

主辦地
Cidade anfitriã
Host City
澳門 Macau Macao

主辦單位 Organizador
Organiser

澳門特別行政區政府經濟財政司
SECRETARIA PARA A ECONOMIA E FINANÇAS
GOVERNO DA REGIÃO ADMINISTRATIVA ESPECIAL DE MACAU
SECRETARIAT FOR ECONOMY AND FINANCE
GOVERNMENT OF MACAO SPECIAL ADMINISTRATIVE REGION

世界旅遊經濟論壇
FÓRUM DE ECONOMIA DE TURISMO GLOBAL
GLOBAL TOURISM ECONOMY FORUM

夥伴單位 Em colaboração com
In Collaboration with

UN Tourism
UNITED NATIONS WORLD TOURISM ORGANIZATION

合作單位 Entidade Parceira
Collaboration Organisation

WORLD TRAVEL & TOURISM COUNCIL

# 第12屆 世界旅遊經濟論壇 · 澳門

## 12.º Fórum de Economia de Turismo Global · Macau

## 12th Global Tourism Economy Forum · Macao

15-17.10.2026

危機・韌性・躍升 — 旅遊經濟重塑全球可持續未來

Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado

Crisis · Resilience · Evolution — Building a Tourism Economy for a Shared Future



主賓省 Província em Destaque
Featured Province
海南 Hainan



合作國家 País Parceiro
Partner Country
西班牙 Espanha Spain

合作國家 País Parceiro
Partner Country

ESPAÑA

主賓省 Província em Destaque
Featured Province

HAINAN

協辦單位 Co-organizadores
Co-organisers

全联旅游业商会
China Chamber of Tourism

澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

世界旅遊經濟研究中心
GLOBAL TOURISM ECONOMY RESEARCH CENTRE

籌辦單位 Coordenador
Coordinator

第12屆 世界旅遊經濟論壇 · 澳門

12.º Fórum de Economia de Turismo Global · Macau

12th Global Tourism Economy Forum · Macao

15-17.10.2026

# 論壇日程

# FORUM PROGRAM

## 15 OCTOBER 2026 - Thursday

| | |
|---|---|
| **FULL DAY** | |
| Full Day | Online Business Matching (*By appointment only) |
| 9:00am – 7:00pm | Trade Exhibition<br>MGM Cotai Lion Lobby |
| **PM** | |
| 12:00pm – 1:30pm | LUNCH (*By invitation only)<br>MGM Macau |
| 1:00pm – 9:00pm | Delegate Arrival & Registration<br>MGM Cotai Lion Lobby |
| 2:00pm - 6:00pm | Business Matching (*By appointment only)<br>MGM Cotai, Vista |
| 3:00pm – 4:00pm | GTEF Council Meeting (*Members only)<br>3/F Banquet Hall 8, Macau Tower Convention & Entertainment Centre |
| 3:00pm – 7:00pm | Cultural & Entertainment Activities:<br>POLY MGM MUSEUM Exhibition<br>MGM Macau |
| 4:30pm – 6:00pm | Cultural & Entertainment Activities:<br>House of Dancing Water Show (*By appointment only)<br>City of Dreams Macau<br>SPEAKER<br>Tim Kelly \| Property President of City of Dreams Macau |

# 15 OCTOBER 2026 - Thursday

## PM

5:00pm – 6:30pm

*GTEF SIDE EVENT*

### UTM Tour + Seminar: The Next Generation of Tourism Leadership

**UTM Taipa Campus - Forward Building Grand Hall**

The tourism sector supports one in every nine jobs globally and is expected to generate tens of millions of new roles over the coming decade. Yet attracting the brightest minds, retaining experienced talent and developing the next generation of leaders who can navigate a sector that is more complex and more demanding than ever before has become one of the most pressing challenges.

This session brings together leading voices to explore what it will take to build the foundations a resilient tourism economy requires. How is tourism education evolving to meet the demands of a sector in transformation? What does the industry need to do to attract and develop the leaders it needs? And how can academia and industry work more closely together to close the gap between the classroom and the world students are entering?

