






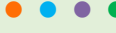


# OFFICIAL PROGRAMME 官方日程表 as at 18 February 2020

3 – 5 August 2020 | Shanghai Convention & Exhibition Center of International Sourcing 上海跨国采购会展中心 (SHCEC)

● Exhibitor 参展商    
 ● Corporate Buyers 企业买家    
 ● Conference Delegates 参会代表    
 ● Speakers 演讲嘉宾    
 ● Media 媒体

Time 时间	Event 活动	
<b>3 August 2020, Monday   2020年8月3日, 星期一</b>		
0830 – 1730hrs	<b>Booth Set Up 展台搭建</b>  Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅	Contractors & Exhibitors only 仅限搭建商, 展商
0800 – 1200hrs	<b>Pre-Show Shanghai City Tour</b> <b>展前上海城市观光</b>	<span style="color: orange;">●</span> <span style="color: green;">●</span> Pre-registration Required 预先注册
0900 – 1700hrs	<b>Registration for Exhibitors, Corporate Buyers, Conference Delegates, Speakers and Media</b> <b>参展商, 企业买家、会议代表、演讲嘉宾及媒体签到</b>  Exhibition Hall Lobby, Level 1, SHCEC and Official Hotels 上海跨国采购会展中心 1 层以及官方酒店	<span style="color: red;">●</span> <span style="color: orange;">●</span> <span style="color: blue;">●</span> <span style="color: purple;">●</span> <span style="color: green;">●</span>
1400 – 1500hrs	<b>IT&amp;CM China and CTW China 2020 Official Press Conference</b> <b>2020年中国(上海)国际会奖旅游博览会与中国国际商旅大会官方联合新闻发布会</b>  <i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	<span style="color: green;">●</span>
1500 – 1620hrs	<b>Say Hi To Everyone 向大家问好!</b> <ul style="list-style-type: none"> <li>Event Briefing 展会介绍</li> <li>Networking Coffee Break 交流茶歇</li> <li>Interactive Ice Breaker 破冰活</li> </ul> <i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	<span style="color: red;">●</span> <span style="color: orange;">●</span> <span style="color: blue;">●</span> <span style="color: purple;">●</span> <span style="color: green;">●</span>
1620 – 1625hrs	<b>Welcome Remarks 欢迎致辞</b>  <b>Darren Ng, Managing Director, TTG Asia Media</b> <b>黄汉明, 亚洲传媒有限公司董事总经理</b>  <i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	<span style="color: red;">●</span> <span style="color: orange;">●</span> <span style="color: blue;">●</span> <span style="color: purple;">●</span> <span style="color: green;">●</span>
1625 – 1730hrs	<b>Keynote Address 主题会议</b> <b>Beyond 2020: Ensuring the growth and sustainability of China's MICE industry</b>  With the specter of a slower national economy and tougher global business outlook this year, how can China keep the growth humming and ensure the long-term business sustainability of the MICE industry? How is the country facing up to the challenges of digital transformation, training and education, development and urbanization as well as integrating and aligning exhibition activities with major industries from the cities  <i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	<span style="color: red;">●</span> <span style="color: orange;">●</span> <span style="color: blue;">●</span> <span style="color: purple;">●</span> <span style="color: green;">●</span>

1830 – 2100hrs	<b>IT&amp;CM China and CTW China 2020 Joint Opening Ceremony and Welcome Dinner</b> <b>2020 年中国（上海）国际会奖旅游博览会暨中国国际商旅大会联合开幕典礼及欢迎晚宴</b>  <i>Shanghai Marriott Hotel Parkview</i> <i>上海宝华万豪酒店</i>	 Entry by badges/ Invite only 凭参会证入场/仅 限邀请代表
<b>4 August 2020, Tuesday   2020 年 8 月 4 日, 星期二</b>		
0900 – 1700hrs	<b>Registration for Exhibitors, Corporate Buyers, Conference Delegates, Speakers and Media</b> <b>参展商, 企业买家、会议代表、演讲嘉宾及媒体签到</b>  Exhibition Hall Lobby, Level 1, SHCEC 上海跨国采购会展中心 1 层	
1000 – 1030hrs	<b>Welcome Refreshment 欢迎茶点</b>  CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub	
1030 – 1145hrs	<b>CTW China Corporate Community Intimate 亲密企业</b> A get-to-know-you session to warm delegates up to one another and get the conversational juices flowing. Your preferences at this session will set the tone for your personalised CTW China conference experience. 让参与代表们在舒适环境中互相了解、轻松对话。这一时间段当中您所体现及体验的, 将为您在本届中国商旅大会定下专属个性化基调。  CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub	
1145 – 1230hrs	<b>Supplier Led Session 1 供应商主导会议 1</b> <b>Hotel 2.0 Accommodation Trends and Data Analytics</b>  CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub	
1200 – 1400hrs	<b>Networking Luncheon 交流午宴</b>  CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub	
1400 – 1500hrs	<b>2020 China and Asia Pacific Business Travel Market Outlook</b> <b>2020 年中国和亚太地区商务旅行市场展望</b> Join in the poll-of-the year on hot issues that matter to you and your peers. Our expert panel is on hand to uncover the insights behind these perspectives. 参与投票选出与每位参与代表息息相关的年度热门话题。在场的专业顾问团将会深入剖析这些话题, 分享自己的专业见解。  CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub	
1500 – 1545hrs	<b>Understanding Business Compliance: Differentiating Between Legal and Audit</b> <b>了解业务合规性: 区别于法律与审计视角</b> Compliance is a ubiquitous topic among corporate travel professionals, especially in industries like pharmaceutical, medical, finance and banking. Many understand compliance as audit or legal and financial related controls, but are still uncertain of its purpose, process and real impact to one's business. Hear from certified compliance experts as they debunk its misconceptions and address common misunderstandings. 合规一直是商旅管理中绕不开的话题, 尤其是在制药、银行、医疗器械等行	

