

PATA Annual Meeting 2010
Meeting of Minds Tourism Seminar:
Strategies, Realities and Charting the Course of Meeting Tourism Challenges
23 April: Borneo Convention Centre Kuching
Sarawak, Malaysia

Sarawak's Paper: "Kuching-Old World Charm": 0900-0945



Ar. Philip Chang
Vice President
Sarawak Heritage Society

Ar. Philip Chang Foh Phing. Appointed Councillor, Kuching City South Council (MBKS) in 1991. Chairman of Standing Committee of Environment and Public Health, 1993-1994. Advisor to MBKS, 2000-2003. Reappointed Councillor, MBKS 2004-2008, and Chairman of Standing Committee of Building Control.

During the long association with Council, he was instrumental in Council's Policy making, advancement in Environmental consciousness, landscaping development and represented Council in many joint meetings and forums with other Councils in the State and the Nation. As part of the Ministry of Local Government's Technical Committee, he was the key member to develop the Building Checklist, implemented in Sarawak since 2007. In early 2009, he was appointment by the Ministry as special advisor to the Joint Technical Consultants Committee which co-ordinates all submissions of Plans to Councils in Sarawak. Professional Related Responsibility: In early 2009, appointed as Architectural Course Advisor and Lecturer to LimKokWing Institute of Creative Technology. Professional Experience: As a Managing Partner to United Consultants since August 1982. Set-up United Consultants Architects Sdn Bhd in 2000.

Malaysia Welcome

Deputy Minister of Tourism Malaysia

YB. Dato' James Dawos Mamit, Deputy Minister



PATA Response & Address
Phornsiri Manoharn
PATA Chairman

Mrs Phornsiri Manoharn was elected Chairman of the Pacific Asia Travel Association (PATA) on 19 April 2009 at the Association's Annual General Meeting in Macau SAR. Mrs. Manoharn ha enjoyed a long and distinguished career in public service and has held a number of significant posts in Thailand and overseas. She retired as Governor of the Tourism Authority of Thailand (TAT), an organisation she joined in 1970, in March 2009. Throughout her distinguished career in public service Mrs Manoharn has played a truly exceptional role in directing and promoting Thailand as an exciting tourism destination. Her many accolades include the '2008 Outstanding Award for Female Executive: State Enterprise' in Thailand. In addition to holding a Bachelor of Arts degree from Chulalongkorn University, Mrs Manoharn has undertaken further studies in administration and executive programmes that have given her the inspirational insight and leadership skills to perform her duties. Mrs Manoharn remains as advisor to the TAT and is also advising the Board of Directors of the Thailand Convention and Exhibition Bureau



Sarawak Welcome
YAB Pehin Sri Haji Abdul Taib Mahmud
Chief Minister of Sarawak

The Chief Minister of Sarawak, Pehin Sri Haji Abdul Taib Mahmud was appointed Crown Council from 1962 to 1963. In 1963, he was appointed a member of the State Legislative Council until 1968. In 1963, he became State Minister for Communications and Works and from 1966 to 1967, he was Minister for Development and Forestry. On several occasions, Pehin Sri Dr. Haji Abdul Taib Mahmud acted as Chief Minister.

Keynote Address Session: 1050-1200



Moderator
Y.Bhg. Dato' Seri Zainal Adlin
Chairman
Sabah Tourism Board

Tengku Zainal Adlin bin Tengku Mahamood trained as a pilot and he enjoyed a short flying career in the late fifties and early sixties before embarking on a career in public service. He has worked in the Kelantan Civil Service and the Malaysian Home and Diplomatic Service, the Sabah State Housing Commission, Sabah Foundation and Sabah Tourism Board. He studied public administration at Birmingham University, England and at the School of Local Government Studies, Sigtuna University, Sweden, and at the Asian Institute of Management (AIM) Top Management Programme. The Sabah State Government appointed him Chairman of Sabah Tourism Board in 2000. In pursuance of the government policy and working hand in hand with the key players in the tourism industry at international, national, state and district levels the tourism development growth has been double digit at over 20 percent per annum compound with over 40 percent repeat visitors in the last eight years. The tourism receipts of over RM4 billion in 2008 contributed to over 14 percent of the Sabah GDP.

1st Keynote Speaker

YABhg. Tun Dato' Seri Ahmad Sarji Abdul Hamid
President
Heritage of Malaysia Trust



YABhg. Tun Dato Seri Ahmad Sarji Abdul Hamid, President, Heritage of Malaysia Trust, is also the joint-chairman of the Malaysian Centre for Commonwealth Studies, Cambridge University; a member of the Board of Trustees, Oxford Centre for Islamic Studies and a member of the Board of Governors of the Asian Institute of Management (AIM), Manila . He is also the Chairman of several organisations including Permodalan Nasional Berhad (PNB), the Institute of Islamic Understanding (IKIM) and Northport Corporation Berhad. In recognition of his many contributions in the public and corporate sectors, Tun Ahmad Sarji has been conferred honorary degrees by several foreign and local universities Universiti Utara Malaysia; Nottingham-Trent University; Universiti Malaysia and the International Islamic University Malaysia (IIUM). The Asia Pacific Brands Foundation awarded him "TheBrandLaureate Brand Personality Award 2008" for his leadership in the fields of corporate and civil service.