HOST

**Chin Ee Ong** | Professor, Faculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism

PANELISTS

**Zhang Chaozhi** | Executive Dean of Department of Tourism, Fudan University

**Xu Honggang** | Professor, Dean of School of Tourism Management, Sun Yat-sen University

**Lv Ning** | Dean and Professor of the School of Tourism Sciences, Beijing International Studies University

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7:30pm – 9:00pm

### WELCOME DINNER HOSTED BY MACAO SAR GOVERNMENT

(*By invitation only)

**Wynn Palace Ballroom**

REMARKS

**Ng Wai Han** | Secretary for Economy and Finance of the Macao Special Administrative Region Government, Executive Chairman of Global Tourism Economy Forum

**Zhang Xu** | Chairman of World Tourism Alliance (WTA)

***Inauguration Ceremony of the GTEF Council***

# 16 OCTOBER 2026 - Friday

## FULL DAY

| | |
|---|---|
| Full Day | **Online Business Matching** (*By appointment only) |
| 8:30am – 7:00pm | **Trade Exhibition**<br>MGM Cotai Lion Lobby |

## AM

| | |
|---|---|
| 8:30am – 3:00pm | **Delegate Arrival & Registration**<br>MGM Cotai Lion Lobby |
| 9:00am – 12:00pm | **Business Matching** (*By appointment only)<br>MGM Cotai, Vista |
| 9:00am – 11:45am | **Spain Business Matching** (*By appointment only)<br>MGM Cotai, Vista |

## AM OPENING CEREMONY | MGM COTAI MGM THEATER

9:00am – 10:45am

### OPENING CEREMONY - 12TH GLOBAL TOURISM ECONOMY FORUM · MACAO

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MASTER OF THE CEREMONY

**Yang Shu** | News Anchor of Phoenix TV

WELCOME REMARKS

**Ho Hau Wah** | Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference, Forum Chairman of Global Tourism Economy Forum

WELCOME REMARKS

**Sam Hou Fai** | Chief Executive of the Macao Special Administrative Region

OPENING REMARKS

**Shaikha Al Nuwais** | Secretary-General of UN Tourism

# 16 OCTOBER 2026 - Friday

## AM OPENING CEREMONY | MGM COTAI MGM THEATER

### KEYNOTE 1:
### China's Model of Inclusive Growth

KEYNOTE SPEAKER

**Long Yongtu** | Former Vice Minister of Ministry of Foreign Trade & Economic Cooperation of China, Former Secretary-General of Boao Forum for Asia

Mr. Long Yongtu has spent his career at the intersection of China's opening to the world and the world's opening to China. As lead negotiator of China's WTO accession and former Secretary-General of the Boao Forum for Asia, he has been a central figure in building the frameworks of international cooperation that have shaped the global economy for the past three decades.

In this keynote, Long Yongtu examines how China's approach to development, connecting enterprise, community and social value, offers lessons for the global tourism sector. How does tourism become a vehicle for inclusive growth and not simply a measure of arrivals and spending? What can China's experience tell the world about building a tourism economy that serves communities as well as visitors? And what does that model offer destinations and businesses as they build for what comes next?

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OPENING REMARKS

**Gloria Guevara** | President & CEO of World Travel & Tourism Council (WTTC)

CONGRATULATORY REMARKS

**Luo Laijun** | Vice Chairman of All-China Federation of Industry and Commerce

PARTNER COUNTRY REMARKS

**Miguel Sanz Castedo** | Representative of Minister for Industry and Tourism of Spain, Director General of Turespaña and President of the European Travel Commission

FEATURED PROVINCE REMARKS

**Bateer** | Executive Vice Governor of the Hainan Provincial People's Government

# 16 OCTOBER 2026 - Friday

## AM | OPENING CEREMONY | MGM COTAI MGM THEATER

10:50am – 11:35am

## PANEL SESSION I: The Road to 2027: Building a Resilient Tourism Economy

***(In collaboration with UN Tourism)***

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The UN General Assembly's declaration of 2027 as the International Year of Sustainable and Resilient Tourism places UN Tourism at the center of a defining moment for the sector, one that calls for active support of climate goals, rural development, poverty eradication, and biodiversity protection, while building capacity to withstand future crises. The work of preparing for 2027 is already underway across governments, industry, and multilateral institutions. The question is whether it is happening in alignment or in parallel.

