GTEF) is a leading international platform for the promotion of the sustainable development of global tourism economy with a focus on China. Established in 2012 in the southern gateway of China, Macao, GTEF leverages the city's strategic position as the Asian travel and tourism hub to connect local and international governments and industry players to bring about a wide range of opportunities for tourism promotion, investment and cooperation.

Being a versatile platform that fosters exchange and cooperation, GTEF brings together governments, industry leaders, experts, and academics from around the world to discuss on and offers possible solutions for a healthy development of the tourism economy. GTEF also provides an ideal opportunity for stakeholders to better understand and benefit from China's international and regional policies, and to nurture new partnership and collaboration through its business-matching and networking programs.

「世界旅遊經濟論壇」（「論壇」）是以中國為焦點、致力推動全球旅遊可持續發展的國際平台。自2012年於澳門首辦至今，「論壇」充分利用澳門作為中國南方門戶的地理優勢、亞洲旅遊樞紐的戰略地位，擔當連接中國與世界各地政府及業界持份者的橋樑，開拓廣泛、具成效的旅遊推廣、投資和合作機會。

作為多功能的交流合作平台，「論壇」雲集世界各地旅遊及相關業界的政府官方領導、行業領袖、專家學者和業界夥伴，討論全球旅遊經濟的健康發展，尋找可行方案；更提供最佳條件，讓旅遊及相關行業持份者，更好地把握中國的國際及區域合作政策，並通過論壇的商務配對及聯誼活動，拓展業務，締結廣泛的合作夥伴關係。

O Fórum de Economia de Turismo Global (GTEF) é uma plataforma internacional líder para a promoção do desenvolvimento sustentável da economia de turismo global com foco na China. Estabelecido em 2012, nas portas de entrada do Sul da China, Macau, o GTEF explora a posição estratégica da cidade como o centro asiático de viagens e turismo para ligar os governos locais e internacionais e os agentes da indústria para fazer emergir um amplo leque de oportunidades para a promoção do turismo, investimento e cooperação.

Sendo uma plataforma versátil que promove o intercâmbio e a cooperação, o GTEF junta governos, líderes da indústria, especialistas e académicos de todo o mundo para discutir e oferecer soluções possíveis para o desenvolvimento saudável da economia de turismo. O GTEF também fornece uma oportunidade ideal para que as partes interessadas entendam melhor e beneficiem com as políticas internacionais e regionais da China, e nutrir novas parcerias e colaborações através dos seus programas de correspondência de negócios e networking.



# GLOBAL TOURISM ECONOMY FORUM ORGANISATIONAL STRUCTURE

## 世界旅遊經濟論壇 — 組織架構

### FORUM CHAIRMAN

大會主席

Ho Hau Wah 何厚鏞

### EXECUTIVE CHAIRMAN

執行主席

Lei Wai Nong 李偉農

### VICE CHAIRMAN & SECRETARY-GENERAL

副主席兼秘書長

Pansy Ho 何超瓊

### VICE CHAIRMEN

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Wang Ping 王平

Jean-Claude Baumgarten 鮑格頓

Maria Helena de Senna Fernandes 文綺華

### HONORARY CHAIRMEN

榮譽主席

Gao Yunlong 高雲龍

Hu Heping 胡和平

Gao Yan 高燕

Long Yongtu 龍永圖

Gloria Guevara Manzo 格洛麗亞·格瓦拉·曼索

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Michael Frenzel 米歇爾·弗倫策爾

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Sio Chi Wai 蕭志偉

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**Tourism Development Committee 2020  
旅遊發展委員會委員 2020**

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Leong On Kei 梁安琪  
Li Qijian 李啟見  
Lo Chung Yee 羅頌儀  
Lo Wang Chun 盧宏駿  
Luo Qun 羅群  
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Sio Un I 蕭婉儀  
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Tong Kai Chung 唐繼宗  
Alan Wong 黃若禮  
Wong Fai 黃輝  
Wong Suk Yan 王淑欣  
Wong Ying Wai 王英偉





In Collaboration with 夥伴單位



Around the world, tourism is a leading driver of **growth and a provider of opportunity for all**. The **World Tourism Organization (UNWTO)** works with its Member States as well as with the private sector and civil society, to ensure tourism's unique potential is fulfilled and the social and economic **benefits** it delivers are shared **widely and fairly**.

As the **United Nations specialized agency for tourism**, UNWTO guides the global sector as it helps communities recover from adversity and contribute to a better future for people and planet. In response to the **COVID-19 pandemic**, the **UNWTO Global Tourism Crisis Committee** has united the sector behind a common plan to support livelihoods and businesses and place **sustainability and innovation** at the heart of recovery and future growth.

Coordination and solidarity are of the essence, and with the UN Decade of Action now underway, leaving less than 10 years to achieve the Sustainable Development Goals, strong collaboration is more important than ever. UNWTO is a **longstanding partner of the Global Tourism Economy Forum (GTEF)** and shares its commitment to increasing meaningful partnerships, dialogue and cooperation between nations and regions, the tourism private sector and other stakeholders.



## Co-organiser 協辦單位


**全联旅游业商会**  
**CHINA CHAMBER OF TOURISM**

China Chamber of Tourism, located in Capital Beijing, is established in 2002 by non-public enterprises of China tourism industry. China Chamber of Tourism is the national chamber of tourism industry registered in the Ministry of Civil Affairs of the People's Republic of China, administrated under All-China Federation of Industry and Commerce and directed by Ministry of Culture and Tourism of the People's Republic of China. Our members which include scenic spot, hotel, restaurant, transportation, culture, sports, finance, education, retail and many other industries come from most parts of provinces, autonomous regions and municipalities in Mainland China as well as Hong Kong and Macao Special Administrative Region.

China Chamber of Tourism raises the concept of "Pan-tourism" originally and assumes tourism as a bond that could connect and lead different industries to develop cooperatively.

Our Core Beliefs are Tourism is peace, world tourism calls for world peace; Tourism is economy, the go-between of economy; Tourism is wealth, the cash flow of people; Tourism is culture, the improvement of life quality.

China Chamber of Tourism has been following the principle of "to serve the country, the people and the tourism industry". We have been dedicated to uniting all enterprise entities and people from all sectors in the tourism field, simultaneously establishing platform of communication and cooperation, safeguarding the rights and interests of enterprises, promoting self-discipline, providing services for tourism resource planning, development and promotion, promoting the training and exchanges among tourism talents. Meanwhile, China Chamber of Tourism has achieved fruitful cooperation with the international and regional tourism organizations such as UNWTO, WTTC, PATA, etc., and enhanced the exchange and cooperation between Chinese and foreign tourism companies.

全聯旅遊業商會創建於2002年，總部設在北京，是中國國家民政部註冊的全國一級行業商會組織，以中華全國工商業聯合會為業務主管單位、中國國家文化和旅遊部為行業指導單位。會員遍布中國各個省、自治區、直轄市及香港、澳門特別行政區，涵蓋景區、酒店、餐飲、交通、文化、體育、金融、教育、零售等多產業。

全聯旅遊業商會最早提出「泛旅遊」概念，旅遊作為各類產業的粘合劑，能夠引導和帶動各產業經濟協調發展。

我們的核心理念是：旅遊是和平，世界旅遊需要世界和平；旅遊是經濟，是經濟的穿針引線；旅遊是財富，是老百姓的「現金流」；旅遊是文化，是生活質量的提高。

全聯旅遊業商會一直秉承「為國家服務、為百姓服務、為行業服務」的原則，積極團結所有涉足旅遊業界的企業實體和各方人士，搭建交流合作平台；維護企業權益，倡導行業自律；提供旅遊資源規劃、開發、推介服務；推動旅遊人才教育培訓；與聯合國世界旅遊組織、世界旅遊及旅行業理事會、亞太旅遊協會等全球旅遊行業組織機構建立合作關係，促進中國旅遊企業與國際旅遊界的交流合作。

## Coordinator 籌辦單位



### GLOBAL TOURISM ECONOMY RESEARCH CENTRE

世界旅遊經濟研究中心

The Global Tourism Economy Research Centre (GTERC) was established in Macao in 2011, in response to the world's needs of research and analytical insights on Asian tourism development trends. GTERC is an independent, non-profit international research organization strategically based in Macao, one of the core cities of the Greater Bay Area, to leverage its strategic position in the regional tourism economy, its flourishing tourism industry, and burgeoning international competitiveness as the city propels to become the World Centre of Tourism and Leisure.

GTERC enjoys the benefits from Macao's unique geographic location in close access to the latest tourism developments in Asia, and to utilize and share researches and information through its established platforms with government bodies and industry stakeholders to bring upon positive impacts to the globe tourism economy. With its progressive and unique approach in aggregating and analyzing researches and studies from global authoritative bodies, GTERC offers forward-looking solutions and references for the promotion of a sustainable tourism development of the region and around the world.

「世界旅遊經濟研究中心」（「研究中心」或「中心」）於2011年在澳門成立，以響應世界各地進一步了解亞洲旅遊業發展趨勢的殷切需求。「研究中心」是一個獨立、非牟利國際組織。中心總部策略性地選址在粵港澳大灣區中心城市之一的澳門。澳門立足於亞洲旅遊經濟發展的最前線，旅遊經濟蓬勃發展，國際競爭力不斷提升，全力朝著發展成為「世界旅遊休閒中心」的目標邁進。

中心把握澳門的獨特地利，緊貼亞洲旅遊發展趨勢，利用自身的調研成果，並通過所建立的交流平台，跟各地政府相關部門和旅遊相關持份者分享亞洲旅遊發展信息，為世界旅遊經濟帶來的正面影響。中心以獨有和開放的態度，定期綜合分析來自世界權威機構的研究報告及數據，為區域以至世界旅遊的可持續發展，提供前瞻性的參考意見及方案。



# SUPPORTING UNITS

支持單位

UNIDADES DE APOIO



中央人民政府  
駐澳門特別行政區聯絡辦公室  
LIAISON OFFICE OF  
THE CENTRAL PEOPLE'S GOVERNMENT IN THE  
MACAO SPECIAL ADMINISTRATIVE REGION

中華人民共和國外交部  
駐澳門特別行政區特派員公署  
OFFICE OF THE COMMISSIONER  
OF THE MINISTRY OF FOREIGN AFFAIRS  
OF THE PEOPLE'S REPUBLIC OF CHINA  
IN THE MACAO SPECIAL ADMINISTRATIVE REGION







## All-China Federation of Industry and Commerce 中華全國工商業聯合會

**E**stablished in 1953, the All-China Federation of Industry and Commerce (ACFIC), also known as the All-China General Chamber of Industry and Commerce, is a People's organization and a national chamber of commerce. By the end of 2018, there were 3,416 county and above-county-level federations of industry and commerce, and 48,916 chambers of commerce associated to various levels of such federations. ACFIC had nearly 4.7372 million members across the country. Furthermore, it had established extensive contacts and cooperation with more than 400 groups, institutions, and chambers of commerce of over 100 countries and regions.

The main task of ACFIC is as following:

- Build communication channels between the government and the non-public economy
- Represent the legitimate rights of its members and to extend their proposals and requirements to government
- Participate in political consultation of national policies and strategies in politics, economy and social affairs
- Guide its members in technological innovation, management and culture for enhanced competitiveness and capability in achieving sustainable development
- Provide members with services in information, legal consultation, financing, technology, and HR, and to resolve the difficulties and problems they are facing
- Build closer relations with commercial and industrial counterparts overseas
- Help the members to go overseas for business opportunities

中華全國工商業聯合會成立於1953年，簡稱全國工商聯，是代表中國工商界的人民團體和商會組織。工商聯按國家行政區劃設置組織，已形成覆蓋全國的組織網絡。截至2018年底，全國共有縣級以上工商聯組織3,416個，各級工商聯所屬商會組織48,916個，會員總數473.72萬。全國工商聯同世界上100多個國家和地區的400多個組織、機構、商會等建立了廣泛聯繫和友好合作。

作為政府和工商企業間的橋梁，全國工商聯致力於維護會員的合法權利和利益，向有關部門反映會員的意見和要求，代表會員參與國家社會事務和重大政策的政治協商和民主監督，在國家法律法規、政策制定方面提供建議並協助其實施。工商聯向會員提供信息、法律、融資、技術、人才等方面服務，組織會員參與區域經濟發展和各種公益慈善活動。同時致力於推動中外經濟和技術合作及貿易往來，與海外包括香港、澳門和臺灣地區的工商界和工商界人士發展友好往來，促進相互了解，增進彼此友誼，協助國內外企業家進行訪問交流。

中央人民政府  
駐澳門特別行政區聯絡辦公室  
LIAISON OFFICE OF THE CENTRAL  
PEOPLE'S GOVERNMENT IN THE MACAO  
SPECIAL ADMINISTRATIVE REGION

The Central People's Government Liaison Office of the Macao Special Administrative Region, or the Macao Liaison Office, is the representative office of the State Council of the People's Republic of China in Macao. Pursuant to the Provisions on the Function Allocation, Internal Bodies and Staffing of the Central People's Government Liaison Office of the Macao Special Administrative Region, the Macao Liaison Office undertakes the following functions:

1. Liaise with the Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao Special Administrative Region and the People's Liberation Army Macao Garrison.
2. Liaise and facilitate relevant Mainland authorities to manage state-owned enterprises in Macao.
3. Promote economic, educational, science and technology, cultural, and athletic exchanges and cooperation between Macao and the Mainland. Liaise with members of the Macao community and foster mutual exchanges between the Mainland and Macao. Reflect the opinions of Macao residents on the mainland.
4. Handle relevant issues that touch upon Taiwan.
5. Undertake other tasks at the direction of the Central Government.

中央人民政府駐澳門特別行政區聯絡辦公室，簡稱中央政府駐澳聯絡辦、澳門中聯辦，是中華人民共和國中央人民政府（國務院）在澳門特別行政區的派出機構。

根據《中央人民政府駐澳門特別行政區聯絡辦公室職能配置、內設機構和人員編制規定》，澳門中聯辦承擔下列職能：

1. 聯繫外交部駐澳門特別行政區特派員公署和中國人民解放軍駐澳門部隊。
2. 聯繫並協助內地有關部門管理在澳門的中資機構。
3. 促進澳門與內地之間的經濟、教育、科學、文化、體育等領域的交流與合作。聯繫澳門社會各界人士，增進內地與澳門之間的交往。反映澳門居民對內地的意見。
4. 處理有關涉台事務。
5. 承辦中央人民政府交辦的其他事項。



# 外交為民 外交惠澳

Diplomacy for People Diplomacy for Macao

1999年12月20日，澳門回歸祖國，這是“一國兩制”偉大構想的又一次成功實踐。根據澳門特別行政區基本法的規定，作為我國對澳門恢復行使主權的重要象征，外交部駐澳門特別行政區特派員公署同日正式設立。

在中央人民政府的領導下和外交部的具體指導下，外交公署恪盡職守，不辱使命，堅決貫徹“一國兩制”方針，嚴格按照憲法和基本法辦事，努力把維護中央對特區全面管治權和保障特區高度自治權有機結合起來，指導和協助特區擴大經貿、文教、旅游等各領域對外交流合作，支持特區政府履行維護國家主權、安全、發展利益的憲制責任。

On December 20, 1999, Macao returned to the motherland and on the same day, the Commissioner's Office of the Ministry of Foreign Affairs of the People's Republic of China in the Macao Special Administrative Region, as a symbol of sovereignty, was inaugurated in accordance with the Basic Law of the Macao SAR.

