
















7月14日 上午 (新亚厅三楼)

09:00	主办方致辞	 黄亚玲 , 会议总监, Escom Events
	主持人:  蔡硕 , 董事总经理顾问 – 业务拓展与技术服务, 奥克伍德国际	
09:05	主题演讲: 中国酒店的复苏之路 (英文)	 Shaun Brodie , 大中华区租户研究主管, 戴德梁行
09:30	圆桌讨论: 后疫情时代的酒店投资与扩张 主持人:  魏骏亚 , 副总裁, 仲量联行酒店及地产投资咨询部 圆桌嘉宾: (排名不分先后)	 袁阳 创始人CEO 北京爱竞酒店管理有限公司  李宏 中西大区总经理 雅诗阁中国  叶师钧 中国区运营副总裁 丽笙酒店集团  王磊 大中华区业务发展副总裁 温德姆酒店集团  蔡硕 董事总经理顾问 – 业务拓展与技术服务奥克伍德国际
10:15	茶歇	三楼中庭茶歇区域
10:55	圆桌讨论: 创新驱动住宿行业的可持续竞争力 主持人:  段惠莲 , 亚太区营销副总裁, 玛丽蒂姆酒店集团 圆桌嘉宾: (排名不分先后)	 吴梅 品牌副总裁 丽呈集团  谭业伟 锦江酒店 (中国区) 副总裁 兼丽柏品牌总裁  石锦燊 总裁 契稷集团  王季 首席运营官 宏昆酒店集团
11:40	圆桌讨论: 酒店的标准与个性化 主持人:  王甜甜 , 战略发展高级副总裁, 凯世酒店集团 圆桌嘉宾: (排名不分先后)	 谷安坤 发展及集团商务副总裁 君廷酒店及度假村  张经邦 董事长 喜途科技  张庭光 业务拓展高级总监 朗廷酒店集团  钟凯 总裁 清沐旅行酒店集团  卢再群 发展中心总经理 深圳格兰云天酒店管理有限公司
12:25	主题演讲 混合业态酒店: 将灵活办公空间与酒店相结合	 胡慧 , IWG 集团中国区总裁, International Workplace Group
12:50	自助午餐	三楼中庭茶歇区域

AM Session/ July 14 (New Asia Ballroom Third Floor)

09:00	WELCOME REMARKS BY THE ORGANIZER	 Gloria Wong , Event Director Escom Events
	Conference Chair:  Cai Shuo , Advisor to Managing Director – Development and Technical Services, Oakwood Worldwide	
09:05	KEYNOTE: China Hotels: The Road to Recovery	 Shaun Brodie , Head of Occupier Research, Greater China, Cushman & Wakefield
09:30	PANEL DISCUSSION: Investment & Expansion Strategy Post COVID-19 Moderator:  Junya Wei , VP – Greater China, JLL Hotel & Hospitality Panelists: (Names are not listed in order)	 Wade Yuan Founder & CEO i Hotel  Lydia Li Regional General Manager, Central West China Ascott China  Gary Ye Vice President, Operations, China Radisson Hotel Group  Cai Shuo Advisor to Managing Director – Development and Technical Services Oakwood Worldwide
10:15	Morning Tea Break	The Atrium 3rd Floor
10:55	LEADER'S TALK: Hotel Innovation and the Creation of Competitive Advantage Moderator:  Huilian Duan , Vice President for Sales and Marketing, Maritim Hotels Asia Panelists: (Names are not listed in order)	 Maze Wu Branding VP Rezen Group  Kerwin Shen VP of Jin Jiang Hotel China Region President, Park Inn by Radisson BU  Anthony Shi President Qike Group  Luffy Wang COO Hongkun Hotel Group
11:40	PANEL DISCUSSION: Customization and Standardization in Hotels - A Paradox or Not? Moderator:  Tina Wong , SVP, Strategy and Corporate Development, Cachet Hotels & Resorts Panelists: (Names are not listed in order)	 Johnny Gu VP of Business & Commerce Development Barony Hotels & Resorts  Jing Bang Zhang Chairman XITU High Tec  Solomon Zhang Senior Director of Development Langham Hospitality Group  Steve Zhong President Qingmu Travel Hotels Group  Zaiqun Lu General Manager of Development Center Grand Skylight Hotels Management
12:25	KEYNOTE: Incorporating Co-working Spaces with Hotels	 Edward Hu , Country Manager IWG China
12:50	Standing Buffet	The Atrium 3rd Floor

7月14日 下午 (新亚厅三楼)