In partnership with UN Tourism, this session positions GTEF 2026 as a critical staging point for that alignment. What does effective public-private collaboration look like in practice? How do we ensure that the partnerships being built today serve destinations of every scale? Where do policy and investment priorities converge to create the most meaningful impact? What role can tourism play in accelerating progress toward the broader sustainable development goals the 2027 designation is built around? And how do we move from shared intent to concrete commitments before the year begins?

MODERATOR

**Anita Mendiratta** | Special Advisor to the Secretary-General of UN Tourism, Founder and President of ANITA MENDIRATTA & ASSOCIATES

PANELISTS (IN ALPHABETICAL ORDER BY SURNAME)

**Ministerial Panelists:**

**Chiew Choon Man** | Deputy Minister, Ministry of Tourism, Arts and Culture of Malaysia

**Kim Dae-hyun** | Vice Minister, Ministry of Culture, Sports and Tourism of Republic of Korea

**Private Sector Panelists:**

**Mao Xiao** | Director & CEO of Shanghai Jinjiang International Hotels Co., Ltd. & Shanghai Jin Jiang United Procurement Supply Chain Co., Ltd.

**Hamish Keith** | CEO, EXO Travel Group

**Hary Tanoesoedibjo** | Executive Chairman of MNC Group

# 16 OCTOBER 2026 - Friday

## AM | OPENING CEREMONY | MGM COTAI MGM THEATER

11:40am – 11:55am

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### KEYNOTE II: AI and the Future of Travel

The future of travel is here, and it is being reshaped by AI. The advantage will belong to those who can connect intelligence to trusted data and global operational execution.

In this keynote, Decius Valmorbida, President of Travel of Amadeus IT Group, examines what it takes to build an AI-enabled travel ecosystem that works at scale. What does the shift to agentic AI mean for how travel is planned, booked and experienced? How do you move AI from pilot to everyday impact across an industry as complex and interconnected as travel? And what does the sector need to get right to ensure AI becomes one of tourism's greatest assets?

KEYNOTE SPEAKER

**Decius Valmorbida** | President of Travel, Amadeus IT Group

# 16 OCTOBER 2026 - Friday

PM

## FORUM LUNCHEON

12:30pm – 2:15pm

### GTEF 2026 PARTNER COUNTRY – SPAIN LUNCHEON

(*By invitation only)

**Grand Lisboa Palace Garden House**

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Gastronomy has become one of the most powerful expressions of cultural identity and one of the most compelling reasons to make a journey. A new generation of visitors plans journeys around culinary experiences, seeks out the stories behind what they eat and measures a destination as much by what is on the plate as by what is on the map.

The Spain Luncheon has been conceived to celebrate Spain's cultural diversity and to share—through gastronomy—an essential part of the Spanish identity.

Guided by renowned Spanish chef Javi Estévez, we will discover a selection of dishes and products that represent the richness and diversity of Spanish cuisine, highlighting modernity, traditions, flavors, and identities of Spain's various regions.

It will be an occasion to enjoy, share, and celebrate the extraordinary variety of Spanish cuisine, in a gathering where each dish brings us closer to a specific region, its culture, and its history.

SPEAKERS

**Xan Carlos González Pérez** | Projects and Promotions Area Manager, TURISMO DE GALICIA

**Antonio LI** | Director CPT-China, Catalan Tourist Board

**Felipe Montaño** | Tourism Information Specialist, Madrid Region

**Liqiong XU** | Representative of Spain's Gran Canaria in China

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12:30pm – 2:15pm

### DELEGATE LUNCHEON

**Galaxy International Convention Centre Hall A & B**

REMARK

**Philip Cheng** | Director of Galaxy Entertainment Group

PRESENTATION

**Augustus Leung** | Assistant Vice President of Hospitality & MICE Sales of the Galaxy Entertainment Group

## 16 OCTOBER 2026 - Friday

| PM | TRAVEL TRADE PRESENTATION \| MGM COTAI VISTA |
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2:45pm – 4:30pm

### TRAVEL TRADE PRESENTATION

**Guangdong-Macao In-Depth Cooperation Zone in Hengqin Presentation**

***Unlock Hengqin, Connect with Macao, Co-create New Space for Tourism and MICE***

Vic Lam | Head of the Tourism and MICE Division, Industrial Development Bureau of Guangdong-Macao In-Depth Cooperation Zone in Hengqin

