

HOTELS & HOSPITALITY

| Hong Kong Convention & Exhibition Centre Wanchai | May 7, 2015 (Thursday) | 9:00 - 18:00 |

Buy 4 Get 1 Free Group Package

Limited to 5 packages. First-come-first-served.

Speakers' Spotlight: Mr. Douglas Woodring & Dr. William Yu

Mr. Douglas Woodring Founder, Ocean Recovery Alliance



Mr. Woodring is an environmental entrepreneur, a writer, a competitive athlete, a sports event organizer and a creative innovator on community issues. He is the co-founder of Ocean Recovery Alliance, a non-profit organization which is focused on bringing innovative solutions, technology, collaborations and policy together to impact positive improvements for the health of the ocean. Two of the projects currently being launched were announced at the Clinton Global Initiative in 2010, the Global Alert platform, and the Plastic Disclosure Project. In 2008 he co-founded Project Kaisei, which focused on the plastic in the North Pacific Gyre, and he is a UNEP Climate Hero for his efforts. Mr. Woodring has been on the advisory board of the XPrize, and the Economist's World Oceans Summit, and in 2011, he co-authored the United Nations Environmental Program Yearbook chapter on the danger of plastic in the ocean. [read more](#)

Dr. William Yu Chief Executive Officer, World Green Organisation (WGO)



Dr. Yu is an energy economist and climate professional by training and completed his PhD at the University of Cambridge as well as earned an Executive MBA degree from the Thunderbird School of Global Management in the U.S. Additionally, Dr. Yu has gained valuable regional management experience by working at US multinationals. He is currently the Adjunct Professor of the City University of Hong Kong, Adjunct Associate Professor, The School of Management and Economics, The Chinese University of Hong Kong, Shenzhen and the Honorary Corporate Adjunct Professor of the Shanghai University. [read more](#)

OTHER SPEAKERS



Alfred W H Sit
Deputy Director,
EMSD, HKSAR



James Lu
Executive Director,
Hong Kong Hotels
Association



Joseph H.K. Lai
Associate Professor,
HKPU



Nicholas Mak
Associate, EC Harris
(Hong Kong) Ltd

More speakers will be introduced leading to the conference. Interested to join our discussion panels on Sustainability, Hotels and Hospitality Management? Please contact integrate@ifma.org.hk

AREA OF FOCUS

- Hotel room booking and visitor management system
- M.I.C.E. (Meeting, Incentives, Conferencing, Exhibitions), furniture and audio visual
- 'star' rating system and grading classification for hotels and restaurants
- Guest experience - Trip advisor/ mystery shopper
- Hotel branding
- Hotel licensing
- Hotel conversion
- Emerging market and hotel competitor
- Sustainability – hotel design and construction / hotel and restaurant operation
- Green operation & maintenance and property value

PROGRAMME AT A GLANCE*

8:30 – 9:00	Registration/ Tea & Coffee
WELCOME ADDRESS AND OPENING KEYNOTE	
9:00 – 9:10	Welcome Address
9:10 – 9:30	Opening Keynote by Ir Alfred W H Sit, Deputy Director, Electrical & Mechanical Services Department (EMSD) of the HKSAR Government
9:30 – 9:50	Opening Keynote by Mr. James Lu, Hong Kong Hotel Association
9:50 – 9:55	Souvenir Presentation
MORNING SESSION	
9:55 – 10:25	Educational Session 1
10:25 – 10:45	Educational Session 2
10:45 – 11:15	Morning Networking Break
11:15 – 11:35	Educational Session 3
11:35 – 12:35	Panel Discussion with Speakers and Panelists
12:35 – 14:20	Networking Lunch
AFTERNOON SESSION	
14:20 – 14:30	Souvenir Presentation
14:30 – 14:50	Educational Session 4
14:50 – 15:10	Educational Session 5
15:10 – 15:30	Educational Session 6
15:30 – 16:00	Afternoon Networking Break
16:00 – 16:20	Educational Session 8
16:20 – 16:40	Educational Session 9
16:40 – 17:40	Panel Discussion with Speakers and Panelists
17:40 – 17:55	Student Competition Award Presentation
17:55-18:00	Closing
18:00	Coach to Annual Dinner
18:30 - 19:30	Networking Cocktail
19:30 - 22:00	IFMA 23rd Annual Dinner at Hong Kong Jockey Club

PRE- & POST- CONFERENCE EVENTS*

11 Apr, 2015	Guided Tour : Aquaponic System
18 Apr, 2015	Student Competition : Project Presentation
8 May, 2015	Guided Tour : Towngas Green Kitchen
23 May, 2015	Guided Tour : Bio-diesel Facilities in Hong Kong
27 Jun, 2015	Junk Trip : On the Water with Ocean Recovery Alliance

SPONSORSHIP & ADVERTISING OPPORTUNITIES

IFMA Integrate is a terrific opportunity for organizations to raise their profile with the industry's leading professionals and decision makers.

Please call (852) 2512 0111 or e-mail: integrate@ifma.org.hk for details.

GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSOR



VENUE SPONSOR



MEDIA PARTNER



JOINT PROMOTION PARTNER



SUPPORTING ORGANIZATIONS



* Conference program and events are subject to change