



Asian Federation of Exhibition and Convention Associations

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ASIAN YOUNG TALENTS SHOWCASE INNOVATIVE IDEAS OF MICE EVENT AT AFECA ASIA MICE YOUTH CHALLENGE 2016

30 November 2016, Asia: Singapore took top prize at the second staging of the Asian Federation of Exhibition and Convention Associations (AFECA) Asia MICE Youth Challenge 2016 earlier this month in Xiamen City, China.

Nanyang Polytechnic, the team from Singapore supported by Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) was Overall Champion for having the most attractive, effective and strategic business plan that positioned Singapore as the ideal MICE destination in Asia.

First and Second Runners Up were both from Taiwan. Chihlee University of Technology and Takming University of Science and Technology, respectively. Both Taiwan teams were supported by Taiwan Exhibition and Convention Association (TECA).

Aimed at developing young, raw talent in the meetings, incentives, conventions and exhibitions tourism 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.

There were 15 participating teams representing 10 Asian countries/areas this year. The countries/areas represented this year were China, Hong Kong, Indonesia, Japan, Korea, Macao, Malaysia, Singapore, Taiwan and Thailand.

“I was greatly encouraged by the innovative ideas that were presented in the competition,” said Ms Dilys Yong Mee Hiong, Chairperson of the Organising Committee. “It proved once again to be a great opportunity for the advancement of the industry through developing the young talent that will shape the future of exhibitions, conventions, meetings and incentive travel industry in the region.”

Mr Walter Yeh, President of AFECA: “It was gratifying and exciting to discover the evolving strategic thinking of the participants that will propel our industry forward, keeping it relevant and adding value to the economies in Asia.”



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AFECA Asia MICE Youth Challenge 2016 is organised by AFECA, the federation with 28 MICE association members and 98 corporate members in 17 cities/countries, and the regional organisation representing the MICE industry in Asia.

For more information, please contact Jean Chay at afecaamiceyc2016@afeca.net.

Other awards include:

Three Special Recognition (IN NO ORDER OF PREFERENCE)

- Kyung Hee University, Korea Team supported by Association of Korea Exhibition Industry (AKEI)
- Mae Fah Luang University, Thailand Team supported by Thailand Incentive and Convention Association (TICA) & Thailand Convention & Exhibition Bureau (TCEB)
- Siam University, Thailand Team supported by Thailand Incentive and Convention Association (TICA) & Thailand Convention & Exhibition Bureau (TCEB)

Three Best Presenters (IN NO ORDER OF PREFERENCE)

- Hua Hung (Takming University of Science and Technology), Taiwan Team supported by Taiwan Exhibition and Convention Association (TECA)
- Khy Sang Hwang from Kyung Hee University, Korea Team supported by Association of Korea Exhibition Industry (AKEI)
- Mohamed Hanis s/o Shahul Hamid (Nanyang Polytechnic), Singapore Team supported by Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)