Under the leadership of the Chinese central government and the direction of the MFA, the Commissioner's Office has been faithfully following the principle of "one country, two systems", the Constitution and the Basic Law, ensuring both the central government's overall jurisdiction over and a high degree of autonomy in the SAR, assisting Macao with international exchanges and cooperation in trade, culture, tourism and other fields, and supporting the SAR government in fulfilling its constitutional responsibilities for national sovereignty, security and development interests.

外交部駐澳門特派員公署

Commissioner's Office of Chinese Ministry of Foreign Affairs in Macao SAR





## The World Travel & Tourism Council (WTTC) 世界旅遊及旅行理事會

The World Travel & Tourism Council (WTTC) represents the global Travel & Tourism private sector. Its members consist of leaders of the world's important Travel & Tourism companies, destinations, and industrial organisations engaging with Travel & Tourism, who bring specialist knowledge to guide government policy and decision-making and raise awareness of the importance of the sector.

For 30 years, WTTC has quantified the economic impact of the sector in 185 countries. This research shows that Travel & Tourism is a key driving force for the growth of investment and economy globally. The sector supports one in ten jobs (330 million), making a 10.3% contribution to the global GDP and generates one in four of all new jobs.

Since the beginning of the COVID-19 pandemic, WTTC has been at the forefront in leading the private sector to rebuild global consumer confidence and encourage the return of international travel.

In 2021, WTTC will host its 20th Global Summit in Cancun Mexico on 23-25 March. The most influential event in the Travel & Tourism calendar, it will take place in a hybrid format, to help lead the sector into recovery and restore millions of jobs around the world.

世界旅遊及旅行理事會 (WTTC) 代表全球旅遊業的私營機構，成員包括來自世界各地的旅遊公司、旅遊目的地及行業組織的領導人，為政府的施政和決策提供專業知識，並提高人們對行業重要性的了解。

30年來，WTTC量化了旅遊業在185個國家的經濟影響力。這項研究顯示，旅遊業是全球投資和經濟增長的主要驅動力。每十份工作中就有一份為旅遊業職位，而行業對全球GDP的貢獻為10.3%；同時每四個新工作崗位就有一份屬於旅遊業。

自新冠疫情大流行開始以來，WTTC一直處於最前線，引領私營機構重建全球消費者信心，並鼓勵重啟國際旅遊。

WTTC將於2021年3月23日至25日於墨西哥坎昆舉行行內最具影響力的旅遊業盛事——第二十屆全球峰會。活動將以線上線下形式進行，為行業復蘇及恢復全球數百萬個工作崗位獻力。

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## NETWORKING

### Make The Connection

Connect with key decision makers from the world's leading organisations through our network of members, partners and chapters, from both public and private sectors.



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**PATA MARKETPLACE**



**MEMBERSHIP DIRECTORY**

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**ANALYSIS REPORTS**



**CUSTOM MARKET STUDIES**



**PATA**  
Pacific Asia Travel Association

## MEMBERSHIP BENEFITS

*Your Passport to Asia Pacific*

## BRANDING

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**ON-DEMAND WORKSHOPS**

**INDUSTRY AWARDS**



For inquiries, email: [membership@PATA.org](mailto:membership@PATA.org)

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ABOUT  
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Pacific Asia Travel Association  
[www.PATA.org](http://www.PATA.org)

SINCE

**1951**

Acting as a catalyst for the responsible development of the tourism industry in Asia Pacific



CONNECTING BOTH  
**PRIVATE & PUBLIC**  
SECTOR MEMBERS

Protecting what matters most to the industry and providing advice, solutions and resources.



**ADVOCACY**

- Dispersion of Tourists
- Visa Facilitation
- Human Capital Development
- Sustainability in Tourism
- Crisis and Disaster Risk Management





# WTCF

世界旅游城市联合会  
World Tourism Cities Federation

Tourism

旅游让城市生活更美好  
Better City Life through Tourism

[www.wtcf.org.cn](http://www.wtcf.org.cn)



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## 澳門中國企業協會

### The Macao Chinese Enterprises Association

**F**ounded in 1991, the Macao Chinese Enterprises Association currently has over 100 member companies from diversified industries including finance, construction, energy, transportation, telecommunications, conventions and exhibitions, tourism, trade, commercial retail, hospitality and catering.

With seven professional committees and three dedicated committees, the Association has become one of the most influential associations in Macao. Under the guidance of the Liaison Office of the Central People's Government in the Macao Special Administrative Region, the leadership of its past presidents, and the support from all member units, the Association has been proactively launching a wide array of activities, with the mission to foster the diversified and sustainable development of Macao's economy, promote the city's role as "One Centre, One Platform", and facilitate the SAR's integration to the overall development of the Country for its long-term prosperity and stability.

澳門中國企業協會成立於1991年，現有百餘家會員企業，涉及金融、建築、能源、交通運輸、電訊、會展、旅遊、貿易、商業零售、酒店餐飲等多元化產業。

澳門中國企業協會下設七個專業委員會及三個專門委員會，現已成為具有重要影響力的社團之一。在中央人民政府駐澳門特別行政區聯絡辦公室的指導，以及歷任會長的領導、全體會員單位的大力支持下，協會積極開展各項活動，推動澳門經濟適度多元可持續發展，促進澳門「一中心、一平臺」建設，為維護澳門長期繁榮穩定，融入國家發展大局，作出貢獻。

## SOLIDARITY AND INNOVATION: RESHAPING TOURISM IN THE NEW GLOBAL ECONOMY

### Championing Global Cooperation and Promoting Entrepreneurial Spirit to Stimulate Market Vitality and Create New Development Opportunities

Two key words embody the focus of GTEF 2020: solidarity and innovation. Bringing these concepts to the forefront, GTEF will bring together international thought leaders from across the public and private sectors and academic organizations to discuss how they have met the challenges of 2020, their solutions for rebuilding consumer confidence and developing new markets and products, and how the sector can play a key role in promoting a broader global recovery.

### TECHNOLOGY AND INNOVATION TO ACCELERATE THE RESTART AND RECOVERY OF THE GLOBAL TOURISM ECONOMY

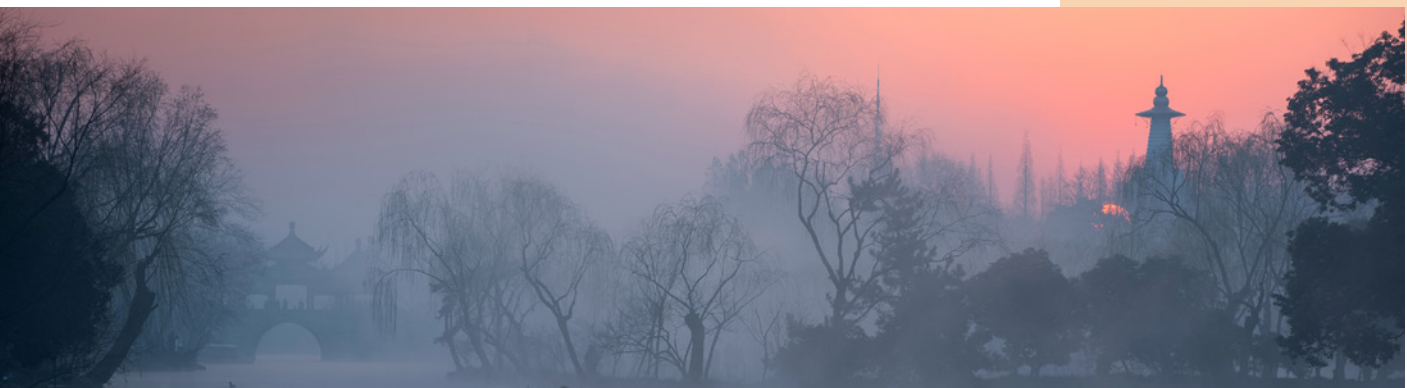
Tourism can be reimagined through technological innovation. Technology has already revolutionized travel with innovations in digital wallets and currencies, artificial intelligence, big data, the internet of things, and virtual and augmented reality. These changes have especially affected transportation and hospitality, where they have made the travel experience more efficient and consumer friendly. These technologies have also advanced contactless services that greatly improve hygiene and safety measures to enhance travelers' confidence.

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA), which is positioned as an international science and technology innovation hub, is the base of China's leading enterprises in cutting-edge innovation and technology. Continuously investing in the development of innovative technology solutions, from 5G networks and biometric technology, to health QR codes and vaccine research, the GBA has been at the forefront of the efforts to combat the pandemic and will be a key region when it comes to contributing to high quality development of the tourism economy. The GBA is not only full of opportunities but is also committed as a region to promoting cooperation with the tourism sector to build the infrastructure necessary for sustainable development. GTEF 2020 will highlight this rising technology and innovation hub and its latest initiatives, from companies such as Tencent Holdings Ltd. to share his thoughts on how technology can advance and provide solutions to the restart and recovery of the tourism economy.

### Showcasing Macao's Success Story

With the support from China's national policies, Macao has integrated itself into the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and is preparing for its next round of growth. Macao exemplifies and promotes regional integration. In his 2020 Policy Address, Chief Executive Ho Iat Seng of the Macao SAR highlighted Macao's urban planning efforts to establish itself as a world-leading smart city. Efforts to establish "Digital Macao" include strengthening its 5G network, establishing a data center, and building a robust infrastructure to support such developments. Chief Executive Ho also expressed his support for innovation for technology and management structures, including the support for enterprises to establish homegrown Macao-based brands. These policies and initiatives will certainly have a direct positive impact on the tourism sector and its economy.

With its positioning as a World Center of Leisure and Tourism, Macao has truly demonstrated the importance of solidarity on the road towards recovery for the tourism economy. Macao's tourism sector responded with solidarity and innovation to this year's unprecedented challenges through new coordination methods between the public and private sectors. Through this year's GTEF, Macao will showcase its confident outlook on tourism recovery, as well as its longstanding hospitality and high standards for hygiene and safety which serve as a model for tourism destinations.





## 團結與創新：重塑世界旅遊新經濟

### 推動國際團結合作，弘揚企業家精神，共同以創新，激發市場活力，捕捉新發展格局

世今屆「論壇」主題將環繞著「團結」以及「創新」以讓全球業界團結一致，公私營機構同心協力展示跨越逆境的能力，向世界宣揚正面訊息，重啟出遊信心，早日促進環球旅遊恢復良好營商環境，同時透過協作推動開拓新市場和支援新產業，從而打造新業態、激發市場新活力，共享新機遇。

### 科技與創新推動旅遊重啟和復蘇

科技重新定義旅遊。通過人臉識別、數位錢包、虛擬貨幣、人工智慧、大數據、物聯網、虛擬實景，以及擴增實境等徹底改變旅遊體驗，特別是在交通和住宿方面的應用，使旅行變得更加無縫順暢。同時，機器人技術帶動非接觸式服務大幅改善衛生狀況，確保安全性並增強了出行者的信心。

邁向國際科技創新中心發展的粵港澳大灣區是中國最前沿創新科技龍頭企業的基地。在抗疫工作上，不斷投進研發創新科技方案，從5G網絡、生物識別技術，以至健康碼及研發疫苗方面，推動旅遊業高質量發展。大灣區不但充滿活力，更致力促進創新及多元化旅遊系統發展方面的合作，今屆「論壇」將重點介紹大灣區的最新倡議。騰訊股份有限公司將是此科技和創新環節的重要演講嘉賓之一，分享他對科技和創新如何為旅遊經濟重啟和復蘇帶來精闢的見解及解決方案，分享他對科技和創新如何為旅遊經濟重啟和復蘇帶來精闢的見解及解決方案。

### 彰顯澳門成功故事

全澳門在國家政策支持下，積極融入粵港澳大灣區的發展，準備迎接新一輪增長，並跟鄰近地區分享澳門的經驗，以推動跨領域合作。澳門特首賀一誠在發表澳門政府《2020年施政報告》時重點提出，澳門將會加強城市規劃及建設智慧城市，加快城市基礎設施建設。致力建設世界領先的新型智慧化特區，打造「數字澳門」，加強5G網絡、數據中心等新型基建，加快建設數碼基礎設施。與此同時他亦表示：鼓勵企業進行技術、管理和制度創新，支援企業自創和推廣「澳門品牌」。這些政策和舉措均對旅遊業發展帶來直接和積極的影響。

澳門作為世界旅遊休閒中心的戰略定位，在復蘇旅遊業的路上充分表現出團結就是力量。澳門的旅遊業通過公私營機構以全新的方法協調，顯示出其應變力和創新力。通過今屆「論壇」，澳門將展示其對經濟復蘇的信心，以及作為世界旅遊休閒中心的熱情好客，高規格的衛生標準和安全旅遊目的地典範。



## SOLIDARIEDADE E INOVAÇÃO: REMODELAR O TURISMO NA NOVA ECONOMIA GLOBAL

### Defesa da Cooperação Global e Promoção do Espírito do Empreendedor para Estimular a Vitalidade do Mercado e Criar Novas Oportunidades de Desenvolvimento

Duas palavras-chave representam o foco do GTEF 2020: solidariedade e inovação. Trazer estes conceitos para a linha da frente, o GTEF irá juntar líderes de pensamento mundiais dos sectores público e privado e de organizações académicas para discutir como foram ao encontro dos desafios de 2020, as suas soluções para reconstruir a confiança do consumidor e desenvolver novos mercados e produtos, e como o sector pode desempenhar um papel fundamental na promoção de uma recuperação global mais ampla.

### TECNOLOGIA E INOVAÇÃO PARA ACELERAR O REINÍCIO E A RECUPERAÇÃO DA ECONOMIA DO TURISMO GLOBAL

O turismo pode ser reconfigurado através de inovação tecnológica. A tecnologia já revolucionou as viagens com inovações em carteiras e moedas digitais, inteligência artificial, "big data", a internet das coisas, da realidade virtual e aumentada. Estas mudanças afectaram particularmente o transporte e a hotelaria, onde fizeram da experiência da viagem mais eficiente e favorável aos consumidores. Estas tecnologias também incluem serviços sem contacto avançados que melhoram profundamente as medidas de higiene e segurança, aumentando desta forma a confiança dos viajantes.

A Área da Grande Baía Guangdong-Hong Kong-Macau, que se posiciona como um centro internacional de inovação em ciência e tecnologia, é a base das empresas líderes da China em inovação e tecnologia de ponta. Com investimento contínuo no desenvolvimento de soluções inovadoras de tecnologia, desde redes de 5G e tecnologia biométrica, a códigos QR de saúde e investigação em vacinação, a Área da Grande Baía tem estado na vanguarda dos esforços para combater a pandemia e será uma região fundamental no que toca a contribuir para o desenvolvimento de alta qualidade da economia do turismo. A Área da Grande Baía não apenas está cheia de oportunidades, mas também está comprometida como uma região que promove a cooperação com o sector turístico para construir a infraestrutura necessária para o desenvolvimento sustentável. O GTEF 2020 enfatizará este centro de tecnologia e inovação em ascensão e as mais recentes iniciativas de companhias como a Tencent Holdings Ltd., no que toca à forma como elas usam a tecnologia para avançar e providenciar soluções para reiniciar e recuperar a economia de turismo.

### Apresentação da História de Sucesso de Macau

Com o apoio das políticas nacionais da China, Macau integrou-se no desenvolvimento da Área da Grande Baía Guangdong-Hong Kong-Macau e está a preparar-se para a sua próxima ronda de crescimento. Macau exemplifica e promove a integração regional. No seu Relatório das Linhas de Acção Governativa de 2020, o Chefe do Executivo da RAE de Macau, Ho Iat Seng, sublinhou os esforços de planeamento urbano de Macau, para se estabelecer como uma cidade inteligente líder no mundo. Os esforços para estabelecer a "Macau Digital" incluem fortalecer a sua rede 5G, estabelecer um centro de dados e construir uma infraestrutura robusta para apoiar tais desenvolvimentos. O Chefe do Executivo Ho também expressou o seu apoio à inovação para a tecnologia e estruturas de gestão, incluindo o apoio a empresas que estabeleçam marcas domésticas baseadas em Macau. Estas políticas e iniciativas irão certamente gerar um efeito positivo directo no sector do turismo e a sua economia.