**IPIM Presentation**

***Business Environment in Macao***

Stephanie U | Acting Senior Manager of Investment Promotion and Commerce Development Affairs Department, Commerce and Investment Promotion Institute of the Macao SAR (IPIM)

**Spain Presentation**

***Towards High-Value tourism: Spanish Strategy and Chinese Potential***

Teresa Siles Suárez | Counsellor for Tourism (South China, Hong Kong & Macau), Consulate General of Spain in Guangzhou Tourism Office

**Hainan Presentation**

***Promotion of Hainan's Top 10 Tourism Calling Cards***

Chen Chen | President of Hainan Association of Travel Services; General Manager of Hainan Kangtai Travel Co.,LTD

**Heilongjiang Presentation**

***Sharing New Opportunities in Distinctive Culture and Tourism, Building a Resilient Future for Tourism Together***

He Jing | Director-General of the Heilongjiang Provincial Department of Culture and Tourism

**MHG Group Presentation**

***We Exist to Entertain Your Journey***

Kevin Lee | Senior Vice President of MGM Hospitality Asia Pacific Limited

**Mekong Tourism Co., Ltd. Presentation**

***Rooted in Ecology, United by Culture: Building a Sustainable Tourism Community Across the Lancang-Mekong Region***

Yu Jinfang | Chairman of Kingland Group, Yunnan Mekong Group, and Mekong Tourism Co., Ltd.

**Great Wall Wine Presentation**

***Where Fine Wine Meets Fine Travel: Creating a New Future — Pangquan Winery: Showcasing China's Ecological Light-Aroma Baijiu Brand***

Mandy Cao | President of Shanxi Pangquan Liquor Group

***When It Matters, Great Wall Is the Wine of Choice***

Wang Lei | Founder of Ftsino Digital Technology

# 16 OCTOBER 2026 - Friday

PM | FORUM SESSION | MGM COTAI BALLROOM

2:55pm – 3:25pm

## PANEL SESSION II:
## The Destination Advantage: What Draws Investment and Why

***(In collaboration with World Travel & Tourism Council)***

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Global travel and tourism investment reached $1.1 trillion last year. The countries that invest in the right conditions are the ones that will define the next era of global tourism growth. Drawing on input from the world's most influential tourism investors, WTTC has identified the principles that distinguish destinations that consistently attract capital from those that do not.

This session brings together senior industry leaders to examine what those conditions look like from the investor's perspective. Where is capital moving and why? What gives investors the confidence to commit at scale and for the long term? And what does the private sector need to see from destinations to back the next era of tourism growth?

MODERATOR

**Maribel Rodriguez** | Executive Vice President of Destinations, World Travel & Tourism Council (WTTC)

PANELISTS (IN ALPHABETICAL ORDER BY SURNAME)

**Alison Grinnell** | Group Chief Operating Officer of Marjan, Chief Executive Officer of Marjan Hospitality

**Luo Suping** | Chairman of the board of Hainan Tourism Investment Group Co., Ltd.

**Andrew Xu** | Co-President and Chief Growth Officer of Club Med Lifestyle Group

# 16 OCTOBER 2026 - Friday

PM | FORUM SESSION | MGM COTAI BALLROOM

3:30pm – 4:05pm

## PANEL SESSION III: Asia in Motion: Who is Travelling, Where Growth is Heading

***(In cooperation with Pacific Asia Travel Association)***

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SESSION KEYNOTE SPEAKER

**Henry Oh** | Chairman of Pacific Asia Travel Association (PATA), Chairman of Global Tour, Ltd.

Asia Pacific is the world's fastest-growing tourism region, and the forces driving that growth are becoming more varied and more consequential by the year. New source markets are maturing, intra-regional corridors are opening at speed, and a new generation of travelers is arriving with expectations that are reshaping what destinations and businesses need to offer. The region is not simply growing. It is changing the terms on which global tourism competes. Managing that growth in ways that are meaningful for destinations, communities and travelers alike is among the most important questions the region faces.

Drawing on PATA's intelligence across the region, this session brings together leaders to explore the shifts defining Asia Pacific tourism today. Which corridors and source markets are generating the strongest momentum, and what is driving them? What does the evolving profile of the Asian traveler demand of destinations and businesses in practice? And what will it take to build a meaningful Asia Pacific tourism economy?