14:00	<p>圆桌讨论：后疫情时代的绿色节能如何促进酒店改造升级？</p> <p>主持人：  吴志平, 副总经理, 浙江伟大集团</p> <p>圆桌嘉宾： (排名不分先后)</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> 周飞 品牌创新和开发高级总监 华住酒店集团全球高端酒店事业部</p> </div> <div style="width: 45%;"> <p> 李德明 执行总监 AECOM建筑工程</p> </div> </div>
14:40	<p>主题演讲：酒店如何重新定位？</p> <p> 张惠筑, 项目总监, Gensler</p>
15:05	<p>圆桌讨论：智慧酒店是噱头还是未来？运营智慧酒店有哪些“避坑秘诀”？</p> <p>主持人：  裴斐, 总经理, 深圳华美顾问有限公司</p> <p>圆桌嘉宾： (排名不分先后)</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> 何逸 信息技术总监 广州岭南国际酒店管理有限公司</p> </div> <div style="width: 45%;"> <p> 鲍中林 技术总监 WSP</p> </div> </div> <p> 江磊 信息技术中心副总监 金陵饭店股份有限公司</p>
15:50	<p>抽奖环节</p> <p style="text-align: center;">抽奖环节赞助商</p> <div style="text-align: center;">  Grand Skylight Hotels Management 格兰云天酒店管理有限公司 </div>
15:55	<p>会后茶歇交流</p> <p style="text-align: center;">三楼中庭茶歇区域</p>
16:30	<p>第一天活动结束</p>

PM Session/ July 14 (New Asia Ballroom Third Floor)

14:00	<p>PANEL DISCUSSION: COVID-19's Impact on Hotel Design</p> <p>Moderator:  Zhiping Wu, Assistant General Manager, Zhejiang Grandeur Group</p> <p>Panelists: (Names are not listed in order)</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> Fei Zhou Global High-end Hotels Department, Brand Innovation and Development Senior Director Huazhu Hotels Group</p> </div> <div style="width: 45%;"> <p> Perry Lee Executive Director AECOM Architecture Design</p> </div> </div>
14:40	<p>KEYNOTE: Repositioning Strategies for Hotels</p> <p> Julia Chang, Project Director, Gensler</p>
15:05	<p>SMART HOTELS PANEL: Are Smart Hotels, AI and Service Robot the Real Future or Just an Advertising Stunt?</p> <p>Moderator:  Fei Pei, General Manager, Huamei Consulting Group Shenzhen</p> <p>Panelists: (Names are not listed in order)</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> Terry He Director of IT LN hospitality</p> </div> <div style="width: 45%;"> <p> John Bao Technical Director WSP</p> </div> </div> <p> Joni Jiang Deputy Director of Info Center Jinling Hotel Corp. Ltd.</p>
15:50	<p>Lucky Draw Session</p> <p style="text-align: center;">Lucky Draw Sponsor</p> <div style="text-align: center;">  Grand Skylight Hotels Management 格兰云天酒店管理有限公司 </div>
15:55	<p>Post Event Networking</p> <p style="text-align: center;">The Atrium 3rd Floor</p>
16:30	<p>Closing of Day One Programs</p>

7月15日 上午 (新亚厅三楼)

09:00	主办方致辞	 黄亚玲 , 会议总监, Escom Events
	主持人:  黄亚玲 , 会议总监, Escom Events	
09:05	主题演讲: 以用户之声驱动宾客满意度	 应柳平 香港中文大学 教育心理学博士 华睿科技 资深产品经理
09:30	圆桌讨论: 酒店将便利性进行到什么程度·才能让客人满意? (英文) 主持人:  Elizabeth Espinosa , 创始人 & CEO, Inspire Hospitality 圆桌嘉宾: (排名不分先后)  刘荣良 区域运营副总裁 香格里拉集团  应柳平 香港中文大学 教育心理学博士 华睿科技 资深产品经理  马杰 CEO 裸心集团  金涛 总经理 上海静安铂尔曼酒店  Jean-Charles Fortoul 亚太度假营运事业部首席执行官 Club Med	
10:15	茶歇	三楼中庭茶歇区域
10:55	主题演讲: 细分品牌不等于小众品牌 - 酒店品牌创新的新逻辑	 顾伟 研究发展副总裁 锦江全球创新中心GIC
11:20	主题发言: 酒店行业餐饮部的挑战及人才职业发展的重要性 (英文)	 Sacha Stocklin 总裁 上海超翊餐饮管理有限公司
11:45	主题演讲: 亚太地区酒店投资趋势 (英文)	 简可 中国区市场研究部主管 第一太平戴维斯
12:10	午餐	三楼中庭茶歇区域