Com o seu posicionamento como Centro Mundial de Turismo e Lazer, Macau demonstrou verdadeiramente a importância da solidariedade no caminho para a recuperação da economia do turismo. O sector turístico de Macau respondeu com solidariedade e inovação aos desafios sem precedentes deste ano, através de novos métodos de coordenação entre os sectores público e privado. Através do GTEF deste ano, Macau irá apresentar a sua perspectiva confiante na recuperação do turismo, bem como a sua tradição de longa data de hospitalidade e os elevados níveis de higiene e segurança que servem como modelo para os destinos turísticos.







## GAO YUNLONG

*Vice Chairman*

THE NATIONAL COMMITTEE OF THE CHINESE PEOPLE'S POLITICAL CONSULTATIVE CONFERENCE

*Chairman*

ALL-CHINA FEDERATION OF INDUSTRY AND COMMERCE

*Honorary Chairman*

GLOBAL TOURISM ECONOMY FORUM

## 高雲龍

中國人民政治協商會議全國委員會 副主席

中華全國工商業聯合會 主席

世界旅遊經濟論壇 榮譽主席

Gao Yunlong was elected as Vice Chairman of Chinese People's Political Consultative Conference at the Thirteenth National Committee of the Chinese People's Political Consultative Conference (CPPCC) in March 2018, and as President of All-China Federation of Industry and Commerce (ACFIC) and Chairman of All-China General Chamber of Industry and Commerce in November 2017. Previously, he was a Committee Member of the Eleventh and Twelfth National Committee of CPPCC from 2008 to 2018. Mr. Gao has served as Chairman of Beijing Municipal Committee of China Democratic National Construction Association (CNDCA) since June 2017. Mr. Gao is concurrently Vice Chairman and General Manager of China Everbright Group Ltd. He joined China Everbright Group in 2013 as Executive Director and Deputy General Manager and successively assumed various capacities of the Group.

From 1989 to 1994, Mr. Gao worked for National Raw Materials Investment Company, successively served as Engineer and Senior Engineer. From 1994 to 2003, he worked for China Development Bank, successively served as Deputy Division Chief, Senior Engineer and Division Chief. Mr. Gao was interim Deputy Mayor of Baise City in Guangxi Zhuang Autonomous Region from 2002 to 2003 and assumed the permanent role from 2003 to 2007. During the tenure, he successively served as Vice Chairman and Chairman of Guangxi Provincial Committee of CNDCA. From 2007 to 2013, he was Deputy Governor of Qinhai Province China and concurrently Chairman of Qinhai Provincial Committee of CNDCA.

Mr. Gao has postgraduate and senior engineer qualifications. He was graduated from East China Chemical Engineering College (now East China Science and Technology University) with a Bachelor's degree in 1982 and a Master's degree in 1985. He earned the Doctorate of Chemical Engineering from Tsinghua University in 1989.

高雲龍於2018年3月當選中國人民政治協商會議第十三屆全國委員會副主席，2017年11月當選中華全國工商業聯合會主席和中國民間商會會長，此前，他在2008年至2018年擔任第十一屆、十二屆中國人民政治協商會議委員。高先生從2017年6月起擔任中國民主建國會北京市委會主委。高先生也是中國光大集團股份公司副董事長及總經理。他在2013年加入中國光大（集團）總公司，擔任執行董事及副總經理，歷任集團內多個領導職位。

1989年至1994年，高先生在國家原材料投資公司工作，歷任工程師、高級工程師。1994年至2003年，他在國家開發銀行工作，歷任副處長、高級工程師、處長。高先生在2002年至2003年掛任廣西省百色市副市長，2003年至2007年就任此職，同期歷任中國民主建國會廣西省委會副主委、主委。2007年至2013年，他擔任青海省副省長，同期出任中國民主建國會青海省委會主委。

高先生擁有研究生學歷和高級工程師資格，1982年和1985年先後獲得華東化工學院（現屬華東理工大學）學士和碩士學位，1989年獲得清華大學化工工學博士學位。



## ZURAB POLOLIKASHVILI

*Secretary-General*

WORLD TOURISM ORGANIZATION (UNWTO)

### 祖拉布·波洛利卡什維利

聯合國世界旅遊組織 秘書長

Zurab Pololikashvili is Secretary-General of the World Tourism Organization (UNWTO) since 1 January 2018 after being elected by the 22nd Session of UNWTO General Assembly. He was Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain, the Principality of Andorra, the People's Democratic Republic of Algeria and the Kingdom of Morocco, and Permanent Representative of Georgia to the UNWTO until December 2017.

Between 2009 and 2010, Mr. Pololikashvili was Minister of Economic Development of Georgia. He was instrumental in launching an innovative tourism development policy to prioritise agendas of both public and private sectors through policy reform, marketing, infrastructure improvement and visa liberalisation. These paved the way for sustainable tourism development and poverty alleviation of Georgia, and nearly doubled the country's international tourist arrivals from 2009 to 2011. He also successfully led the economic liberalisation processes, introducing supportive policies for SMEs and incentive programmes to attract foreign infrastructure investment.

From 2006 to 2009, Mr. Pololikashvili was Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain. From 2005 to 2006, he was Deputy Minister of Foreign Affairs of Georgia. He was responsible for implementing more liberal and secure visa regimes, facilitating processes to ease border crossing procedures, and deepening relations with various international organisations.

Mr. Pololikashvili's experience in the private sector includes several years in the financial and banking sectors, serving as Manager of International Operations of TBC Bank, Director of TBC Bank's Central Branch Office from 2001 to 2005, and Vice President of TBC Group from 2010 to 2011. He was also Chief Executive Officer of Georgia's professional football team FC Dinamo Tbilisi from 2001 to 2011.

Mr. Pololikashvili graduated from Georgian Technical University in 1998 with a Bachelor's Degree in Banking. In 2009, he completed the Global Senior Management Programme of IE Business School in Madrid, Spain.

祖拉布·波洛利卡什維利於聯合國世界旅遊組織第22屆全體大會上，當選聯合國世界旅遊組織秘書長，從2018年1月1日起履任。直至2017年12月，他擔任格魯吉亞駐西班牙、安道爾公國、阿爾及利亞和摩洛哥特命全權大使，以及格魯吉亞常駐聯合國世界旅遊組織代表。

2009年至2010年，波洛利卡什維利先生擔任格魯吉亞經濟發展部部長，任內推出創新的旅遊發展政策，通過政策改革、市場營銷、改善基礎設施和放寬簽證，優先滿足公私營旅遊業需求，從而開拓格魯吉亞的可持續旅遊業發展以及扶貧之路，使該國從2009年到2011年的國際旅客總數增長接近一倍。他更成功領導推動經濟自由化進程，制定中小企扶持政策，以及吸引外國基礎建設投資的激勵計劃。

2006年至2009年，波洛利卡什維利先生擔任格魯吉亞駐西班牙特命全權大使。2005年至2006年，他出任格魯吉亞外交部副部長，任內實施了更自由安全的簽證制度，推行簡化過境手續及程序，以及深化與各大國際組織的關係。

波洛利卡什維利先生亦曾任職私營企業，擁有數年從事金融與銀行業的經驗。他曾任TBC銀行國際業務經理，2001年至2005年成為中央分行董事。2010年至2011年，他擔任TBC銀行集團副總裁。2001年至2011年，他出任格魯吉亞職業足球隊第比利斯戴拿模的首席執行官。

波洛利卡什維利先生於1998年畢業於格魯吉亞技術大學，取得銀行學士學位。2009年，他完成了西班牙馬德里IE商學院全球高級管理課程。





## HU HEPING

*Minister*

MINISTRY OF CULTURE AND TOURISM OF  
THE PEOPLE'S REPUBLIC OF CHINA

*Honorary Chairman*

GLOBAL TOURISM ECONOMY FORUM

## 胡和平

中華人民共和國文化和旅游部 部長  
世界旅遊經濟論壇 榮譽主席

Hu Heping was born in October 1962 and is a native of Linyi, Shandong province. He is a professor and holds a Doctor of Engineering degree.

August 2020 -

Vice Minister, Publicity Department of the CPC Central Committee  
Secretary, CPC Leading Party Members Group of the Ministry of  
Culture and Tourism  
Minister of Culture and Tourism

July 2020 -

Vice Minister, Publicity Department of the CPC Central Committee  
Secretary, CPC Leading Party Members Group of the Ministry of  
Culture and Tourism

January 2018 - July 2020

Secretary, CPC Shaanxi Provincial Committee  
Chairman, Standing Committee of the Shaanxi Provincial People's  
Congress

October 2017 - January 2018

Secretary, CPC Shaanxi Provincial Committee  
Governor, Shaanxi province

April 2016 - October 2017

Deputy Secretary, CPC Shaanxi Provincial Committee  
Governor, Shaanxi province

April 2015 - April 2016

Deputy Secretary, CPC Shaanxi Provincial Committee

November 2013 - April 2015

Member, Standing Committee of the CPC Zhejiang Provincial  
Committee Head, Organization Department of the CPC Zhejiang  
Provincial Committee

胡和平，1962年10月生，山東臨沂人。研究生學歷，工學博士，教授。

1980年9月至1992年9月，在清華大學學習，畢業後留校工作。

1992年9月至1996年12月，在日本東京大學學習，畢業後在日本INA株式會社工作。

1996年12月至2006年2月在清華大學工作，歷任土木水利學院黨委書記，校黨委組織部部長，教務處處長，人事處處長等職；2006年2月至2013年11月，歷任 清華大學副校長，黨委常務副書記兼副校長，黨委書記（副部長級）。

2013年11月至2015年4月，任浙江省委常委，組織部部長。

2015年4月至2016年4月，任陝西省委副書記；2016年4月至2017年10月任省委副書記，省長；2017年10月至2018年1月，任省委書記，省長；2018年1月至2020年7月，任省委書記，省人大常委會主任。

2020年7月，任中央宣傳部副部長，文化和旅游部黨組書記。

2020年8月，任中央宣傳部副部長，文化和旅游部黨組書記，部長。

中共十八屆中央候補委員，十九屆中央委員，中共十八大，十九大代表。第十二屆，十三屆全國人大代表。

February 2006 - November 2013

Successively served as Vice President, Tsinghua University;  
Executive Deputy Secretary, CPC Tsinghua University Committee and  
Vice President, Tsinghua University;  
Secretary, CPC Tsinghua University Committee (Vice Minister Level)

December 1996 - February 2006

Successively served as Secretary, CPC Committee of the School of  
Civil Engineering, Tsinghua University;  
Head, Organization Department of the CPC Tsinghua University  
Committee;  
Director, Undergraduate Academic Affairs Office, Tsinghua University;  
Director, Human Resource Office, Tsinghua University

September 1992 - December 1996

Studied at University of Tokyo, and since graduation, worked in INA  
corporation, Japan

September 1980 - September 1992

Studied and worked at Tsinghua University

Member, 19th CPC Central Committee

Alternate member, 18th CPC Central Committee

Delegate, 18th and 19th CPC National Congress

Deputy, 12th and 13th National People's Congress





## HAO YUAN

*Vice Chairman*

GANSU PROVINCIAL COMMITTEE OF THE CHINESE PEOPLE'S  
POLITICAL CONSULTATIVE CONFERENCE

### 郝遠

中國人民政治協商會議甘肅省委員會 副主席

Hao Yuan was born in June 1957 in Yangcheng, Shanxi Province. Currently, he is a Standing Committee member of The National Committee of the Chinese People's Political Consultative Conference, Vice Chairman of the Gansu Provincial Committee of the Chinese People's Political Consultative Conference, and Chairman of Gansu Federation of Industry and Commerce.

Previously, he has served as Director of the Science and Technology Achievement Promotion and Transformation Center of Gansu University of Technology (current Lanzhou University of Technology), Vice President of Gansu University of Technology (current Lanzhou University of Technology), and Vice-Governor of The People's Government of Gansu Province.

He studied mechanical engineering at the Beijing Institute of Iron and Steel (current University of Science & Technology Beijing) majoring in casting and received a Master Degree. He later graduated from Huazhong University of Science and Technology with a Doctoral Degree in education.

郝遠於1957年生，山西陽城人，現任全國政協常委，甘肅省政協副主席及省工商聯主席。

他曾任甘肅工業大學科技成果推廣轉化中心主任、甘肅工業大學副校長、甘肅省副省長。

郝遠修業於北京鋼鐵學院，專修冶金系鑄造專業，獲頒工學碩士學位。其後於華中科技大學高等教育學專業進修，取得教育學博士學位。



## ZHANG WENBING

*Vice-Governor*

THE PEOPLE'S GOVERNMENT OF HUBEI PROVINCE

## 張文兵

湖北省人民政府 副省長

Mr. Zhang Wenbing, Han ethnic group, was born in November 1971 and is a native of Huoqiu, Anhui Province. He joined the Communist Party of China (CPC) in June 1994 and started to work in July 1994. He holds a postgraduate degree and a doctorate in management. He is the Vice-Governor and Party Member of the Hubei Provincial People's Government.

張文兵先生，漢族，於1971年11月出生，是安徽霍邱人。他於1994年6月入黨，1994年7月參與工作。張先生擁有在職研究生學歷及管理學博士學位，現任湖北省政府副省長、黨組成員。





## H.E. AHMED AL-KHATEEB

Minister

MINISTRY OF TOURISM OF SAUDI ARABIA

### 艾哈邁德·哈提卜

沙特阿拉伯旅遊部 部長

His Excellency Ahmed Al Khateeb is Saudi Arabia's first Minister of Tourism, responsible for opening the Kingdom to international tourism and realising the sector's full social and economic potential.

Under His Excellency's leadership in 2019, the Saudi Commission for Tourism and Heritage launched Saudi Arabia's first international tourism visa and laid the foundations for Saudi tourism product development. More than half a million tourist visas were issued within six months – including 14,000 in the first twenty-four hours, making Saudi Arabia the fastest growing tourist destination in the world.

The Ministry of Tourism and the Saudi Tourism Authority were established by Royal Decree in February 2020 in recognition of the significant role the sector will play in realising Saudi Arabia's Vision 2030 goals of a thriving economy and vibrant society. To further support tourism development within the Kingdom, a \$4billion Tourism Development Fund was launched in summer 2020.

As Minister of Tourism, His Excellency will continue to oversee the development of a sustainable and future-ready tourism sector that will attract significant investment, welcome over 100 million annual visits and create over one million new jobs by 2030. In addition to his role leading the Ministry, His Excellency acts as Chairman of the Saudi Tourism Authority and the Tourism Development Fund.

His Excellency has over 25 years of experience in investment and financial services and has successfully established, managed and restructured multiple private-sector and government entities. He is known for his ability to drive institutional transformation to realise long-term strategic objectives. Previous governmental positions include Minister of Health and Chairman of the Board of Directors for the General Entertainment Authority.

His Excellency currently holds a number of other key positions driving change in Saudi Arabia, including Chairman of the Board of Directors for the Saudi Fund for Development, Chairman of the Committee of Quality of Life Program Center - one of the pillars of Saudi Arabia's Vision 2030, Chairman of the Board of Directors for the Saudi Arabia Military Industries (SAMI) as well as Secretary General for the Diriyah Gate Development Authority, a UNESCO World Heritage site, Secretary General of the Board of Qiddiya, and Secretary General for New Jeddah Downtown Company. HE is Member of the Board of Directors for Saudi Arabia's pioneering Giga-Projects: NEOM and the Red Sea Development Company. He is also Advisor to HRH the Minister of Defense and to the Council of Ministers General Secretariat.