MODERATOR

**Lee Williamson** | Editorial Director, Asia at Fortune

PANELISTS (IN ALPHABETICAL ORDER BY SURNAME)

**Tony Fernandes** | Co-Founder of AirAsia, Chief Executive Officer of Capital A Group

**Tyrion Tong** | Vice President of Public Affairs of Alibaba Group

**Arthur Yu** | CFO of H World Hotels Limited

**Fred Zhou** | President and Board Director of MGM Hospitality Asia Pacific Limited

# 16 OCTOBER 2026 - Friday

PM | FORUM SESSION | MGM COTAI BALLROOM

4:10pm – 4:40pm

## PANEL SESSION IV: Europe and China: Facilitation, Connectivity and Exchange

***(In cooperation with European Travel Commission)***

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SESSION KEYNOTE

**The EU's Strategic Transition Towards a More Sustainable, Resilient and Competitive Tourism Model: The Policy Behind the Transition**

SESSION KEYNOTE SPEAKER

**Elena Kountoura** | Member of the European Parliament (MEP); Vice-Chair of the Committee on Transport and Tourism (TRAN)

The opportunity between Europe and China in tourism is substantial, and it runs in both directions. Chinese travelers remain among the most interested in visiting Europe. European visitors to China are growing rapidly, drawn by a destination that is opening in ways that were unimaginable just a few years ago. Yet the flows in both directions have yet to reflect the full scale of what is possible. Embracing that opportunity requires action across several fronts: infrastructure, connectivity, hospitality and cultural exchange.

This session brings together leaders from across various industries to examine what it will take to unlock two-way flows between Europe and China. What are the most significant facilitation and infrastructure gaps still holding back growth in both directions? How can culture and the visitor experience deepen the relationship between two regions? And what will it take to turn one of tourism's most promising bilateral relationships into one of its most dynamic?

MODERATOR

**Ludivine Destree** | Senior Marketing Manager of European Travel Commission

PANELISTS (IN ALPHABETICAL ORDER BY SURNAME)

**Leo Liu** | Vice President of Public Sector, Mastercard China

**Miguel Sanz Castedo** | Representative of Minister for Industry and Tourism of Spain, Director General of Turespaña and President of the European Travel Commission

**Su Guoxin** | Chairman of the Board of Directors , CITIC Europe Holdings a.s.

# 16 OCTOBER 2026 - Friday

## PM | FORUM SESSION | MGM COTAI BALLROOM

4:45pm – 5:20pm

### PANEL SESSION V:
### Deeper into China:
### The Next Chapter of Inbound Tourism

***(in cooperation with Ivy Alliance Tourism Consulting)***

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SESSION KEYNOTE SPEAKER

**Wang Xinjun** | President and CEO of Ivy Alliance Tourism Consulting

Global inbound tourism has moved beyond recovery and into a new phase, one defined less by the volume of arrivals than by the quality of what destinations offer and how well they deliver it. Traveller expectations have shifted fundamentally. Superficial sightseeing is giving way to slow travel, immersive experiences and a deeper desire for authentic connection with place, culture and community. The destinations that will lead this era are those that have invested not just in attracting visitors but in crafting experiences worth making the journey for.

Mainland China and Macao offer some of the most instructive examples of what this transition looks like in practice, combining ambitious market strategies with original product development and a commitment to seamless service across the entire visitor journey.

This session brings together destination leaders, travel operators and international organizations to examine what high-quality inbound tourism requires in this new era. What strategies are the most competitive destinations using to restructure their product offer and meet shifting traveller expectations? How do you build service quality that holds across the entire visitor journey, from first inspiration to final departure? And what does balanced, inclusive growth in inbound tourism look like when it moves from principle to practice?

