



**MEDIA RELEASE**

## **ASIAN YOUTH TO PRESENT INNOVATIVE IDEAS FOR THE FUTURE OF MICE INDUSTRY**

### ***AFECA Asia MICE Youth Challenge 2016 is Bigger than Ever with 15 Participating Teams from 10 Countries/Areas***

**11 October 2016, Singapore:** The Asian Federation of Exhibition and Convention Associations (AFECA) will hold its second and biggest staging thus far of its AFECA Asia MICE Youth Challenge 2016 on 8 November in Xiamen, Fujian, China.

Aimed at developing young, raw talent in the meetings, incentives, conventions and exhibitions industry in Asia, AFECA Asia MICE Youth Challenge 2016 is the industry-championed platform organised to showcase the innovative thinking, strategic approach and creative execution of students majoring in MICE, Business Events, Business Management, Hospitality and Tourism fields.

Student teams from distinguished universities and educational institutions will vie for the honour of having the most attractive, effective and strategic business plan to convince the judges that their country/area is the ideal MICE destination in Asia.

With 15 participating teams representing 10 Asian countries/areas, this year's event is up from only 6 countries/areas represented last year. All the teams will present to a panel of judges before they answer questions on their business proposal.

"I eagerly anticipate the novel MICE event ideas that will be presented," said Ms Dilys Yong Mee Hiong, Chairperson of the Organising Committee. "Last year, the competition provided an opportunity for students to collaborate with one another and work as a team. Not only do they learn those important professional skills, but they also acquire an appreciation and respect for the role of MICE in the advancement of their country/area. I'm certain that this year's event will benefit the participants in the same way."

Mr Walter Yeh, President of AFECA also expressed his anticipation for the competition. "The youth is the future of the industry. And they are the digital natives who have a grasp of how best to utilise currently technology to create events that resonate not just in their respective countries/areas, but across Asia," said Mr. Yeh. "I look forward to learning from them in this competition," he added.



The countries/areas represented again this year are China, Hong Kong, Malaysia, Singapore, Taiwan and Thailand. They are joined for the first time by Indonesia, Japan, Korea and Macao.

The winning team will receive a Champion trophy, certificates for each team member and US\$2,000. First and second runners up will each receive a trophy, certificates and US\$1,000 and US\$500 respectively.

AFECA Asia MICE Youth Challenge 2016 is organised by AFECA, a federation with 32 MICE association members and 90 corporate members and 2 affiliates from 18 countries. AFECA is currently the leading MICE association in Asia. With access to other global MICE associations, AFECA is the gateway for Asia to reach out to the rest of the world.

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