沙特阿拉伯旅遊部首任部長專責開啟及推廣沙特王國國際旅遊發展，以全面開拓及發掘國際旅遊業所帶來的社經效益。

在艾哈邁德·哈提卜部長的領導下，沙特旅遊與民族遺產委員會於2019年簽發首批沙特阿拉伯國際旅遊簽證，為沙特旅遊產品開發打下基礎。該局於開放國際旅遊簽證首24小時內簽發了14,000份簽證，而首六個月內更簽發逾50萬份簽證，令沙特迅速成為世界旅遊熱點。

沙特王室於2020年2月頒下法令，成立沙特阿拉伯旅遊部及旅遊管理局，並肯定旅遊產業於實踐沙特王國振興社會經濟的「願景2030」中所擔當的重要角色。為推動沙特王國旅遊業的發展，沙特王室更於2020年夏天推出了一個四十億元的旅遊建設基金。

艾哈邁德·哈提卜部長將繼續推動旅遊業的可持續發展，並訂下於2030年前完成吸引大額投資、接得每年逾100萬入境旅客，及創造逾100萬個工作職位的目標。艾哈邁德·哈提卜部長亦同時擔任沙特旅遊管理局及旅遊建設基金主席。

艾哈邁德·哈提卜部長擁有逾25年的金融投資經驗，成功建立、管理及重組多個私營及政府機構，更透過企業制度轉型實踐長遠策略目標。他亦曾擔任沙特阿拉伯衛生部部長及沙特阿拉伯綜合娛樂管理局董事會主席。

艾哈邁德·哈提卜部長現任多項要職，推動沙特阿拉伯發展，包括沙特建設基金董事會主席、沙特願景2030生活質素計劃委員會主席、沙特阿拉伯軍事工業公司董事會主席、聯合國教科文組織世界遺產德拉伊耶門發展局秘書長、大型旅遊項目奇迪亞董事會秘書長及New Jeddah Downtown Company 秘書長。他亦擔任沙特阿拉伯Giga-Projects中新未來城及紅海計劃董事會成員。他亦是國防大臣王儲穆罕默德及部長秘書處的顧問。



## GLORIA GUEVARA MANZO

*President and Chief Executive Officer*

WORLD TRAVEL AND TOURISM COUNCIL (WTTC)

*Honorary Chairman*

GLOBAL TOURISM ECONOMY FORUM

### 格洛麗亞·格瓦拉·曼索

世界旅遊及旅行理事會 總裁兼首席執行官

世界旅遊經濟論壇 榮譽主席

Ms. Gloria Guevara Manzo joined WTTC in August 2017, following a varied career in Travel & Tourism. Recognised as one of the most influential women in Mexico by CNN and Expansion, Gloria began her professional career in 1989 at NCR Corporation working in the Latin America, Middle East, and Africa regions. Since 1995 she has worked for the travel industry, starting at the Sabre Travel Network and Sabre Holdings, she was later CEO of JV Sabre Mexico reporting to a board of directors from Aeromexico, Mexicana, and Sabre. In March 2010 President Calderon appointed her as Minister of Tourism and two weeks after she was given in addition the full responsibility of the Mexico Tourism Board. Under her leadership the "National Agreement for Tourism" in Mexico was created and signed on 28 February 2011. Gloria received the Good Neighbour Award from the US-Mexico Chamber of Commerce and Virtuoso awarded Mexico the best tourism board in the world due to her successful branding and repositioning efforts. In addition, Gloria has been Special Advisor on Government Affairs to Harvard University, and part of the Future for Travel, Tourism and Aviation Global Agenda Council of the World Economic Forum (WEF).

格洛麗亞·格瓦拉·曼索女士於2017年8月加入世界旅遊及旅行理事會，在旅遊業界擁有豐富工作經驗。曼索女士曾獲CNN和《Expansion》評選為墨西哥最具影響力的女性，她於1989年在安迅資訊公司展開職業生涯，先後獲派駐拉丁美洲、中東和非洲地區工作。自1995年起，她從事旅遊業工作，最初加盟 Sabre Travel Network 和 Sabre Holdings。後來她晉升為合資企業 Sabre Mexico 首席執行官，負責向墨西哥國際航空、墨西哥航空和 Sabre 組成的董事會匯報。於2010年3月，她獲委任為墨西哥旅遊部部長，兩星期後更兼任墨西哥旅遊局首席執行官。在她的領導下，成功草擬了墨西哥《國家旅遊協議》，該協定於2011年2月28日簽署。她獲美墨商會頒發「睦鄰獎」；其對墨西哥旅遊局的品牌推廣和重新定位的貢獻，使墨西哥旅遊局獲豪華旅遊行業機構 Virtuoso 評選為全球最佳旅遊局。此外，她曾任哈佛大學政府事務特別顧問，也是世界經濟論壇未來旅遊業全球議程理事會成員。





## LORENZA BONACCORSI

*Under-Secretary*

STATE OF MINISTRY OF CULTURAL HERITAGE AND ACTIVITIES AND TOURISM OF ITALY

### 洛倫紜·博納科西

意大利文化遺產、活動和旅遊部 副部長

After earning a degree in Economic History at the University of Milan, Lorenza Bonaccorsi earned a Master's Degree in European Public Relations with two specialist subjects from the Italian National School of Administration and Public Institutions in Rome.

Between 1997 and 2013, Ms. Bonaccorsi held management positions within the Lazio Regional government, as Head of Institutional Relations and Relations with the European Union, and for the Foundation Musica per Roma.

In 2006, she headed the Political Secretariat of the Minister of Communications, Paolo Gentiloni.

From 2013 to 2018, she was an MP for the Democratic Party, participating in the work of the parliamentary committees on: Transport; Digitalization; Culture, Science and Education; and, lastly, of the Rai Supervision Commission.

From March 2018 to August 2019, she was the Councilor for Tourism and Equal Opportunities in the Lazio Regional Government.

She is currently Under-Secretary to the Minister of Cultural Heritage and Activities and Tourism.

洛倫紜·博納克爾西在米蘭大學取得經濟史學位，其後在位於羅馬的意大利國家行政管理學院和公共學院取得歐洲公共關係碩士學位，並完成兩個專業課程。

在1997年至2013年間，博納克爾西小姐在拉素區政府負責管理工作，出任機構及歐盟關係部長，以及羅馬音樂基金會關係部長。

2006年，她效力於通訊部部長真蒂洛尼，出任政務秘書長一職。

2013年至2018年間，她擔任民主黨議員，參與議會委員會在交通、數碼化、文化、科學和教育以及Rai監督委員會的工作。

2018年3月至2019年8月間，她擔任拉素區政府議員，專注於旅遊與平等機會的工作。

她現時出任意大利文化遺產、活動和旅遊部副部長。



## CHEN DONG

Secretary-General  
WORLD TOURISM CITIES FEDERATION (WTCF)

陳冬

世界旅遊城市聯合會 秘書長

Mr. Chen Dong is currently the Party Secretary and Director General of Beijing Municipal Bureau of Culture and Tourism, and Secretary General of WTCF. He has served as the Director General of Beijing Municipal Bureau of Culture and has long been committed to cultural related works including cultural activities and culture promotion, accumulated rich management experience in the cultural and tourism industries. From November 2019, he has been in full charge of all the works related to tourism and culture in Beijing.

陳冬先生現任北京市文化和旅遊局黨組書記、局長，世界旅遊城市聯合會秘書長。他曾任北京市文化局局長，長期從事文化工作，具有豐富的文化活動與文化推廣經驗，積累了豐富的文旅行業管理經驗。2019年11月始，全面負責北京文化和旅遊工作。





## LINDA CHEN

*Vice Chairman and Executive Director*  
WYNN MACAU LIMITED

### 陳志玲

永利澳門有限公司 副主席兼執行董事

Ms. Linda Chen is the Vice Chairman and Executive Director of Wynn Macau, Limited and President and Executive Director of Wynn Resorts (Macau) S.A.. Ms. Chen led the Wynn Group into Macau in 2002 and is responsible for the operations of the company in Macau. Ms. Chen is also responsible for the global marketing and strategic development of Wynn Resorts, Limited. As an outstanding corporate leader, Ms. Chen was listed on the "Forbes Asia's Power Businesswomen List".

While excelling in corporate leadership and management, Ms. Chen has made outstanding contributions to the development of economic diversification and the popularization of culture and art in Macau. She has long been committed to cultivating young talents and devoted herself to building Macau as a world centre of tourism and leisure. Ms. Chen founded the 'Wynn Care' charity brand in 2018, and established the Wynn Care Foundation as its chairman, leading Wynn's effort to actively fulfill its corporate social responsibilities. Ms. Chen is also a director of the Macau Chinese General Chamber of Commerce, a member of the Tourism Development Committee of the Macau Special Administrative Region Government, and a member of the Cultural Industry.

Currently, Ms. Chen is a member of the Nanjing Committee of the Chinese People's Political Consultative Conference (Macau), a role in which she focuses on the construction and development of Nanjing, and has been actively promoting cultural and economic exchanges and cooperation between the city and Macau.

陳志玲女士現任永利澳門有限公司副主席兼執行董事，以及永利渡假村（澳門）股份有限公司總裁兼常務董事。陳女士於2002年帶領永利集團進入澳門市場，負責全面管理永利在澳門的業務營運和永利集團的全球市場營銷及策略發展。作為一名傑出的企業領袖，陳女士曾榮登「福布斯亞洲商界權勢女性榜」。

陳女士在做好企業領導管理的同時，亦為澳門的經濟多元化發展和文化藝術普及做出卓越貢獻，長期致力培養青年人才，並全力投身於打造澳門成為世界旅遊休閒中心。陳女士還創立了「永利關愛」公益品牌，成立了永利關愛基金會並出任主席，率領永利團隊積極履行企業社會責任。陳女士亦為澳門中華總商會會董、澳門特區政府旅遊發展委員會委員及文化產業委員會委員。

同時，陳女士亦擔任中國人民政治協商會議南京市委員會（澳門區）委員，關心南京建設和發展，並積極推動澳門和南京兩地文化、經濟等各方面之交流與合作。



## PHILIP CHENG

*Director*  
GALAXY ENTERTAINMENT GROUP

程裕昇

銀河娛樂集團 董事

Mr. Cheng is the Director of Galaxy Entertainment Group. He has over 30 years' experience in operation and management. He holds a Bachelor of Science degree from the Cornell University, USA and a Master of Business Administration degree from Harvard University, USA.

程裕昇先生為銀河娛樂集團董事，有逾30年的營運和管理經驗。程先生擁有美國康奈爾大學理學士學位和哈佛大學工商管理碩士學位。



## SONIA CHENG

Chief Executive Officer  
ROSEWOOD HOTEL GROUP

### 鄭志雯

瑰麗酒店集團 首席執行官

Ms. Sonia Cheng is the Chief Executive Officer of Rosewood Hotel Group, leading a team of seasoned industry professionals to spearhead the Group's regional and international expansion. Ms. Cheng is also Executive Director of New World Development Company Limited and New World China Land, and Non-Executive Director of Chow Tai Fook Jewellery Group, which is one of the largest conglomerates in Hong Kong.

Before joining Rosewood Hotel Group, Ms. Cheng worked with a major international investment bank and a global American private equity firm, specializing in real estate investments. Ms. Cheng is a member of the Thirteenth Guangzhou Municipal Committee of The Chinese People's Political Consultative Conference. She is a member of the Hong Kong Tourism Board, a Chairman of the Advisory Committees of the School of Hotel and Tourism Management at The Chinese University of Hong Kong, a member of the Y. Elites Association, the Young Presidents' Organisation and the Hong Kong United Youth Association.

Ms. Cheng holds a Bachelor of Arts degree in Applied Mathematics with a concentration in Economics from Harvard University.

鄭志雯女士為瑰麗酒店集團首席執行官，引領由業內精英組成的資深團隊在國際上進行戰略化版圖拓張。她同時也是新世界發展有限公司和新世界中國地產有限公司的執行董事，以及周大福珠寶集團的非執行董事。周大福珠寶集團是香港最大的企業集團之一。

加入瑰麗酒店集團之前，鄭女士曾任職於大型國際投資銀行以及國際美國私募股權公司，專注於房地產投資。鄭女士為中國人民政治協商會議第十三屆廣州市政協委員、現任香港旅遊發展局成員、香港中文大學酒店旅遊管理學院顧問委員會主席、香港菁英會會員、青年總裁協會會員及香港青年聯會會員。

鄭女士畢業於美國哈佛大學應用數學系，主修經濟。





## CLARENCE CHUNG

*Board Director*

MELCO RESORTS & ENTERTAINMENT

鍾玉文

新濠集團 董事

Mr. Clarence Chung was appointed as a director of Melco Resorts & Entertainment Limited on November 21, 2006. Mr. Chung has also been an executive director of Melco International Development Limited since May 2006, which he joined in December 2003. In addition, Mr. Chung has been the chairman and president of Melco Resorts and Entertainment (Philippines) Corporation since December 2012, a director of Studio City International Holdings Limited since October 2018 and has also been appointed as a director of certain of our subsidiaries incorporated in various jurisdictions. Before joining Melco International, Mr. Chung had been in the financial industry in various capacities as a chief financial officer, an investment banker and a merger and acquisition specialist. Mr. Chung is a member of the Hong Kong Institute of Certified Public Accountants and the Institute of Chartered Accountants in England and Wales and obtained a master's degree in business administration from the Kellogg School of Management at Northwestern University and The Hong Kong University of Science and Technology.

鍾玉文先生於2003年加入新濠集團，並於2006年獲委任為新濠集團董事。鍾先生亦自2012年12月起出任 Melco Resorts and Entertainment (Philippines) Corporation 的主席及總裁以及自二零一八年十月起獲委任為 Studio City International Holdings Limited 的董事，並獲委任為新濠於多個司法權區註冊成立之多間附屬公司的董事。鍾先生在金融業擁有豐富經驗，在加入新濠國際前，鍾先生曾出任財務總監、投資銀行家及併購專家等職務。鍾先生為香港會計師公會以及英格蘭及威爾斯特許會計師公會的會員，並獲得美國西北大學凱洛格商學院 (Kellogg School of Management) 及香港科技大學工商管理碩士學位。



## TONY FERNANDES

Chief Executive Officer  
AIRASIA GROUP

東尼·費南德斯  
AirAsia 集團 首席執行官

One of Asia's most recognisable entrepreneurs, Tony Fernandes is best known for co-founding low-cost carrier AirAsia with Datuk Kamarudin Meranun and democratising air travel in the region.

Fernandes and Datuk Kamarudin famously bought the ailing airline for a token MYR1 (approximately USD0.25) and MYR40 million in debt, turning it around within two years and growing it from a Malaysian domestic carrier into Asia's largest low-cost carrier by passengers carried.

Fernandes studied in the UK, and qualified as an Associate Member of the Association of Chartered Certified Accountants in 1991 and Fellow Member in 1996. An accountant by training, Fernandes began his career in Richard Branson's Virgin Group before returning to Malaysia as Warner Music Group's Vice President for Southeast Asia before venturing into the airline business.

Fernandes has received numerous honours and awards over the course of his career. These include the Honour of the Commander of the Order of the British Empire, conferred by Her Majesty Queen Elizabeth II in 2011, and the Commander of the Legion d'Honneur, awarded by the French government for his outstanding contributions towards the economy of France through the aviation industry.