MODERATOR

**Xu Jing** | Former Regional Director for Asia and the Pacific of World Tourism Organization (UN Tourism), Vice Chairman of Global Tourism Economy Research Centre (GTERC)

PANELISTS

**Maria Helena de Senna Fernandes** | Director of Macao Government Tourism Office of the Macao Special Administrative Region, Vice Chairman of Global Tourism Economy Forum (GTEF)

**HyungTae Son** | Director, HanaTour Hongkong Co., Ltd., Chairman of HanaTour Hongkong Co. Ltd. Taiwan Branch

**Leo Zhang** | Vice President & General Manager of Destination Cooperation Department of Trip.Com Group

# 16 OCTOBER 2026 - Friday

PM | FORUM SESSION | MGM COTAI BALLROOM

5:25pm – 5:55pm

## PANEL SESSION VI: Mountain Residential Tourism: A New Model for Mountain Communities

***(in cooperation with the International Mountain Tourism Alliance)***

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SESSION KEYNOTE SPEAKER

**Lu Yongzheng** | Member of the Standing Committee, Director of the Publicity Department, and Secretary of the Education Working Committee of the CPC Guizhou Provincial Committee

Mountain tourism is changing. A growing number of travelers are choosing mountain destinations not simply to pass through but to stay, to work remotely and to live, temporarily, as part of a mountain community.

For mountain destinations, this shift offers something that volume-led seasonal tourism cannot: a more resilient, year-round and community-centered model of growth. Visitors who stay longer spend more broadly, engage more deeply with local culture and place less pressure on infrastructure that peak-season crowds could strain.

This session examines what it takes to develop mountain residential tourism in practice. How are the most successful mountain destinations attracting long-stay visitors? What do they need to offer to make it work? And how does this model help mountain communities build a more resilient and sustainable tourism economy?

MODERATOR

**Liu Zhaohui** | Vice Chairman of International Mountain Tourism Alliance (IMTA)

PANELISTS (IN ALPHABETICAL ORDER BY SURNAME)

**Francesco Frangialli** | Honorary Secretary-General of UN Tourism

**Guo Shaoxin** | Vice President of Aranya Holdings Group Limited

**Ji Xiaodong** | Chairman of China Chamber of Tourism (CCT)

## 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION \| MGM COTAI MGM THEATER |
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2:45pm – 3:00pm

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### KEYNOTE III:
### The Marco Polo Drive: Travel, Peace and the Case for Connection

In 2026, Jeffrey Sachs and his wife Sonia embarked on a thirty-thousand-kilometre journey from Hong Kong to Rome and back again, through fifteen countries across Eurasia, retracing the ancient Silk Road by air, sea, and across land in BYD electric vehicles powered by solar and wind energy. The *Marco Polo Drive of Peace, Culture and Sustainable Development* was a conviction, made through the act of travel, that the world is more connected, more shared and more hopeful than the headlines suggest.

In this keynote, Sachs draws on that journey to make the case for what tourism and human movement have always offered, not only economic exchange, but a powerful argument for peace. What does it mean to cross a continent in friendship at a time when the world is pulling apart? What can the ancient wisdom of the Silk Road teach a divided world? And what role can travel and tourism play in demonstrating that a more connected, sustainable and peaceful world is not only possible but already underway?

KEYNOTE SPEAKER

**Jeffrey D. SACHS** | World-renowned Economics Professor, Director of the Center for Sustainable Development at Columbia University

## 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION \| MGM COTAI MGM THEATER |
|---|---|

3:05pm – 3:20pm

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### KEYNOTE IV: Re-imagining Value: New Drivers of Sustainable Tourism in a Changing World

Yu Minhong has spent decades at the centre of China's education sector, building deep expertise in content development and cultural storytelling. That experience is now being brought to bear on tourism. Through platforms including Oriental Select and New Oriental Cultural Tourism, he has pioneered an integrated Tourism + Education + Culture model that embeds educational DNA into travel experiences and moves the sector beyond its historic over-reliance on visitor volume.

In this keynote, he draws on his own experience of transformation to examine how tourism businesses can adapt to disruption and build value through culture, content and digital innovation. What does the Tourism + Education + Culture model offer destinations looking to build resilience and lasting value? And what opportunities exist for China-international collaboration in cultural tourism?

