

# Global Venue Experts Forum



**Patrick Chen**

Director of Intangible Culture  
Heritage Dept.  
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of Culture & Tourism (SMACT)

Mr. Patrick Chen graduated from Shanghai University, MPA of Shanghai Jiao Tong University. He joined in Shanghai Municipal Tourism Administration in 1998 and worked in Human Resources Department and now is the director of marketing & promotion, Shanghai Municipal Administration of Culture & Tourism

Patrick is in charge of the international and domestic marketing and promotion for Shanghai Culture & Tourism and focuses on international meetings, conferences and incentive travel promotion for the city of Shanghai as well. On behalf of SMACT, Patrick is an active member of International Congress and Convention Association (ICCA) and was Vice Chair of ICCA Asia Pacific Chapter during 2010-2013. He was also appointed as Secretary General of ICCA China Committee, Director General of Steering Committee of Shanghai Meetings and Conference Standard Commission.

Since 2006, Patrick started to launch “Shanghai Conference Ambassadors” program on behalf of SMTA. By 2018, 116 industry leaders from over 30 fields including IT, Medicine, Finance, City Developing etc. have been appointed as Conference Ambassadors by SMTA. With their support, Shanghai has hosted over 300 middle to large scale international meetings and conferences already.

Patrick transferred as the Director of the Intangible Culture Heritage Dept. at the end of 2021. He was involving in protecting and developing the Intangible Culture Heritages in Shanghai by launching new measures for administrations in these fields.