

## 2007 PATA-IMEX Face of the Future

### Entrepreneur Links Global Ambitions to Local Conditions

An exceptional young leader of the travel and tourism industry, Mr Tran Trong Kien (pictured) was named PATA's 2007 Face of the Future in Vancouver, April 22. Mr Tran's entrepreneurial energy has powered the steady expansion of Buffalo Tours, which started as a two-person operation 12 years ago and now employs 200 staff.

As the head of a responsible regional company with global ambitions, Mr Tran frequently gives back to local communities in an effort to improve their economies. Buffalo Tours offers its clients positive reciprocal exchanges with local communities, including hill tribes, orphanages and a handicap centre.

Mr Tran's dedication to promoting Vietnam as a destination extends to the development of sustainable tourism initiatives. He is currently building a community lodge in an ethnic minority region and plans to employ local people to run it.



As prize sponsor for the Face of the Future Award, IMEX is offering to host Mr Tran's registration and accommodation at IMEX 2008 and subsidise his travel to the event.