



International Congress and Convention Association

Phone: +31 20 398 1919

Fax: +31 20 699 0781

Web: www.iccaworld.org

Mail: icca@iccaworld.org

ICCA: Alpha Tower, De Entree 57

1101BH Amsterdam, The Netherlands

I am Alicia Yao, managing director of IME Consulting Co., Ltd. I would like to stand on the position of the next ICCA Board of Directors for Asia Pacific region.

My Journey with ICCA started as the ICCA's principal contact of China CITS Group from 2004 until 2013. Then I became ICCA's contact person of IME Consulting Co, Ltd, the only consulting company in ICCA China Committee, providing services for meeting industry development and association meetings management.

My experiences in the meeting industry includes 6 years as the board director of SITE Global and 6 years as the regional vice president of PCMA APAC and currently the China education manager of IAPCO. I also worked 6 years as the deputy general secretary, China MICE Committee, China Association of Travel Services and currently the vice chairman of China Business Event Industry Committee, which is a member of JMIC.

With my 20 years' experience with ICCA, I truly believe I can add value to the work that ICCA has successfully done and position ICCA as the global community and knowledge hub for the international associations meeting industry.

There are three main priorities I want to initially focus on with ICCA if I am elected to the position of the next ICCA Board of Directors for Asia Pacific region. First is set up ICCA sister exchange platform country to country, chapter to chapter for mutual assistance and business sharing. Second is to set up Asia-pacific Young Leaders Program to address talent shortage in our industry. Third is to establish the ICCA "Green Meeting Award" to encourage and develop a net-zero carbon meeting roadmap to year 2030.

I believe business meeting industry promote world economic and social development, communication and exchange, promote poverty reduction and world peace. When we are together Magic will happen.