	<p>业。很多人仍旧认为合规只是审计，法务或财务控制的一部分，但对于合规的定义、目的、流程以及它对于各自所在行业的影响程度并不清楚。这次，我们将邀请拥有认证资质的合规公司专家来抛砖引玉，结合实例增强大家对合规的认识。</p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	
1545 – 1605hrs	<p><b>Networking Coffee Break 交流茶歇</b></p> <p>Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, Knowledge Hub</p>	● ● ● ●
1605 – 1650hrs	<p><b>Supplier Led Session 2 供应商主导会议 2</b> <b>Integrated Travel Management: Priorities, Objectives, Barriers and Resistance</b></p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	● ● ● ●
1700 – 1730hrs	<p><b>Appreciation Lucky Draw 回馈抽奖环节</b></p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	● ● ● ●
<p><b>5 August 2020, Wednesday   2020 年 8 月 5 日, 星期三</b></p>		
0900 – 1700hrs	<p><b>Registration for Exhibitors, Corporate Buyers, Conference Delegates, Speakers and Media</b> 参展商, 企业买家、会议代表、演讲嘉宾及媒体签到</p> <p>Exhibition Hall Lobby, Level 1, SHCEC 上海跨国采购会展中心 1 层</p>	● ● ● ● ●
1000 – 1030hrs	<p><b>Welcome Refreshment 欢迎茶点</b></p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	● ● ● ● ●
1030 – 1145hrs	<p><b>The Big Debate: Which is more important? Cost or Service?</b> <b>热议话题: (哪个更重要? 控制采购成本还是寻求优质服务?)</b></p> <p>One of the industry’s most controversial topics. Panelists with diverse points of view battle out what and where the real value of this industry lies and which stakeholders will walk away winners and losers. Join the conversation and decide where you stand in this big debate.</p> <p>业内最具争议的话题之一。参与代表各抒己见，交流各自对于行业价值所在的不同看法，而那些利益相关者会满载而归，哪些又会无功而返。与业内最专业的人士进行思想与言论的碰撞，再亲自做出结论。</p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	● ● ● ●
1145 – 1230hrs	<p><b>Procurement Best Practices Peer-Sharing</b> <b>采购最佳实践建议——同行分享</b></p> <p>Learn from fellow corporate travel professionals on their take and approach to commonly faced challenges and practices. Come ready to share your own experience and insights, and benefit from this community exchange.</p> <p>向同行吸取经验，了解面对常见问题时该采取哪些应对方法。同时分享自身经历与见解，在这次行业社区交流会当中互利互惠。</p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	● ● ● ●
1200 – 1400hrs	<p><b>Networking Luncheon 交流午宴</b></p>	● ●

	Buyers' Lounge, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, 买家休息室	
1400 – 1530hrs	<p><b>CTW China Community Clinic</b> <b>中国商旅大会社区诊所</b></p> <p>Everyone gets a chance to have their burning challenges solved by like-minded peers and industry experts during this collaborative session. 所有参与者, 将有机会分享自己所面临的严峻挑战, 与志同道合的行业同好一同解决这些严峻的挑战。</p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	
1530 – 1600hrs	<p><b>Networking Coffee Break 交流茶歇</b></p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	
1600 – 1700hrs	<p><b>CTW China Community Solutions</b> <b>中国商旅大会社区解决方案</b></p> <p>The reveal of community solutions arrived at by their peers and industry experts after an earlier brainstorming session. 揭示先前各小组竭力为所分配难题找到的解决方案。</p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	
1700 – 1730hrs	<p><b>Appreciation Lucky Draw 回馈抽奖环节</b></p> <p>CTW Knowledge Hub, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, CTW Knowledge Hub</p>	