東尼·費南德斯(Tony Fernandes)是亞洲知名企業家之一，憑藉與拿督卡瑪魯丁·梅拉農(Datuk Kamarudin Meranun)共同創立低成本航空公司AirAsia及推動航空旅行平民化而聞名。

費爾南德斯先生和拿督卡瑪魯丁以價值1馬幣(約合0.25美元)的代幣和4000萬馬幣貸款購買瀕臨倒閉的航空公司，並在兩年之內扭轉局面，將一家馬來西亞國內航空公司發展成為亞洲最大的低成本航空公司。

費爾南德斯先生在英國就學，於1991年成為特許公認會計師公會(ACCA)的會員，並於1996年晉升為資深會員。在踏入航空業前，他以專業會計師身分加入理查德·布蘭森爵士的維珍集團，開始其職業生涯。他隨後回到馬來西亞，在華納音樂集團擔任東南亞區副總裁。

費爾南德斯先生在其職業生涯獲得無數榮譽和獎項，他於2011年獲英女王伊麗莎白二世授予大英帝國司令勳章，並獲法國政府授予法國榮譽軍團勳章軍官勳位，表彰他於航空界為法國經濟帶來的傑出貢獻。



## MICHAEL FRENZEL

*Honorary Chairman*

GLOBAL TOURISM ECONOMY FORUM

*Vice Chairman*

GLOBAL TOURISM ECONOMY RESEARCH CENTRE

## 米歇爾·弗倫策爾

世界旅遊經濟論壇 榮譽主席

世界旅遊經濟研究中心 副主席

Dr. Michael Frenzel was born in Leipzig on 2 March 1947. After matriculation, he studied law at Ruhr University in Bochum, and successfully completed his doctorate (Dr. jur.) whilst working at the University as a scientific assistant.

In 1988, he became a member of the Preussag AG executive board, being responsible for Trading and Logistics.

He was promoted to chairman of the executive board in January 1994. Under his leadership, the multi-business conglomerate Preussag was repositioned into Europe's leading tourism Group within only a few years. One of the main milestones was the acquisition of a stake in Hapag-Lloyd in 1997. This was followed by the acquisition of leading tourism companies such as TUI/Hanover, Thomson Travel/London, and Nouvelles Frontières/Paris.

On 1 July 2002, the annual general meeting passed a resolution to change the name of Preussag AG to TUI AG. With effect from 13th February 2013 he resigned as Chief executive officer of TUI AG.

In his capacity as the president of BTW (Federal Association of the German Tourism Industry) as well as the Past Chairman of WTTC (World Travel & Tourism Council) Frenzel represents the interests of the tourism sector within important associations. In December 2017 he has been appointed as Special Ambassador of Tourism by the Secretary-General of the World Tourism Organization (UNWTO). Since September 2012 he is also Honorary Chairman of the Global Tourism Economy Forum, Macau.

米歇爾·弗倫策爾博士在1947年3月2日出生於德國薩克森，於波鴻魯爾大學修讀法律系，並在該大學擔任科學助理期間，成功修畢法學博士課程。

1988年，他成為途易集團前身普羅伊薩格集團董事局成員，主理貿易與物流業務。

1994年，他擢升為普羅伊薩格集團董事局主席，領導這家綜合企業於數年內重新定位為歐洲旅遊業龍頭企業，主要里程碑包括於1997年收購德國航運企業赫伯羅德集團的股份，其後陸續收購各大旅遊業龍頭企業，包括德國漢諾威途易、倫敦湯姆森和巴黎新國界。

2002年7月1日，年度股東大會通過了一項決議，將普羅伊薩格集團易名為途易集團。2013年2月13日，弗倫策爾博士辭任集團首席執行官。

弗倫策爾博士為德國旅遊業聯合會主席，亦曾任世界旅遊及旅行理事會主席，在主要機構內代表旅遊業界發聲。2017年12月，弗倫策爾被任命為世界旅遊及旅行理事會大使，並自2012年起擔任世界旅遊經濟論壇榮譽主席。





## MARTINA FUCHS

*International TV Anchor and Business Journalist*

### 瑪蒂娜·福斯

國際電視主播和商業記者

Martina Fuchs is an international TV Anchor and Business Journalist, Event Moderator, and Expert on China and the Middle East.

Martina currently works as a freelance Business Correspondent for Chinese news agency Xinhua and state broadcaster China Global Television Network (CGTN) based in London and Zurich, International Consultant for the Lang Lang International Music Foundation, International Advisor for the St. Gallen Symposium.

Previously, Martina worked as a CNNMoney Switzerland TV Anchor in Zurich, Senior Business Reporter for CGTN in Beijing, Reuters Economy Correspondent for the Gulf Arab region in Dubai, and Reuters Financial TV Producer in London.

She speaks 9 languages, including: German, French, English, Chinese, Arabic, Spanish, Portuguese, Italian and Swahili.

She holds a Master in International Economic History from the University of Geneva, a Postgraduate Diploma in TV Journalism from the American University in Cairo, and a Master of Science in Global Finance (MSGF) from the Hong Kong University of Science and Technology (HKUST) and the New York University (NYU) Stern Business School.

瑪蒂娜·福斯女士是國際電視主播、財經新聞記者及活動主持人，同時她也是精於中國和中東地區事務的專家。

目前，她在中國新華社兼任工商記者，以及為中國中央電視台國際頻道CGTN擔任駐倫敦及蘇黎世記者。另外，她亦是郎朗國際音樂基金會和St. Gallen研討會的國際顧問。

她曾是CNNMoney瑞士電視台的主持人，也曾在北京CGTN出任高級財經記者五年。此前，她於路透社任職駐杜拜中東經濟記者和駐倫敦財經電視監製。

福斯女士來自瑞士，能說九種語言：德語、法語、英語、中文、阿拉伯語、西班牙語、葡萄牙語、意大利語和斯瓦希裡語。

福斯女士取得瑞士日內瓦大學國際經濟史碩士學位、位於埃及的美國開羅大學媒體學研究生文憑，以及香港科技大學（HKUST）和紐約大學（NYU）科技斯特恩商學院的全球金融專業理學碩士學位。



## GONG ZHENG

Mayor

SHANGHAI MUNICIPAL PEOPLE'S GOVERNMENT

龔正

上海市 市長

Gong Zheng, male, Han Chinese, a CPC member, was born in March 1960 in Suzhou of Jiangsu Province and started work in August 1982. He was an on-job postgraduate and holds a Doctorate degree in economics. Gong is now a Member of the 19th CPC Central Committee, Deputy Party Secretary of the CPC Shanghai Committee, Mayor of Shanghai, and Secretary of the CPC Leading Group of the Shanghai Municipal Government. Gong previously worked as Division-chief-level Secretary of Minister's Office of China's General Administration of Customs (GACC), Deputy head of Tianjin Customs, deputy director general of the Preparatory Office of National Customs Information Management Center, Deputy Director General of Business Specification Department and Deputy Director General of Information Work Leading Group Office, GACC, Director General of GACC Policy and Regulation Department, Party Secretary and Head of Shenzhen Customs, Vice Minister of GACC, Vice Governor of Zhejiang Provincial Government, Member of the Standing Committee of the CPC Zhejiang Committee and Party secretary of the CPC Hangzhou Committee, and Deputy Party Secretary and Governor of Shandong Province.

龔正，男，1960年3月生，漢族，江蘇蘇州人，中共黨員，1982年8月參加工作，在職研究生，經濟學博士。現任十九屆中央委員，上海市委副書記、市長、市政府黨組書記。曾任海關總署署長辦公室正處級秘書，天津海關副關長，全國海關信息管理中心籌備辦公室副主任，海關總署業務規範司副司長兼信息化工作領導小組辦公室副主任、政策法規司司長，深圳海關關長、黨組書記，海關總署副署長，浙江省副省長、省委常委、杭州市委書記，山東省委副書記、省長等職。



## PAUL GRIFFITHS

Chief Executive Officer  
DUBAI AIRPORTS

保羅·格里菲斯

杜拜機場 首席執行官

Paul Griffiths is the CEO of Dubai Airports, with the responsibility for the operation and development of Dubai International (DXB) – the world's busiest airport for international passengers, as well as Dubai World Central (DWC).

Paul joined Dubai Airports as its first CEO in October 2007. A year later, on 14 October, he orchestrated the flawless launch of DXB's Terminal 3 and on 27 June 2010 successfully opened the Emirate's second airport, DWC. He achieved another milestone in Dubai's aviation history on 2 January 2013 with the opening of Concourse A, the world's first purpose-built A380 facility, and again with Concourse D on February 24, 2016. Paul also oversaw the historic opening of the passenger terminal at DWC on 27 October 2013. On December 20, 2018, Paul joined Dubai Airports' Chairman HH Sheikh Ahmed bin Saeed Al Maktoum in welcoming DXB's billionth passenger.

Prior to moving to Dubai, Paul was Managing Director of London's Gatwick Airport. Before joining airport operator British Airports Authority (BAA) in 2004, he spent 14 years with the Virgin Group, working closely with Sir Richard Branson as a Board Director of the Virgin Travel Group, embracing the commercial activities of both Virgin Atlantic Airways and Virgin Trains.

保羅·格里菲斯是杜拜機場行政總裁，負責全球最繁忙的國際客運機場——杜拜國際機場 (DXB) 和杜拜世界中心阿勒馬克圖姆國際機場 (DWC) 的營運及發展。

格里菲斯先生於2007年10月加入杜拜機場，擔任首任行政總裁。翌年10月14日，在他的領導下，杜拜國際機場3號客運大樓正式啟用，阿聯酋航空第二間機場DWC亦於2010年6月27日落成。

2013年1月2日，他帶領杜拜航空史走向新里程，啟用全球首個專門為A380客機而設的A區候機長廊，並於2016年2月24日啟用D區候機長廊。

此外，他於2013年10月27日見證DWC客運大樓正式啟用的歷史性時刻，並於2018年12月20日，聯同杜拜機場主席謝赫·艾哈邁德·本·賽義德·阿勒馬克圖姆殿下 (HH Sheikh Ahmed bin Saeed Al Maktoum) 一起歡迎開航以來的第十億名旅客。

在移居杜拜前，格里菲斯先生曾是倫敦蓋特威克機場的董事總經理。在2004年加入機場營運商英國機場管理局 (BAA) 前，他在維珍集團工作了14年，並以維珍旅遊集團董事身份與理查德·布蘭森爵士緊密合作，拓展維珍航空和維珍鐵路的業務。





## GUO GUANGCHANG

Chairman  
FOSUN INTERNATIONAL

### 郭廣昌

復星國際 董事長

Guo Guangchang is Chairman of Fosun International and Co-founder of Fosun.

In 1992, Mr. Guo and four of his classmates jointly founded Fosun with 38,000 RMB start-up capital. Today, Fosun has become a technology-driven consumer group, with total assets of RMB 715.7 billion (c.US\$ 102.6 billion) as of 31 December 2019.

As a global company rooted in China, Fosun's vision is creating a global happiness ecosystem fulfilling the needs of one billion families in health, happiness and wealth. Now, Fosun, ranked the 371st on Forbes 2020 Global 2000 World's Largest Public Companies, has an extensive footprint spanning over 50 countries and regions employing over 74,000 people.

Mr. Guo graduated from Fudan University with a bachelor's degree in philosophy in 1989.

郭廣昌先生現為復星國際董事長，復星聯合創始人。

1992年，郭廣昌先生與四位同學以3.8萬啟動資金共同創立復星。今天，復星已經成為了一家以科創驅動的家庭消費產業集團，截至2019年12月31日總資產達7157億元人民幣。

作為一家植根中國的先進企業，復星服務全球十億家庭客戶，智造健康、快樂、富足的幸福生態系統。目前，復星在全球超過50個國家和地區開展業務，員工總數超過74000名，位列2020福布斯全球上市公司2000強榜單第371位。

郭廣昌先生於1989年畢業於復旦大學哲學系。



## MARIO HARDY

Chief Executive Officer

PACIFIC ASIA TRAVEL ASSOCIATION (PATA)

### 馬里奧·哈迪

亞太旅遊協會 首席執行官

Dr. Hardy is the Chief Executive Officer of the Pacific Asia Travel Association since 2014. He has over 30 years of experience in corporate development and investment in technology, coupled with several leadership role with non-profit organisations. He is also the Managing Director of the Venture Capital firm MAP2 | Ventures, an investment fund with a wide portfolio of technology-centric businesses in the field of FinTech, Artificial Intelligence and GreenTech.

He received an Honorary Doctorate of Letters from Capilano University in 2016 for his philanthropic work in Cambodia where he helped develop a school for underprivileged children and for his support in the development of a Community Based Tourism project in Vietnam.

In 2017, Dr. Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honoured as a "Global Ambassador of Peace Through Tourism" by the International Institute for Peace Through Tourism.

馬里奧·哈迪博士自2014年起出任亞太旅遊協會(PATA)的首席執行官。他在企業發展和科技投資範疇擁有30多年的經驗，並曾在非營利機構中擔任領導職務。他也是風險資本公司MAP2 | Ventures的執行董事，公司投資多項以技術為核心的企業，包括金融科技、人工智能、綠色科技等。

哈迪博士於2016年榮獲卡皮拉諾大學的榮譽博士學位，以表彰其在慈善事業中的突出貢獻；他曾協助柬埔寨當地政府為貧困兒童建立學校，並參與支持越南開展社區旅遊項目。

2017年，哈迪博士畢業於奇點大學的指數型發展科技行政人員課程，並獲國際和平旅遊研究所授予「全球旅遊和平大使」榮譽稱號。



## HE YAFEI

Secretary-General  
INTERNATIONAL MOUNTAIN TOURISM ALLIANCE (IMTA)

### 何亞非

國際山地旅遊聯盟 秘書長

Mr. He Yafei is the Secretary-General of International Mountain Tourism Alliance.

Born in May 1955, Mr. He is a native of Ningbo, Zhejiang province. He holds a master's degree.

He served as Vice Minister of the Chinese Ministry of Foreign Affairs and Deputy Director of the Overseas Chinese Affairs Office of the State Council.

何亞非先生現為國際山地旅遊聯盟秘書長。

何亞非先生於1955年3月出生，是浙江寧波人，擁有研究生學歷。他曾任中國外交部副部長、國務院僑務辦公室副主任。





## OLIVIER HENRY-BIABAUD

*Founder and Chief Executive Officer*  
TCI RESEARCH

### 奧利維爾亨利·比博

TCI 研究院 創始人兼首席執行官

Olivier Henry-Biabaud founded TCI Research in 2010 after 20+ years of experience in market research in global companies. TCI Research a leading Brussels-based travel BI Agency, sets global standards for measuring the pulse of sustainable and competitive destinations with a focus on visitor satisfaction, resident sentiment and destination brand reputation.

Olivier was awarded by UNWTO in 2011 for its research program TRAVELSAT and has worked for 100+ destinations and travel brands worldwide, providing visitor economy players with insights using smart combination of surveys and social data analytics.

In 2017, he received the Best Travel Market Research CEO Award from the EU Business News.