KEYNOTE SPEAKER

**Yu Minhong** | Founder, Chairman of New Oriental Education & Technology Group; Chairman of New Oriental Cultural Tourism Group;
Founder, Chairman and CEO of East Buy Holding Limited

## 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION \| MGM COTAI MGM THEATER |
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3:25pm – 3:35pm

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### KEYNOTE V: Multilateral Collaboration and Exchanges Among Civilizations — The Path of Partnership for Asian Cultural Heritage Conservation

The Alliance for Cultural Heritage in Asia (ACHA) is an intergovernmental international organisation in the field of Asian cultural heritage. It was jointly initiated by China and nine other Asian countries. Upholding the principles of mutual respect, equal exchange among civilisations, openness and inclusiveness, the Alliance pools the strengths of Asian nations to build a regional platform for multilateral cooperation. It strives to safeguard Asia's diverse cultural heritage, advance heritage conservation, research and revitalisation, develop an indigenous Asian governance system for cultural heritage, and foster exchanges and mutual learning among Asian civilisations.

The Alliance has established the Special Fund for Asian Cultural Heritage Conservation to support conservation projects at endangered sites including Angkor in Cambodia and Bamiyan in Afghanistan. It continues to promote transnational joint archaeology, monument restoration and capacity building, issue multiple consensus documents, build regional exchange networks, and explore heritage conservation and living inheritance solutions tailored to Asia's contexts.

In this keynote speech, Mr. Kong Vireak, Secretary-General of the Alliance, will share the mission, objectives and work of ACHA. He will analyse how a regional multilateral cooperation mechanism can better conserve cultural heritage across Asia, and discuss how Asian countries can deploy technologies to tackle conservation challenges such as monument monitoring, deterioration remediation and digital documentation of heritage. He will call for consensus through inter-civilisational dialogue and build a regional partnership network for heritage protection.

KEYNOTE SPEAKER

**Kong Vireak | Secretary-General, Alliance for Cultural Heritage in Asia, Undersecretary of State, Ministry of Culture and Fine Arts, Cambodia**

## 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION \| MGM COTAI MGM THEATER |
|---|---|

3:40pm – 3:50pm

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### PRESENTATION I:
### Leading the Transition to Zero-Carbon MICE

As sustainability reshapes the global events industry, the MICE sector plays a critical role in accelerating the transition to a low-carbon economy. Drawing on SJM's pioneering journey in establishing Grand Lisboa Palace Resort Macau as Greater China's first sustained carbon-neutral integrated MICE venue and launching Macau's first standardised Zero-Carbon MICE Service, Gerard Walker will share insights into the opportunities for advancing sustainability in the MICE industry and building competitive, future-ready destinations that contribute to broader environmental and economic goals.

SPEAKER

**Gerard Walker** | Chief Hospitality Officer of SJM Resorts, S.A.

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3:55pm – 4:10pm

### PRESENTATION II:
### Only People Make People Happy: AI, Technology and a Human-Centric Future of Hospitality

As artificial intelligence reshapes the global tourism industry, how can destinations harness technology while preserving the human connections that define exceptional travel experiences? Drawing on Wynn's philosophy that "Only People Make People Happy," this presentation explores how AI can create more relevant and memorable guest experiences without replacing the human touch at the heart of hospitality. Through examples spanning guest engagement, resort operations and sustainability, the session will examine how technology can drive innovation, enhance efficiency and contribute to a more human-centered future for tourism.

SPEAKER

**Price Karr** | Chief Financial Officer of Wynn Macau, Limited

## 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION | MGM COTAI MGM THEATER |
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4:15pm – 4:25pm

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### KEYNOTE VI:
### Reaching Peaks, Embracing Warmth — Together for a Sustainable Bright Future

From humble beginnings with eight sewing machines to global market leadership, Mr. Gao Dekang's fifty-year journey exemplifies the rise of Chinese private enterprise from a grassroots workshop to the world stage. Celebrating Bosideng's 50th anniversary in 2026, Mr. Gao—a veteran National People's Congress Deputy, National Model Worker, and five-time China Charity Award honoree—has consistently integrated corporate growth with profound social stewardship. Connecting directly with the Forum's theme of "Crisis · Resilience · Evolution," this keynote explores how Bosideng reinforces industrial resilience through responsibility, while leveraging green innovation to achieve transformative breakthroughs in the global economy.

