



# REGIONAL WORKSHOP ON EVENT MANAGEMENT FOR THE TOURISM SECTOR

9 – 11 SEPTEMBER 2002  
XIAMEN, CHINA

## PROGRAMME

*THIS WORKSHOP IS MADE POSSIBLE BY THE  
SPONSORSHIP OF THE  
MINISTRY OF FOREIGN TRADE AND ECONOMIC COOPERATION  
(MOFTEC) OF THE PEOPLE'S REPUBLIC OF CHINA*

# **Day One**

## **Monday, 9 September**

- 09:00-09:15      **Opening**  
Address by Mr. Gu Jie, Special Commissioner of MOFTEC to Fujian Province and Director of the MOFTEC Office for China International Fair for Investment & Trade  
Words of thanks by Mr. Arvind Mayaram, Vice President of WAIPA
- 09:15-10:00      **Introduction: The Investment Environment**  
- Workshop Overview  
- Global and Asia FDI Trends  
Mr. Arvind Mayaram, Training Expert, WAIPA
- 10:00-10:15      - Coffee break –
- 10:15-11:00      **Principles of Investment Promotion**  
- Objectives in Investment Promotion  
- Tools for Investment Promotion and Targeting  
- Effectiveness of IPAs in Attracting FDI  
Mr. Arvind Mayaram, Training Expert, WAIPA
- 11:00-12:30      **Events as a Tool for Investment Promotion**  
- Conceptualising Events  
- Events and Encompassing Activities  
Ms. Veenu Gupta, Training Expert, WAIPA
- 12:30-13:45      - Lunch -
- 13:45-14:30      **Experience Sharing by Participating IPAs**  
5 minute Presentations by each participant on his/her IPA experiences in the Organization of an Investors Forum  
Discussion
- 14:30-16:00      **The Elements of Event Management I**  
- Identifying Sectors and Stakeholders  
- Structuring the Event  
- Financial Resources  
Ms. Veenu Gupta, Training Expert, WAIPA
- 16:00-16:15      - Afternoon tea -
- 16:15-18:00      **The Elements of Event Management II**  
- Identifying Partners  
- Partnership Management  
- Event Marketing  
- Infrastructure and Organisational Set-Up  
Ms. Veenu Gupta, Training Expert, WAIPA
- 18:00              - Close -

**Day Two**  
**Tuesday, 10 September**

- 09:00-10:00      **Event Follow-Up**  
- Principles of Effective Follow-Up  
- Key Elements  
Ms. Veenu Gupta, Training Expert, WAIPA
- 10:00-11:00      **Exercises and Discussion**  
Mr. Arvind Mayaram & Ms. Veenu Gupta, Training Experts, WAIPA
- 11:00-11:15      - Coffee break -
- 11:15-12:45      **Events for the Tourism Sector**  
- Growth in the Tourism Sector  
- Destination: Marketing and Investment Products  
Ms. Veenu Gupta, Training Expert, WAIPA
- 12:45-14:00      - Lunch -
- 14:00-15:30      **IT Tools for Investors I**  
- Online-Marketing Considerations for Event Management  
- Identifying Potential Investor Groups through the Web  
Mr. Stephan Dreyhaupt, Senior Investment Marketing Specialist,  
MIGA
- 15:30-15:45      - Afternoon tea -
- 15:45-16:45      **IT Tools for Investors II**  
- E-Servicing Event Participants  
Mr. Stephan Dreyhaupt, Senior Investment Marketing Specialist,  
MIGA
- 16:45-17:30      **Networking in Event Management**  
Ms. Celia Ortega, WAIPA Secretariat Coordinator
- 17:30              - Close –

**Day Three**  
**Wednesday, 11 September**

09:00-12:00

**Site Visit: CIFIT VI**

12:30-13:45

- Lunch -

13:45 - 15:45

**Round Table: Corporate Representatives Present Their Investment Experiences**

- Discussion. The objective is to define the needs of foreign investors when attending a promotional event.

Mr. Jerry Wu, Manager of Foreign Affairs, Xiamen Kodak Co. Ltd  
Dr. Huang Chaoming, General Manager, Xiamen Three Circles Co. Ltd  
Mr. George Qiao, Executive Assistant Manager, Xiamen Airlines  
Moderated by Mr. Arvind Mayaram, Training Expert, WAIPA

15:45-16:00

- Coffee break -

16:00-17:00

**Wrap-Up Session**

17:00

**Closing Session with Awarding of Certificates**