2nd Keynote Speaker

Dato' Bernard Francis
Senior General Manager Sales & Marketing
Malaysia Airlines

Forum Discussion 1: 1400-1515



Moderator
Rico Hizon
Anchor
BBC World News

Rico Hizon anchors the popular BBC World TV business finance programme Asia Business Report. Produced in Singapore and broadcast live every weekday morning, the programme offers BBC viewers the latest economic and market news from across the region – including issues and trends that affect and influence the world of travel and tourism. Rico joined BBC World News in 2002 after some eight years with the financial and business news network CNBC Asia. In his early career Rico was an anchor and business reporter at the Manila-based GMA-7 network, responsible for covering capital markets, banking and finance, real estate, investment and corporate developments. He anchored the daily business programmes Business Today, GMA News Live and Stock Market Live from the trading floor of the Philippine Stock Exchange. Rico has received the prestigious 'Outstanding Young Men for Broadcast Journalism' award in the Philippines and more than 20 years of regional journalism experience. Before entering the broadcast industry he was a lecturer at De La Salle University in Manila where he also finished his degree in Broadcast Journalism

Panelists



Anthony Wong
PATA Secretary / Treasurer
Managing Director of Asian Overland Services

Anthony Wong is Managing Director of Asian Overland Services Tours and Travel, Malaysia – a business that he established some 33 years ago, Anthony has an instinctive passion in nature and green tourism. He had made AOS a leading inbound tour operator for eco-tourism, adventure travel, experiential learning, special interest and incentive tours. His leadership in eco-tourism won him the Global Travel Award 1993 at WTM in London. He also served as the first Vice

President of the International Congress & Convention Association (ICCA) and Chairman of ICCA Asia Pacific Chapter.



Jens Thraenhart
Co-Founder/Executive Partner & Chief Strategist
Dragon Trail

Jens Thraenhart, Co-Founder/Executive Partner and Chief Strategist at Dragon Trail, was recognised as one of the travel industry's top 100 rising stars by Travel Agent Magazine in 2003. He was listed as one of the 25 'Most Extraordinary Sales and Marketing Minds in Hospitality and Travel' in 2004 and 2005. Most recently Jens was in charge of E-Marketing, Customer Relationship Management and Campaign Management at the Canadian Tourism Commission as Executive Director of Marketing Strategy. Previously, he was head of Internet Strategy at

Fairmont Hotels & Resorts and Executive Director of Marketing Strategy for Fairmont's Residence Club division. Excited about the tremendous opportunity for travel and tourism brands to be able to connect with relevant consumers in established as well as emerging local markets, by leveraging social media technology applications and digital marketing strategies, he was motivated to develop a unique 'think global-act local' methodology. With China as the first consumer market of focus, he partnered with a Chinese travel technology company to create brand strategy advisory firm [Dragon Trail](#), and launched the online resource portal and community [ChinaTravelTrends.com](#) (Twitter: @cnTravelTrends).



Tunku Dato' Seri Iskandar Tunku Abdullah
Group President
The Melewar Group

Tunku Dato Seri Iskandar bin Tunku Abdullah has, over the past 30 years, led a number of national and international travel and tourism associations in various capacities including PATA; ASEANTA, Federation of ASEAN Travel Association; United Federation of Travel Agents' Associations; Indian Ocean Tourism Organisation (IOTO); National Tourism Council of Malaysia and the Malaysian Association of Tour and Travel Agents. Tunku Iskandar was received Life

Memberships by both PATA and ASEANTA. In 2005, he received the Malaysia Tourism Gold Award in recognition for his contribution to tourism in Malaysia. He is a member of the Boards of Directors of TTPC Inc (USA) and APG Global Associates (France). He is the Group President of the tourism-related companies of The Melewar Group, including Mitra Malaysia Sdn Bhd; Mitra Kembara Sdn Bhd; Pacific World Travel Sdn Bhd; World Express (M) Sdn Bhd and Avis Rent-A-Car Malaysia.



Rohizam Md Yusoff
Founder
SOTA

Rohizam Md Yusoff, CEO of Creative Advances Technology Sdn Bhd, built his ICT experience on a solid foundation of Computer Science studies and embarked on the field of e-tourism (electronic media) -enabling the stakeholders in the tourism industry to bridge their needs with the government. Rohizam's involvement in IT and tourism dates back some 13 years. He was involved in the designing and provision of full solution and integration of systems for the

government and corporate sector. Technology has been under-utilised by the industry's stakeholders, many of whom have not tapped into the great potential of online business opportunities. Realising this shortcoming, Rohizam conducted a comprehensive research to ascertain reasons for the low internet usage among the stakeholders. This led to the vision of developing an online architecture that would enable the entire industry to leverage on the power of the internet through a shared resource model thus reducing the barriers to entry for many of these tourism players. Today this vision has taken form in the Standard Online Tourism Architecture (SOTA) - developed as an e-platform to enable the tourism industry to tap into technology and the Internet to compete effectively on a global scale.