奧利維爾·亨利·比阿鮑德於2010年成立TCI Research，此前曾於多家國際公司工作，累積逾20年的市場研究經驗。TCI Research是一家全球領先、位於布魯塞爾的旅遊商業智慧公司，制定全球劃一的指標，以旅客滿意度、居民情感和目的地品牌聲譽為重點，量度旅遊目的地的可持續性及競爭力。

2011年，比阿鮑德先生因其研究計劃TRAVELSAT而獲聯合國世界旅遊組織嘉獎，他與全球百多個目的地和旅遊品牌合作，結合問卷調查和社交數據分析，為旅遊經濟的持份者提供意見。

2017年，比阿鮑德先生獲得《歐盟商業新聞》頒發「最佳旅遊市場研究首席執行官獎」。



## DAISY HO

Chairman  
SJM HOLDINGS LIMITED

### 何超鳳

SJM HOLDINGS LIMITED 主席

Ms. Daisy Ho is Chairman and Executive Director of the Hong Kong-listed SJM Holdings Limited, and Chairman of the Board of Directors of its subsidiary Sociedade de Jogos de Macau, S.A. ("SJM"). She is a Corporate Director of Sociedade de Turismo e Diversões de Macau, S.A., and also Deputy Managing Director and Chief Financial Officer of the Hong Kong-listed conglomerate Shun Tak Holdings Limited.

Ms. Ho is Vice President and Executive Committee Member of The Real Estate Developers Association of Hong Kong, Vice President of Macao Association of Building Contractors and Developers, and Honorary President of Macau General Association of Real Estate. She is also Honorary President of Hong Kong Federation of Women, Member of both The Chinese General Chamber of Commerce and Macao Chamber of Commerce and serves on their Ladies Committee.

She is Chairman of Po Leung Kuk, Chairman of the Hong Kong Ballet, and Honorary Vice President of The Hong Kong Girl Guides Association. In addition, she is Chair of the International Dean's Advisory Board of Joseph L. Rotman School of Management at the University of Toronto, Chairman of the University of Toronto (Hong Kong) Foundation Limited and World Fellow of The Duke of Edinburgh's Award World Fellowship.

Ms. Ho holds a Master's degree in finance from the University of Toronto and a Bachelor's degree in marketing from the University of Southern California.

何超鳳女士是香港上市公司SJM Holdings Limited主席兼執行董事，並是其子公司SJM董事局主席。她擔任澳門旅遊娛樂股份有限公司企業董事，亦是香港上市公司信德集團有限公司副董事總經理及財務總監。

何女士為香港地產建設商會副會長及執行委員會委員、澳門建築置業商會副會長、澳門地產業總商會名譽會長，並是香港各界婦女聯合協進會名譽會長，以及香港中華總商會、澳門中華總商會的會員及其婦女委員會委員。

她現任保良局主席、香港芭蕾舞團主席、香港女童軍總會名譽副會長，並是多倫多大學羅特曼管理學院院長國際諮詢委員會主席、多倫多大學（香港）基金有限公司主席，以及愛丁堡獎勵計劃全球委員會委員。

何女士持有加拿大多倫多大學碩士學位（主修財務）及美國南加州大學學士學位（主修市場學）。



## PANSY HO

Vice Chairman & Secretary-General  
GLOBAL TOURISM ECONOMY FORUM

### 何超瓊

世界旅遊經濟論壇 副主席兼秘書長

Pansy Ho is Group Executive Chairman and Managing Director of Shun Tak Holdings Limited ("Shun Tak"), a Hong Kong listed conglomerate with businesses in the property, transportation, hospitality and investment sectors. Over the past four decades, Shun Tak has expanded its business footprint across the Pearl River Delta and beyond through the operation of TurboJET, Kai Tak Cruise Terminal, Shun Tak-CITS Coach (Macao) Limited, Artyzen Hospitality Group, as well as multiple hotel assets and travel agencies.

Ms. Ho is also Co-Chairperson and Executive Director of MGM China Holdings Limited, and Director of Sociedade de Turismo e Diversões de Macau, SA ("STDM"). STDM is a shareholder of Air Macau Company Limited, Macau International Airport Company Limited, Macau Business Aviation Center Limited, East Asia Airlines Limited, and Hotel Lisboa.

Committed to driving global tourism partnerships, Ms. Ho actively participates in the world's leading tourism organizations. She is Executive Committee Member of World Travel & Tourism Council (WTTC) and Executive Chairman of China Chamber of Tourism (CCT). She was appointed as the first official PATA Foundation Ambassador, the first Ambassador for the Louvre in China, and a UNWTO Tourism Ambassador. She was bestowed the Medal of Merit – Tourism by the Government of Macau SAR in 2019. In 2011, she founded the Global Tourism Economy Research Centre which organizes an internationally renowned exchange platform called the Global Tourism Economy Forum, and co-publishes an annual research report on Asia Tourism Trends with the World Tourism Organization.

何超瓊為信德集團有限公司（「信德集團」或「集團」）集團行政主席及董事總經理。信德集團經營房地產發展、交通運輸、酒店及消閒和投資等業務。過去四十多年，集團透過營運及拓展包括噴射飛航、啟德遊輪碼頭、澳門信德國旅汽車客運股份有限公司、雅辰酒店集團有限公司，以及多間酒店和旅行社等業務，擴大在珠三角以至周邊廣泛地區的業務及服務領域。

她亦身兼綜合娛樂度假酒店營運商—美高梅中國控股有限公司的聯席董事長及執行董事，以及澳門旅遊娛樂股份有限公司（「澳娛」）董事。澳娛持有澳門航空股份有限公司、澳門國際機場專營股份有限公司、澳門商用航空中心有限公司、亞太航空有限公司，以及澳門葡京酒店的權益。

何女士多年來積極推動香港、澳門和中國內地的旅遊產業發展，以及各地的交流合作。她於多個國際性旅遊相關組織擔當要職，包括世界旅遊業理事會執行委員會委員、中國全聯旅遊業商會執行會長，並獲委任為首位亞太旅遊協會基金會大使、首位羅浮宮中國形象大使，以及聯合國世界旅遊組織旅遊大使；2019年，獲澳門特區政府頒發旅遊功績勳章。2011年，何女士創立世界旅遊經濟研究中心；該中心為匯聚多國旅遊部長和旅遊業翹楚的世界旅遊年度盛事「世界旅遊經濟論壇」的籌辦單位，並與聯合國世界旅遊組織合作調研項目，聯合發表年度報告。





## JI XIAODONG

Chairman  
CHINA CHAMBER OF TOURISM

吉小冬

全聯旅遊業商會 會長

Being the senior research fellow of China Tourism Culture Development Institute, Director of Travel in Dali magazine and Vice President of China Artistic Photography Society, Mr. Oscar Ji is an experienced investor in tourism industry, and has won a litany of accolades including Civilized Tourism & Public Welfare Ambassador, Top Ten Advocates for Toilet Revolution, Influential Person in Tourism Industry, Pioneer in China's Tourism Volunteer Services, Ten Outstanding People in Investing Dali, and "Poverty Alleviation Model" in Dali Prefecture.

The Dali Yangbi Cangshan Shimenguan Scenic Spot is under the planning and development with the purpose of ecological restoration by Dali Yangbi Cangshan Shimenguan Tourism Development Group Co., Ltd., which is expected to invest RMB 1.65 billion and construct in accordance with the standards of 5A tourist attractions. Featured by a skywalk unique in western China and a ropeway with the largest height difference in the world, the Scenic Spot is also equipped with one tourist center, two landscape highways, seven tourism areas for sightseeing, leisure and resort, and three major amenities. Shimenguan Scenic Spot will be built into a tourism destination that incorporates various functions such as ecological leisure, health preservation by hot spring, resort, scientific expedition, in a bid to showcase ethnic cultural characteristics, leverage comparative advantages, exhibit well-established services, and boost the Yangbi tourism industry.

In 2014, the committee of the scenic spot assisted in the completion of the declaration of the Cangshan Global Geopark; in 2015, it was awarded the honorable title of Prefecture-level Civilized Landscape Tourism Area, the China's Most Travel-Friendly Scenic Area, and the China Tourism Volunteer Service Station; in 2016, nominated as 2016 Most Concerned Tourism Holiday Projects; in 2017, awarded the honorable titles of Dali Prefecture Cultural Industry Key Enterprise and the Outstanding Chinese Characteristic Socialist Builder; granted on the Yunnan sub-ranking list of 2016 China Tourism Overall the Extraordinary Power of the Year and the Award for the Cutting-edge Force of the Year.

吉小冬先生是中國旅遊業界經驗豐富的實踐家和投資人，現為中國旅遊文化發展研究院高級研究員、《大理旅遊》雜誌理事、中國藝術攝影學會副會長，更有「文明旅遊公益大使」、「全國廁所革命十大推進人物」、「旅遊行業風雲人物獎」、「中國旅遊志願服務先鋒人物」、「投資大理十大傑出人物」、大理州「社會扶貧模範」等稱號。

大理漾濞蒼山石門關旅遊開發集團有限公司正對石門關景區進行生態修復式規劃與開發，預計投資16.5億元人民幣，按5A級景區標準規劃建設包括中國西部獨有的體驗型高空棧道和世界高差最大的旅遊客運索道在內的1個遊客中心，2條旅遊景觀公路，7大遊覽、休閒、度假旅遊片區，3大配套服務設施。以彰顯民族文化特色、發揮比較優勢、完善服務功能、培植漾濞特色旅遊產業為重點，把石門關景區打造成集生態休閒、溫泉養生、康體度假、探險科考等多功能為一體的旅遊目的地。

景區2014年配合完成了申報蒼山世界地質公園工作任務；2015年，被授予「州級文明風景旅遊區」的榮譽稱號，中國旅遊總榜雲南分榜「最受遊客歡迎景區」，「中國旅遊志願者服務站」；2016年被提名「2016最受關注旅遊度假項目」；2017年，被授予「大理州文化產業重點企業」稱號和「優秀中國特色社會主義事業建設者」榮譽稱號；2017年，在「2016年中國旅遊總評榜雲南分榜」上，獲得「呼風喚雨年度價值獎」與「乘風破浪年度新銳獎」。



## LEI WAI NONG

*Secretary for Economy and Finance*

GOVERNMENT OF THE MACAO SPECIAL ADMINISTRATIVE REGION

*Executive Chairman*

GLOBAL TOURISM ECONOMY FORUM

### 李偉農

澳門特別行政區政府經濟財政司 司長  
世界旅遊經濟論壇 執行主席

Mr. Lei Wai Nong, male, married, born in Zhangzhou, Fujian Province in January 1969, has family roots in Taishan, Guangdong Province. He received a diploma in computer studies from the Macao Polytechnic Institute and a Bachelor's Degree in Public Administration, Bachelor's Degree in Law (Chinese Language) and Master's Degree in Social Science from the University of Macau.

He started to serve as a civil servant in October 1992. He had worked in the Division of Administration and Finance and the publishing and printing affairs subunits of the Printing Authority of the former Portuguese administration of Macao, holding the posts of information technician, assistant, Head of Division and Administrator. Later, he served as Vice-President of the Administrative Committee of the Civic and Municipal Affairs Bureau and Vice-President of the Administrative Committee of the Municipal Affairs Bureau.

He was a non-permanent member of the Investment Committee of the Macao Trade and Investment Promotion Institute, President of Macau Slaughter House Ltd. and member of the specialized group for studying community economic development policies of the Economic Development Council.

李偉農，男，一九六九年一月出生於福建漳州，祖籍廣東台山，已婚。先後取得澳門理工學院電腦文憑、澳門大學公共行政學學士學位、中文法學學士學位，以及社會科學碩士學位。

於一九九二年十月始服務公職，曾於前澳門政府印刷署的行政及財政處和出版印務單位工作，歷任資訊技術員、助理、處長，以及局長；後出任民政總署管理委員會副主席一職；及市政署管理委員會副主席。

曾任澳門貿易投資促進局投資委員會非常務委員、澳門屠宰場有限公司董事長，以及經濟發展委員會社區經濟發展政策研究組成員。



## JAMES LIANG

*Co-Founder and Executive Chairman of the Board*  
TRIP.COM GROUP LTD.

### 梁建章

攜程集團 聯合創始人、董事局主席

James Liang is a Co-founder of Trip.com Group Ltd. He has been the Executive Chairman of the Board since 2003, and was the Chief Executive Officer in 2000 to 2006 and in 2013 to 2016. Under his visionary leadership, Trip.com Group has achieved great milestones over the years. The company has successfully carried out transitions from offline to online, and from desktop to mobile. Furthermore, Trip.com Group has made strategic investments in key industries, cultivated and invested in new business models, and established industry-leading operational standards and processes. Trip.com Group has grown to become one of the world's largest online travel agencies. Currently, James serves as Co-Chairman of Tongcheng-eLong (HKSE:0780) and on the boards of a number of other listed companies, including Sina (NASDAQ: SINA) and MakeMyTrip (NASDAQ: MMYT). He is also Research Professor of Economics at Peking University. James has been awarded various accolades for his contributions to the travel industry. Some of his recent awards include: 2019 Forbes China Multinational Business Leader, Best CEO in the Internet category in the 2016 All-Asia Executive Team Rankings by Institutional Investor, 2016 Top Ten Economic Leaders of the Year by Sina Finance, 2015 China's Business Leader of the Year by Forbes, 2015 Most Influential Business Leaders by China Entrepreneur Magazine, 2015 Top Ten Economic Leaders of the Year by Sina Finance, People's Daily, and The Paper, 2015 China's Most Transformative Leader by Sohu Finance, and 2015 China's Best Business Leader by Yicai.com. In addition to his expertise in the travel industry, James is also a leading scholar of demographics and social studies. He has played an important role in shaping China's population policies in recent years and in generating public interest in issues such as education and urban planning. As a co-author of the book *Too Many People in China?*, James analyzed the impact of the population-related policy and the effects of demographic changes to China's economy. He is also the author of multiple publications, including *The Rise of the Network Society*, and his latest book published in 2018, *The Demographics of Innovation*. Prior to co-founding Trip.com Group, James held a number of technical and managerial positions at Oracle Corporation from 1991 to 1999, both in the United States and China. He was the head of the ERP consulting division of Oracle China from 1997 to 1999. James received his Ph.D. degree from Stanford University and his master's and bachelor's degrees from Georgia Institute of Technology. He was also an attendee of the "China Gifted Youth Class" at Fudan University.

梁建章先生是攜程集團聯合創始人之一，自2003年起擔任執行董事會主席，並於2000至2006年間以及2013至2016年間擔任首席執行官。在他卓有遠見的領導下，攜程集團取得了巨大的成就。公司成功實現了呼叫中心到線上再從線上到移動互聯網的轉型，完成了多項關鍵的行業戰略投資，孵化及投資了新的商業模式，並建立了行業領先的運營標準和流程。攜程集團目前不僅是亞洲在線旅行行業的領軍企業，也是全球最大的在線旅行公司之一。目前，梁建章先生同時擔任同程藝龍（香港聯合交易所：0780）的董事會聯席主席，也是多家上市公司的董事會成員，包括新浪（納斯達克：SINA），以及MakeMyTrip（納斯達克：MMYT）。同時，他也在北京大學擔任經濟學研究教授。梁建章先生在旅遊行業的突出貢獻贏得了眾多獎項和榮譽。近年來獲得的重要榮譽包括：2019福布斯中國發展年度商業人物之跨國經營商業領袖，國際知名財經雜誌《機構投資者》2016年度全亞洲互聯網行業最佳CEO，2016年新浪十大經濟年度人物，《福布斯》2015年度商業人物，《中國企業家》2015年度最具影響力企業領袖，由新浪財經、人民日報、澎湃新聞聯合評選的2015十大經濟年度人物，搜狐財經2015中國最具變革力人物，以及第一財經2015年度中國最佳商業領袖。梁建章先生不僅對旅遊行業有深刻的見解，也是中國人口和社會研究領域的專家。他推動了近年來中國人口政策的調整，並喚起了公眾對教育、城市規劃等問題的關注。他在合著的《中國人太多了嗎？》書中分析了人口結構改變對中國經濟的影響，評估並檢討了計劃生育政策。他的多本著作還包括《網絡社會的崛起》和2018年問世的新著《人口創新力》。在創立攜程前，梁建章先生於1991至1999年間就職於甲骨文公司，並在美國和中國兩地歷任多個技術和管理職位，包括於1997至1999年間擔任甲骨文中國區諮詢總監。梁建章先生持有斯坦福大學博士學位以及佐治亞理工學院碩士和本科學位。他也曾就讀於復旦大學少年班。





## LIU SHIJUN

Secretary-General  
WORLD TOURISM ALLIANCE (WTA)

### 劉士軍

世界旅遊聯盟 秘書長

Liu Shijun is a seasoned travel & tourism professional with more than 30 years of industry experience in both of the private and public sectors including tourism administrations, overseas tourism offices, tourism associations/organizations and hospitality businesses.