AM Session, July 15 (New Asia Ballroom Third Floor)

09:00	WELCOME REMARKS BY THE ORGANIZER	 Gloria Wong , Event Director, Escom Events
	Conference Chair:  Gloria Wong , Event Director, Escom Events	
09:05	KEYNOTE: Listen to the Voice of Customer and Satisfy Your Guests	 Liuping Ying PhD in Educational Psychology, CUHK ; Senior Product Manager of Vocust Technology
09:30	PANEL DISCUSSION: Why Hotels Should Prioritize Guest Convenience Moderator:  Elizabeth Espinosa , Founder & CEO, Inspire Hospitality Panelists: (Names are not listed in order)  Patrick Low Area Vice President, Operations Shangri-La Group  Liuping Ying PhD in Educational Psychology, CUHK ; Senior Product Manager of Vocust Technology  Manoj Mehta Chief Executive Officer naked Group  Victor Jin General Manager Pullman Shanghai Jingan  Jean-Charles Fortoul CEO APAC Resorts Club Med	
10:15	Tea Break	The Atrium 3rd Floor
10:55	KEYNOTE: Tapping New Customer Segments to Find New Growth Opportunities - A New Approach in Hotel Brand Development	 Kevin Gentle Vice President Brand R&D Jinjiang Global Innovation Center
11:20	KEYNOTE: Current Challenges of the F&B Sector in Hotel Operations and the Importance of Professional Development of Talents	 Sacha Stocklin Founder and Managing Director Center of Innovation and Entrepreneurial Culinary Arts & Services (CieCAS)
11:45	KEYNOTE: Asia Pacific Hotel Investment Trends	 James Macdonald Head of Research, China Savills
12:10	LUNCH	The Atrium 3rd Floor

7月15日 下午 (新亚厅三楼)

13:30	<p>圆桌讨论：面对不断偶发的疫情和不断变化的消费习惯，酒店数字化营销该怎么做？</p> <p>主持人：  张经邦, 董事长, 喜途科技</p> <p>圆桌嘉宾： (排名不分先后)</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  张敏 锦江酒店 (中国区) 副总裁 暨维也纳国际品牌与凯里亚德双品牌总裁 </div> <div style="text-align: center;">  齐伟 集团运营中心运营总监 珀林酒店集团 </div> </div>	
14:15	<p>主题分享：酒店集团从0到1搭建收益管理体系</p> <p>主持人：  林梧桐, 万豪酒店管理学院主任, 上海杉达大学</p> <p>嘉宾： (排名不分先后)</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  郝思 收益管理特聘讲师 美团酒店 </div> <div style="text-align: center;">  赵海峰 发展及商务副总裁 巴塞罗那酒店集团 </div> </div>	
14:55	<p>主题演讲：准备好旅游业的快速回弹 (英文)</p>	 Steve Saxon 董事合伙人 麦肯锡公司
15:20	<p>抽奖环节</p>	<p>抽奖环节赞助商</p> 
15:30	<p>会后茶歇交流</p>	<p>三楼中庭茶歇区域</p>
16:00	<p>峰会结束</p>	

PM Session, July 15 (New Asia Ballroom Third Floor)

13:30	<p>PANEL DISCUSSION: Hotel Marketing in and after COVID-19</p> <p>Moderator:  Jing Bang Zhang, Chairman, XITU High Tec</p> <p>Panelists: (Names are not listed in order)</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Vicky Zhang Vice President, JinJiang Hotels China Region President, Vienna International Hotel President, China Kyriad Marvelous Hotel </div> <div style="text-align: center;">  Wei Qi Corporate Director of Operations Bolin Hotels Group </div> </div>	
14:15	<p>INTERVIEW SESSION: For Hotel Operators, How to Build A Revenue Management System from Scratch</p> <p>Interviewer:  Wutong Lin, Director of Marriott Hotels Management Academy, Shanghai Sanda University</p> <p>Interviewee: (Names are not listed in order)</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Hans Hao Lecturer on Revenue Management Meituan Hotel </div> <div style="text-align: center;">  James Zhao Vice President of Development & Commercial Barceló Hotels & Resorts China </div> </div>	
14:55	<p>KEYNOTE: The Travel Boom is (Probably) Coming - Be Ready</p>	 Steve Saxon Partner, Lead of Travel Practice, Asia McKinsey & Company
15:20	<p>Lucky Draw Session</p>	<p>Lucky Draw Sponsor</p> 
15:30	<p>Post Event Networking</p>	<p>The Atrium 3rd Floor</p>
16:00	<p>Closing of the Event</p>	