Martin Symes
CEO
Wego

Martin Symes joined Wego as CEO in March 2006 and, with 18 years of travel industry experience, is the veteran of the Wego team. He was previously Executive Director, Commercial for Zuji, where he was instrumental in establishing and building the business and brand to become Asia/Pacific's leading full service online travel retailer with operations in six countries. He was previously a member of the team involved in bringing Priceline's buyer-driven e-commerce model to Asia. Martin has also held senior commercial roles at British Airways and American Airlines, where he was Managing Director, Asia Pacific from 1997-99. Outside of the travel industry, Martin has significant experience in the financial services sector having held various positions with HSBC, Merrill Lynch and Fidelity Investments. He has an MA degree in Geography from Oxford University and an MBA from London Business School.

Sarawak in the context of world tourism movement: 1530-1600



Randy Durband
Senior Partner
Robin Tauck & Partners LLC

Randy Durband has held senior leadership positions at some of the finest U.S. tour operators, having served as President for Travcoa, Intrav and Clipper Cruise Lines and as Executive President of Tauck World Discovery. During his two decade career at Tauck World Discovery Randy held a variety of roles for the award-winning and industry leading company during its period of worldwide expansion. Beginning as a Tour Director he later became Vice President and led many departments and initiatives - including yield management, guest relations, e-business development, strategic planning, market and product development and brand management. First Choice Holidays, now TUI Travel, hired Randy to serve as President of Intrav and Clipper Cruise Lines. From there he moved to the helm of Travcoa, a leader in premium luxury travel worldwide. In those positions he led the strategic direction of each company and took a lead role in enhancing profitability through the consolidation of many business functions with a number of TUI Travel brands. He was also engaged in TUI Travel's Sustainable Development work. In September 2009 he joined Robin Tauck & Partners as a Senior Partner in supporting sustainable global travel, combining his personal passion in sustainability with his deep knowledge of the packaged travel business and broad knowledge and network in international destinations. Randy has served on many travel industry boards and working groups throughout his career, and currently serves on the boards of Sustainable Travel International (STI) and Global Exchange.

Forum Discussion 1: 1600-1700



Moderator
Rico Hizon
Anchor
BBC World News

Panelists



Tawaina Turner-Dones
Director, Partnership and Aliiances
CitiGroup

Tawaina Turner-Dones is Regional Director of Strategic Partnerships & Alliances for Citibank Cards. Tawaina has oversight of all of Citibank's co-branded and travel related card products. Over the years, she has developed a host of travel related merchant relationships which enhance the travel experiences of Citibank customers across the globe. Prior to joining Citi in 2005 she helped organizations like JPMorgan Chase and General Electric develop their partnership businesses by initiating dozens of customized business relationships designed to drive incremental sales and revenue.

Tawaina has over 15 years in corporate partnership and client development experience across the US, LATAM, Europe & Asia. She is an active member of several educational organizations and non-profit boards. She has a BA in Economics from Spelman College and an MBA from Goizueta Business School of Emory University.



B. Ravintharan
Executive Vice President,
Head, Cards, Cards and Payment
Consumer Banking
MAYBANK

B. 'Ravi' Ravintharan is Executive Vice President in the Consumer Banking at Maybank. He has a wealth of experience and knowledge of the banking cards business, He joined Maybank in 1989 and is currently Head of Maybank Cards. He has held senior positions in Credit Control, Credit and Customer Service and Operations. Maybank is currently a leading cards player in consumer issuing, merchant acquiring, corporate/ commercial cards and debit cards. Maybank issues Visa and MasterCard – both members of PATA. Ravi is a member of National Cards Group (NCG) that sets strategies for the cards industry in Malaysia.



Ross Jackson
Head of Cross Border Business in Asia Pacific
Visa Worldwide

Since Joining Visa in 2008 Ross has been Marketing Director for South east Asia and Asia Pacific Innovations. Prior to moving to Singapore Ross was Head of Cards for Westpac Bank in New Zealand where he oversaw the introduction of premium, debit and commercial payment products and led the team to be first bank to have the capability to process chip transactions in Australasia.

Ross has held roles as and Clemenger BBDO office in Australia and New Zealand, Managing Partner of Euro RSCG Australia and Regional Director for BBDO in Asia Pacific. During that time he worked as an agency partner to a number of financial services companies, payment brands and airlines including Air New Zealand and Singapore Airlines

Ross holds an MBA and post graduate Diploma in Business (Marketing) and has completed an ecommerce strategy course at Wharton (USA). He a Fellow of both the Australian Institute of Management and the New Zealand Institute of Management.