Mr. Liu currently serves as the Secretary-General for the World Tourism Alliance (WTA). His previous designations include the Director-General of the Marketing & International Cooperation Department at the former China National Tourism Administration (CNTA), Secretary-General of China Tourism Association, Deputy DG of the Market Regulatory Department at CNTA, and Director of the China National Tourist Offices (CNTO) in Sydney and New Delhi.

Mr. Liu began his professional career in Beijing International Hotel and CITIC Hotel Beijing Airport before joining CNTA.

Mr. Liu is a graduate of the Beijing International Studies University and an alumnus of the EMBA program from the Cheung Kong Graduate School of Business. He is a laureate of the AAHS "Diamond Five Star Award".

劉士軍是一位經驗豐富的旅遊業專業人士，在公營及私營的旅遊相關行業，包括旅遊行政業務、海外旅遊辦事處、旅遊組織及機關，以及酒店及消閒業務等方面，工作逾三十年。

劉士軍現任世界旅遊聯盟秘書長。此前，他曾任中國國家旅遊局旅遊促進與國際合作司司長、中國旅遊協會秘書長、品質規範與管理司副司長，以及駐悉尼、新德里旅遊辦事處主任等職。

加入中國國家旅遊局前，劉士軍曾於北京國際飯店和北京國都大飯店任職，從此開啟其旅遊行業生涯。

劉士軍畢業於北京第二外國語學院，並獲頒授長江商學院EMBA學位，亦榮獲美國飯店業「鑽石五星獎」。



## LIU XIN

Senior Host

CHINA GLOBAL TELEVISION NETWORK (CGTN)

### 劉欣

中國國際電視台英語頻道 資深主持人

Liu Xin is a senior host at China Global Television Network (CGTN), the English arm of China Media Group. She joined English language service of China national TV in 1997 and for over a decade, she was one of the channel's signature anchors. In 2011, she was posted to Geneva, Switzerland, to set up CCTV's Geneva Bureau and served as bureau chief for nearly six years. She is currently the host of The Point with LIU Xin, CGTN's flagship weeknight opinion program .

Liu Xin covered a wide variety of important stories including the US-China trade war and Iran nuclear talks. Her interviewees include foreign dignitaries, officials and well-known figures. In May 2019, she had a live TV debate with US Fox Business' host Trish Regan, which hit international headlines. She has won numerous awards including China News Awards, the most prestigious news awards in China. She was nominated for Best Current Affairs Presenter by the Asian TV Awards in 2018.

Liu Xin graduated from Nanjing University. She was the first Chinese student to win an international English language public speaking competition. She speaks excellent English while being fluent in French and conversational in Turkish.

劉欣是中國國際電視台英語頻道CGTN（原中央電視台英語頻道）資深主持人。劉欣1997年加入中央電視台，1998年開始擔任英語新聞主播和雙語節目主持人。2011年3月赴瑞士日內瓦創建央視駐日內瓦記者站，並擔任首席記者近六年。劉欣現為CGTN英語頻道黃金時段時事訪談欄目《視點》（The Point with LIU Xin）主持人。

劉欣曾報導大量中外熱點新聞，包括中美貿易戰及伊朗核問題談判等，採訪對象包括各國政要、官員、新聞當事人和知名人士。2019年5月她與美國福克斯經濟頻道（Fox Business）主持人翠西（Trish Regan）的一次電視辯論引起國內外廣泛關注。劉欣曾獲得2020年中國新聞獎以及2018年亞洲電視大獎（Asian TV Awards）最佳評論節目主持人提名。

劉欣畢業於南京大學，曾獲世界英語聯合會（ESU）主辦的世界英語演講比賽總冠軍，是首位獲得該榮譽的中國人。劉欣精通英語、法語流利，亦可用土耳其語對談。



## ANITA MENDIRATTA

*Special Advisor to the Secretary-General*

WORLD TOURISM ORGANIZATION (UNWTO)

*Founder & President*

ANITA MENDIRATTA & ASSOCIATES

## 阿妮塔·門迪華達

聯合國世界旅遊組織 秘書長特別顧問

ANITA MENDIRATTA & ASSOCIATES 創辦人及主席

A committed tourism and development practitioner, Anita Mendiratta is the Founder and President of ANITA MENDIRATTA & Associates (formerly CACHET CONSULTING), an international firm working closely with leaders in governments, businesses, and international organisations across tourism, aviation and development. She is also honoured to be Special Advisor to the Secretary General of the UNWTO.

With over two decades of hands-on, cross-cultural, cross-industry experience in both public and private sectors, Ms. Mendiratta has created an ability to feel the 'heartbeat' of societies – the economic, social, political, cultural and environmental dynamics impacting nations facing change or confronting challenge. Invaluable is her ability to activate people around the sensitivities and responsibilities of tourism as an inclusive, sustainable force for good for all.

阿妮塔·門迪華達致力推動旅遊和經濟發展，是國際諮詢公司ANITA MENDIRATTA & Associates（前稱CACHET CONSULTING）的創辦人及主席。公司積極與旅遊、航空和發展業界的公私營和國際組織領袖緊密合作。此外，她亦獲委任為聯合國世界旅遊組織秘書長特別顧問。

門迪華達女士在公私營領域累積了超過二十年跨文化、跨行業的經驗，善於掌握社會「脈搏」，能夠為面臨變革或挑戰的國家，就其經濟、社會、政治、文化和環境等關鍵因素，作出獨到分析。門迪華達女士讓社會各界瞭解到，旅遊業是具包容性和可持續發展力量的行業，促使各界秉持使命，保持靈敏觸覺，推動旅遊業造福人群。





## CHRISTOPHER NASSETTA

*Chairman*

WORLD TRAVEL & TOURISM COUNCIL (WTTC)

*President and CEO*

HILTON WORLDWIDE HOLDINGS LTD.

### 克里斯多夫·納塞塔

世界旅遊及旅行理事會 主席  
希爾頓酒店集團 總裁兼首席執行官

Christopher Nassetta is President and CEO for Hilton. He joined the company in 2007.

Previously, Mr. Nassetta was President and CEO of Host Hotels & Resorts, Inc., a position he held since 2000. He joined Host in 1995 as Executive Vice President and was elected Chief Operating Officer in 1997.

Before joining Host, Mr. Nassetta co-founded Bailey Capital Corporation in 1991, where he was responsible for the operations of the real estate investment and advisory firm. Prior to founding Bailey Capital Corporation, he spent seven years at The Oliver Carr Company, ultimately serving as Chief Development Officer. In this role, he was responsible for all development and related activities for one of the largest commercial real estate companies in the mid-Atlantic region.

Mr. Nassetta graduated from the University of Virginia McIntire School of Commerce with a degree in finance. He currently serves on McIntire's Advisory Board.

Christopher Nassetta是希爾頓酒店集團總裁兼首席執行官，他於2007年加入集團。

此前，Nassetta先生於2000年開始擔任Host Hotels & Resorts, Inc.的總裁兼首席執行官。他於1995年以執行副總裁的身份加入Host Hotels & Resorts, Inc.，並於1997年獲任命為首席運營官。

在加入Host Hotels & Resorts, Inc.之前，Nassetta先生於1991年聯合創辦Bailey Capital Corporation，負責該房地產投資和顧問機構的營運工作。在創辦Bailey Capital Corporation前，他曾在商業房地產巨頭公司Oliver Carr Company工作七年，擔任其首席發展官，負責公司大西洋中部的所有發展工作和活動。

Nassetta先生擁有美國維珍尼亞大學麥金太爾商學院金融專業學位。他現時仍在麥金太爾商學院諮詢委員會任職。



## DARYL NG

Deputy Chairman  
SINO GROUP

## 黃永光

信和集團 副主席

Daryl Ng is Deputy Chairman of Sino Land Company Limited (HKSE: 083), Tsim Sha Tsui Properties Limited (HKSE: 0247) and Sino Hotels (Holdings) Limited (HKSE: 1221) of Sino Group, one of the leading property developers in Hong Kong and a key player in hotel and hospitality.

Mr. Ng provides strategic direction for Sino Hotels as well as The Fullerton Hotels and Resorts. The growing portfolio encompasses over 3,600 guest rooms and suites in nine award-winning hotels across Hong Kong, Singapore and Australia.

Mr. Ng has been instrumental in the opening of The Fullerton Hotel Sydney, housed in the former Sydney General Post Office. The 416-room hotel heralded a new chapter of the heritage-listed landmark that has been integral to Sydney's development since 1874.

He is also responsible for The Fullerton Heritage project in Singapore, the award-winning waterfront precinct comprising four historic buildings and three modern developments. The former Fullerton Building, completed in 1928 and home to The Fullerton Hotel Singapore, was gazetted as Singapore's 71st National Monument in December 2015, signifying the highest form of preservation and national recognition.

Mr. Ng is a steadfast advocate of good causes for the betterment and sustainable development of the community. He is heavily involved in community services, green initiatives, heritage conservation, as well as arts and cultural events to build a better community.

In 2008, the Ng Family set up the Hong Kong Heritage Conservation Foundation (HCF) to revitalise buildings and promote the appreciation of heritage conservation. HCF has converted the Old Tai O Police Station, a Grade II historic building completed in 1902, into the nine-room Tai O Heritage Hotel through Batch I of the Revitalising Historic Buildings Through Partnership Scheme.

Mr. Ng advocates sustainable development in collaboration with the community. He has initiated the Hospitality Young Leaders Programme to groom future leaders while Tai O Heritage Hotel has participated in over 100 community programmes with more than half of its workforce comes from Tai O or Lantau.

Since opening in March 2012, the hotel has welcomed more than 1.2 million visitors from Hong Kong and around the world, and has received over 30 international and local accolades, including the Award of Merit at the 2013 Asia-Pacific Awards for Cultural Heritage Conservation organised by the UNESCO.

黃永光先生為信和集團旗下信和置業有限公司(港交所:0083)、尖沙咀置業集團有限公司(港交所:0247)及信和酒店(集團)有限公司(港交所:1221)副主席。信和集團為香港主要地產發展商之一，亦從事酒店與款待業務。

黃先生為信和酒店及富麗敦集團提供發展策略。酒店不斷發展，9間酒店屢獲殊榮，遍佈香港、新加坡和澳洲，提供逾3,600間客房和套房。

黃先生負責悉尼富麗敦酒店開業的整體籌劃。酒店處身前悉尼郵政總局，提供416間客房，標誌這座自1874年起一直緊扣悉尼發展的歷史地標揭開新篇章。

黃先生亦負責位於新加坡的富麗敦天地項目。富麗敦天地位處濱海灣臨海地段，包括4座歷史建築及3項現代物業。新加坡富麗敦酒店身處之前浮爾頓大樓建成於1928年，於2015年12月獲刊憲列為第71個國家法定古蹟(National Monument)，為國家最高規格的認可和保育。

黃永光先生熱心社會公益及可持續發展，積極參與社區服務、環境保護、文物保育及文化藝術活動，為建構更美好的社區出一分力。

2008年，黃氏家族成立香港歷史文物保育建設有限公司，活化歷史建築物及推廣歷史文化保育；將二級歷史建築物舊大澳警署透過「活化歷史建築伙伴計劃」第1期活化成大澳文物酒店，於2012年3月開業，提供9間客房。黃先生大力推動社區參與及可持續發展，推出「酒店業青年領袖計劃」培育未來領袖。酒店逾半數員工為大澳或大嶼山居民，同時參與超過100項社區活動。

酒店自2012年開業起接待本港及海外訪客逾120萬人次，同時獲頒逾30項國際及本地獎項，包括2013年聯合國教科文組織亞太區文物古蹟保護獎榮獲優異項目獎。



## EDUARDO SANTANDER

*Executive Director*

EUROPEAN TRAVEL COMMISSION

*Honorary Vice Chairman*

GLOBAL TOURISM ECONOMY FORUM

### 愛德華多·桑坦德

歐洲旅遊委員會 執行董事

世界旅遊經濟論壇 榮譽副主席

Eduardo Santander is the Executive Director of the European Travel Commission (ETC), an association of National Tourism Organisations (NTOs) created in 1948 to promote Europe as a tourism destination. In this role, Mr. Santander steers ETC's activities aimed at building the value of tourism for the European countries through cooperation in sharing best practices, market intelligence and promotion. Under his leadership, ETC has extended its membership to private organisations and academia with the launch of the Associate Membership Programme and developed a long-term strategic partnership with the European Commission for the promotion of Destination Europe in long-haul markets.

Mr. Santander has over 15 years of experience in tourism marketing, brand development, business consulting, advocacy and public affairs gained in diverse private companies and public institutions from the tourism and hospitality sector. Educated in Spain, USA and Austria he holds a PhD in Sport Sciences and an MBA degree with a focus on Hospitality and Recreation Industry Management.

Mr. Santander is a passionate advocate of freedom to travel, smart connectivity and sustainability in tourism and beyond.

愛德華多·桑坦德是歐洲旅遊委員會(ETC)的執行董事。歐洲旅遊委員會於1948年成立，是一個代表歐盟成員國國家旅遊組織的協會，旨在推廣歐洲旅遊。桑坦德先生於歐洲旅遊委員會負責策劃及推出不同活動，鼓勵歐洲各國分享最佳做法和市場動向，從而推動歐洲旅遊業的發展。在他的帶領下，歐洲旅遊委員會透過推行會員計劃，將會員網絡延伸至到企業、行業協會和學術界，並與歐盟委員會建立起長期策略夥伴關係，在長途旅遊目的地市場領域，大力推廣歐洲作為旅遊目的地。

桑坦德先生在旅遊營銷、品牌開發、業務諮詢、宣傳和公共事務方面擁有超過15年的經驗，曾效力多家旅遊和酒店相關私人企業和公共機構。他曾於西班牙、美國和奧地利接受教育，擁有體育運動科學的博士學位及旅遊及酒店業管理碩士學位。他熱衷推廣自由旅行、智慧互聯及可持續發展旅遊等。





## DOWSON TONG

Senior Executive Vice-President

TENCENT

Chairman

TENCENT MUSIC ENTERTAINMENT GROUP

### 湯道生

騰訊集團 高級執行副總裁

騰訊音樂娛樂集團 董事長

As the Senior Executive Vice-President of Tencent, Dowson Tong leads Tencent's efforts to serve industries pursuing digital transformation. He is responsible for the company's cloud business and enterprise-facing services, and co-lead Tencent's social advertising business. Dowson serves as the Chairman of the Board for Tencent Music Entertainment Group.

Dowson has served as the President of Social Network Group (SNG), and was responsible for the development strategy of QQ communication, social networking platforms, value-added services, and open platforms. Before joining Tencent, Dowson worked at Sendmail Inc., where he led the development of operator-scale email and messaging systems. He also worked at Oracle, where he managed the development and testing of its servers and applications.

Dowson earned a Bachelor of Science degree in Computer Engineering from the University of Michigan and a Master of Science degree in Electrical Engineering from Stanford University.

湯道生是騰訊股份有限公司高級執行副總裁，帶領推進公司在雲與產業互聯網的戰略規劃與發展，同時聯合分管廣告營銷業務，並擔任騰訊音樂娛樂集團董事長。湯道生曾任騰訊社交網絡事業群總裁，全面負責QQ通信、社交網絡平台、增值服務，以及開放平台的發展策略。在加入騰訊之前，湯先生曾在美國任職於Sendmail和甲骨文公司，從事企業軟件研發與管理工作。

湯道生在美國密歇根大學獲得計算機工程學士學位，並於斯坦福大學獲得電子工程碩士學位。



## WANG XINJUN

Chief Executive Officer  
IVY ALLIANCE TOURISM CONSULTING

### 王新軍

艾威聯合旅遊顧問機構 首席執行官

Dr. Wang Xinjun joined Ivy Alliance, a globally reputable tourism think tank and tourism development solution provider in 2006. He is currently the Ivy Alliance's President and Chief Executive Officer. Equipped with broad international vision, Dr. Wang has extensive, multi-sector and cross-industry working experience in public, private and academic fields. Earned his doctorate degree in Peking University in 1995, Dr. Wang was the first Doctor of Philosophy in mainland focusing on regional tourism development and investment research. He worked as an officer in China National Tourism Administration in 1995, and assumed a senior managerial position of the China Comfort Travel Group Ltd. in 2001. He has also been a Member of Panel of Tourism Experts of UNWTO since 2010.

王新軍博士於2006年加入艾威聯合，現任董事長兼首席執行官。艾威聯合是一家聲譽良好的全球旅遊智庫及旅遊解決方案供應商。王博士在不同行業擁有豐富的工作經驗，縱橫政府機構、私人企業和學術界，具有全面的國際視野。他於1995年獲得北京大學博士學位，是中國內地最早以區域旅遊開發與投資為研究方向的博士生。他於1995年任職中國國家旅遊局，2001年加入中國康輝旅行社集團並擔任高管，自2010年起成為聯合國世界旅遊組織旅遊專家委員會委員。



## WILFRED WONG

*President and Executive Director*  
SANDS CHINA LIMITED

### 王英偉

金沙中國有限公司 總裁兼執行董事

Dr. Wilfred Wong joined Sands China Ltd., a subsidiary of Las Vegas Sands Corp., in November 2015 as its President. He was appointed as Executive Director of the company in January 2016.

Dr. Wong has over 40 years of extensive management experience in both the public and private sectors. He served the Hong Kong Government between 1975 and 1992, rising to the ranks of Deputy Secretary of Civil Service and Deputy Director-General of Industry. Dr. Wong then joined the private sector, heading a number of Hong Kong listed companies in the property development and construction business sectors. In public service, he was a member of the Hong Kong Basic Law Consultative Committee; member of the Preliminary Working Committee and subsequently the Preparatory Committee responsible for establishing the Hong Kong Special Administrative Region. Dr. Wong was also elected a member of the National People's Congress of the People's Republic of China for 15 years from 1997 to 2012. His current appointments by the Chief Executive of the Hong Kong SAR Government include Chairman of the Hong Kong Arts Development Council and Chairman of the Hong Kong Film Development Council. He is also appointed by the Macao SAR Government as convenor of the Committee of Cultural Industries and the Tourism Development Committee.

For Dr. Wong's long and distinguished public service, the Hong Kong SAR Government appointed him as a Justice of the Peace in 2003, and awarded him with the Silver Bauhinia Star medal and the Gold Bauhinia Star medal in 2007 and 2015, respectively. Recognising his outstanding professional achievements as well as his remarkable contributions to society, he was conferred the degree of doctor of humanities honoris causa by Hong Kong Baptist University in November 2013.

Dr. Wong was educated at Harvard University (MPA), the University of Oxford, the University of Hong Kong (BSocSc) and the Chinese University of Hong Kong.

王英偉於2015年11月加盟拉斯維加斯金沙集團股份有限公司之附屬公司——金沙中國有限公司，出任總裁，並於2016年1月獲委任為公司之執行董事。王博士於政府公職及私營機構擁有超過40年豐碩務實的管理經驗；於1975至1992年間於香港政府出任公職，期間晉升至副公務員事務司及工業署副署長等要職。王博士其後加入私營機構，於多家從事房地產開發及建築業務的香港上市公司擔任高級管理層職位。在公共服務方面，王博士曾任香港基本法諮詢委員會委員、香港特別行政區籌備委員會及預備工作委員會委員，以及於1997至2012年間連續15年當選中華人民共和國全國人大代表等。現獲香港特別行政區行政長官委任為香港藝術發展局主席及香港電影發展局主席，並獲澳門特別行政區政府委任為文化產業委員會召集人和旅遊發展委員會召集人。

王博士長期參與公共服務，表現卓越，於2003年獲香港特別行政區委任為太平紳士，並分別於2007年及2015年獲香港特別行政區政府頒授銀紫荊星章及金紫荊星章。2013年11月，王博士獲香港浸會大學授予榮譽人文學博士學位，表揚其傑出的專業成就及對社會的卓越貢獻。

王博士曾於英國牛津大學及香港中文大學接受教育，並擁有香港大學社會科學學士及美國哈佛大學公共管理碩士學位。





## WONG CHUN WAI

*Editorial Adviser*

CHINA DAILY ASIA LEADERSHIP ROUNDTABLE

*Advisor*

ASIA NEWS NETWORK

### 黃振威

中國日報亞洲領袖圓桌論壇 編輯顧問  
亞洲新聞聯盟 顧問

Mr. Wong Chun Wai is the Advisor of Star Media Group. For the past 36 years, he has served in The Star, Malaysia's main English news media group, as the Group Editor in Chief and Managing Director/Chief Executive Officer. Wong is regarded as one of the most influential people in media. A graduate of the National University of Malaysia in political science, Wong is highly regarded for his extensive network. He has been writing impactful analysis and comments in The Star and the Chinese language Sin Chew Daily. Wong has also embraced social media by launching a Facebook Live Chat which focuses on business and entrepreneurship. He remains active in the Asia News Network as an advisor. A strong advocate in Asian voices, he also contributes to the China Daily and is an Advisor of the China Daily Roundtable Conference.

黃振威先生為現任星報媒體集團顧問，並在這間馬來西亞主要的英文新聞媒體集團工作了36年。他先後出任集團總編輯、董事經理及首席執行員，是一位具影響力的傳媒人。黃先生於馬來西亞國立大學畢業，主修政治學，擁有極廣的人脈網路，深受業界推崇。除了繼續在《星報》和華文《新潮報》上撰寫具影響力的分析和評論文章外，黃先生亦在社交媒體上推出了一個以商業和創業為主題的Facebook Live Chat。他現時仍以顧問身份活躍於亞洲新聞網，積極為亞洲發聲，亦為《中國日報》撰稿並擔任《中國日報》圓桌會議的顧問。



## TREVOR WELTMAN

*Former Chief Operating Officer*  
PACIFIC ASIA TRAVEL ASSOCIATION (PATA)

**特雷弗·威爾特曼**  
亞太旅遊協會 前首席運營官

Trevor Weltman is the immediate past Chief Operating Officer of the Pacific Asia Travel Association (PATA), where he oversaw the day-to-day operations of the association across its three offices in Bangkok, Beijing, and London, and also spearheaded the creation of its Crisis Resource Center (CRC). Trevor has over 10 years of experience in Asia, spanning China, Vietnam, and Thailand. At present, Trevor is a Partner at Clickable Impact Consulting Group, an interdisciplinary consultancy focused on the Sustainable Development Goals. He currently lives in Bangkok, Thailand, with his wife and two daughters.

特雷弗·威爾特曼是亞太旅行協會(PATA)的前首席營運官，負責協會在曼谷，北京和倫敦三個辦事處的日常營運，並帶領協會成立危機資源中心(CRC)。威爾特曼先生在亞洲、中國、越南和泰國擁有超過10年的經驗。目前，威爾特曼先生是Clickable Impact Consulting Group的合夥人，是一家專注可持續發展目標(SDGs)的跨領域顧問公司。他目前與妻子和兩個女兒住在泰國曼谷。



## ZHAO SHENGLIANG

*Director*  
DUNHUANG RESEARCH ACADEMY

### 趙聲良

敦煌研究院 院長

Zhao Shengliang, comes from Yunnan Province of China. He graduated from the Department of Chinese Language and Literature of Beijing Normal University in 1984 and started his career at Dunhuang Academy in the same year. He received a Doctorate Degree of Literature from Seijou University, Japan in 2003. He now serves as the Director of Dunhuang Academy and the Chairman of Academic Committee and the Director of Dunhuang Studies Center of Peking University. He is also a visiting researcher at the Tokyo National University of Fine Arts and Music, a visiting professor at the Tainan National University of the Arts, and a visiting researcher at the Princeton University of the United States of America.

He studies Dunhuang grottoes art and art history of China, and has led numerous scientific research projects of national, ministerial and provincial level. He has published over 10 books and more than 100 papers in academic journals in both the Mainland and abroad. His major publications include "A Study on Landscape Backgrounds of murals in Dunhuang Caves", "The Art History of Dunhuang Grottoes (the sixteen states period and the Northern Dynasty)" and "A Brief History of Dunhuang Grottoes Art", which was being listed as one of the "2015 Annual Books of China".

趙聲良，出生於雲南省。1984年畢業於北京師範大學中文系，同年到敦煌研究院工作。2003年獲日本成城大學文學博士學位。現為敦煌研究院院長、學術委員會主任委員、北京大學敦煌學研究中心主任。曾先後受聘為東京藝術大學客座研究員、台南藝術大學客座教授、美國普林斯頓大學客座研究員。

從事敦煌石窟藝術及中國美術史研究，主持完成國家級、省部級科研項目多項。在國內外學術期刊發表論文100餘篇；出版個人著作十餘部，代表作有《敦煌壁畫風景研究》、《敦煌石窟美術史（十六國北朝）》、《敦煌石窟藝術簡史》等。其中《敦煌石窟藝術簡史》入選“2015年度中國好書”。





## ZHU SHANZHONG

*Executive Director*

WORLD TOURISM ORGANIZATION (UNWTO)

### 祝善忠

聯合國世界旅遊組織 執行主任

Zhu Shanzhong is currently serving as the Executive Director at the World Tourism Organization (UNWTO) headquarters in Madrid, Spain.

From late 2008 to 2013, Mr. Zhu was Vice Chairman of China National Tourism Administration (CNTA), overseeing international relations, marketing and promotions in domestic and overseas markets, tourism information center, tourism security and the establishment of a public service network. During his vice chairmanship, he also oversaw the composition and editing of key tourism documents such as the Mid and Long Term Planning of Inbound Tourism in China and the 12th Five Year Plan of Tourism Information Construction. He was also behind the launch of The Outline of National Tourism and Leisure. From 1989 to 2008, Mr. Zhu served CNTA in different capacities, namely as Director of CNTA Sydney Office, Director of CNTA New York Office, Deputy Director General of International Marketing Department and Director General of the Marketing and Communication Department of CNTA. From 1985 to 1989, he was Department Manager of China International Travel Service (CITS), the biggest travel company in China.

Mr. Zhu received his Master's Degree in Tourism Economic Management from the Graduate School of New York New School in 1988. Prior to that, he received his Bachelor Degree of Arts in English Language and Literature from Nanjing University in China.

祝善忠現任聯合國世界旅遊組織執行主任，常駐西班牙馬德里總部。

2008年底至2013年，祝先生出任中國國家旅遊局副局長，負責國際關係、本地和海外市場宣傳推廣、旅遊資訊中心、旅遊安全以及建設公共服務網絡事宜，任內也負責草擬和修訂《入境旅遊發展中長期規劃》、《旅遊信息化「十二五」規劃》等重大旅遊政策檔，並參與推出《國民休閒計劃》的工作。

1989年至2008年，祝先生在中國國家旅遊局先後任職不同職位，歷任駐雪梨辦事處主任、駐紐約辦事處主任、市場開發司副司長、旅遊促進與國際聯絡司司長。1985年至1989年，他擔任中國最大旅遊企業中國國際旅行社總社部門經理。1988年，祝先生在紐約新學院研究生院畢業，取得旅遊經濟管理碩士學位。此前，他在南京大學外語系英語專業畢業，取得文學士學位。



## CAROL YU

*Producer and Host*

PHOENIX TV

*Young Global Leader, World Economic Forum*

## 于盈

鳳凰衛視 製片人與主持人  
世界經濟論壇 全球青年領袖

Carol Yu is the Assistant Chief Editor, Producer and Host of a weekly television interview show "Visionaries" with global thought leaders at one of the largest global Chinese TV networks Phoenix TV. In recognition of her leadership and influence, she was selected as Young Global Leaders by the World Economic Forum, Ten Outstanding New Hong Kong Young Persons and included in Tatler's Gen-T Asia List. Previously, she was the Head of Phoenix U Radio, responsible for launching and running a new radio business, and a TV news reporter and broadcaster.

Carol is a regular columnist for several leading publications across mainland China and Hong Kong, an experienced tri-lingual speaker and host at many international forums, a guest professor at Phoenix School of Communication University of China, and advisor of China Israel Changzhou Innovation Park.

Prior to joining Phoenix TV, Carol was with the Investment Banking Division of Morgan Stanley and the World Bank. Carol received her undergraduate degree in Economics from Stanford University and a Master's in Public Policy from Harvard Kennedy School.

于盈，鳳凰衛視高端訪談節目《領航者》的製片人和主持人，採訪全球各行各業的領航者，分享對未來的洞見和對人生的啟迪。為了表彰其領導力及對社會作出的貢獻，于盈被世界經濟論壇評選為「全球青年領袖」(YGL)、「十大傑出新香港青年」及被《Tatler尚流》評選為「Gen.T亞洲新銳先鋒」。于盈同時兼任鳳凰衛視資訊台助理總編輯，還曾任電視新聞記者、主播和電台台長，作為香港最年輕的台長創辦了集團旗下新的電台業務和負責整體運營。

于盈在多家報紙執筆專欄，受聘為中國傳媒大學鳳凰學院客座教授，作為三語主持和演講嘉賓活躍於世界經濟論壇、博鰲、亞布力和各種財經、科技、教育、慈善等大型論壇，同時兼任中國以色列常州創新園顧問等職。

加入鳳凰衛視前，于盈先後在摩根士丹利投資銀行部和世界銀行工作，本科畢業於美國斯坦福大學經濟系，後在哈佛大學肯尼迪學院獲公共政策系碩士學位。





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澳門信德國旅汽車客運股份有限公司是由信德集團有限公司、中國國際旅行社總社有限公司和廣東省旅遊控股集團有限公司合資經營，於 2005 年 3 月在澳門註冊成立。公司主要從事陸路跨境客運服務、租車及澳門特區政府允許的與陸路客運有關之業務及各項投資。公司現營運大、中、小豪華巴士和粵澳兩地牌車輛共約 200 台，每天穿梭珠江三角洲的主要城市與澳門，包括各種旅遊客運專線和旅遊包車服務，同時也為澳門企業和會展活動提供交通車輛服務。本公司的宗旨是，立足澳門，服務社會，誠信為本，賓客至上。我們將熱情地為世界各地旅客提供安全、快捷、舒適的客運服務。為了提升企業的服務品質和實行專業性管理，我們取得 ISO 9001: 2008 國際權威的認證，全力為客戶和旅客提供優良的服務。





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