KEYNOTE SPEAKER

**Gao Dekang** | Founder of Bosideng, Chairman of the Board & CEO of Bosideng International Holdings Limited, President, Chamber of Commerce for Textile and Apparel Industry, All-China Federation of Industry and Commerce

# 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION | MGM COTAI MGM THEATER |
|---|---|---|

4:30pm – 4:50pm

SI
CANTONESE
PUTONGHUA
PORTUGUESE
ENGLISH

## FIRESIDE CHAT I:
## Tourism + Sports: A Winning Combination

Sports have become one of the most powerful forces shaping where people travel and why. The most successful sporting IPs, events and athletes put destinations on the map, build communities and generate a loyalty that translates directly into travel decisions. Guizhou's Village BA and Village Super League have captured widespread attention as grassroots tournaments, boosting local visitor arrivals and consumption. The NBA China Games promoted by Macao integrated resort exemplify how world-class international events empower cultural tourism.

This session brings together leaders from sport, brand and the tourism sector to examine what happens when sporting passion becomes a reason to travel. How do sporting brands and athletes create lasting tourism value beyond the event or the season? What does it take to convert a global following into meaningful visitor flows? And where is the intersection of sport, brand and tourism heading next?

MODERATOR

**Lee Williamson** | Editorial Director, Asia at Fortune

PANELISTS

**Eric Fok** | Vice Chairman of the Fok Ying Tung Group , Chairman of the Football Association of Hong Kong, China

**Wen Jiahong** | Deputy Secretary of the Taijiang County Party Committee, County Magistrate of the People's Government of Taijiang County, Guizhou Province, Deputy Secretary of the Party Working Committee and Concurrent Director of the Administrative Committee of the Guizhou Taijiang Economic Development Zone

**Wilfred Wong** | Executive Vice Chairman of Sands China Ltd.

## 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION \| MGM COTAI MGM THEATER |
|---|---|

4:55pm – 5:20pm

### CULTURE + TOURISM PILLAR PRESENTATION: The Future of Experiential Destinations

The most compelling destinations are no longer defined by a single attraction. They are built through a rich ecosystem of experiences—where culture, food, retail, entertainment, architecture, events and technology come together to give visitors a reason to arrive, stay longer, spend more and return.

This session explores the changing role of retail in the tourism economy. As consumer expectations evolve, successful retail destinations are moving beyond transactions to become places of discovery, social connection and cultural expression. They can animate neighborhoods, support local creators and businesses, enrich a city's visitor economy, and shape how a destination is remembered and shared.

This session will examine what it takes to turn commercial spaces into tourism engines. How can retail embed local identity rather than merely display it? How can a destination balance global appeal with authenticity, design more meaningful visitor journeys and create value that is shared by businesses, communities and travelers alike?

**PRESENTATION III: Tangshan Banquet and Hetou Old Street**

SPEAKER

**Qiu Kai** | The Founder of Tangshan Banquet and Hetou Old Street

**PRESENTATION IV: Siam Piwat**

SPEAKER

**Mayuree Chaipromprasith** | President of Corporate Partnership and Communications at Siam Piwat Company Limited

## 16 OCTOBER 2026 - Friday

| PM | FOCUS SESSION \| MGM COTAI MGM THEATER |
|---|---|

5:25pm – 5:40pm

### INTERVIEW:
### Fear, Focus, and Fortitude: A Conversation with Rhiannan Iffland

***(Red Bull Presents)***

Rhiannan Iffland is the most decorated cliff diver in history—ten consecutive Red Bull Cliff Diving World Series titles, forty-eight victories from fifty-nine starts. She dives from up to twenty-one metres, reaching speeds approaching eighty-five kilometres per hour.

But her story is not one of effortless dominance. She began as a trampolinist and platform diver, hit a plateau, and nearly left the sport. She spent ten months performing on cruise ships, taught herself high diving at a theme park in France, and entered the Red Bull circuit as a wildcard in 2016—winning her debut event. She has spoken candidly about fear: that it never disappears, and that she has learned to sit with it rather than fight it.

Her journey sits outside the tourism economy, yet it speaks directly to this year's theme. Crisis—the plateau, the disappointment, the fear. Resilience—the discipline, the habits, the mental preparation. Evolution—the reinvention from platform diver to cruise ship performer to the greatest cliff diver of all time.

In this conversation, Iffland offers a personal perspective on what resilience actually requires—a human counterpoint to the policy, investment, and governance discussions that frame the Forum.

MODERATOR

**Anita Mendiratta** | Special Advisor to the Secretary-General of UN Tourism, Founder and President of ANITA MENDIRATTA & ASSOCIATES

SPEAKER

**Rhiannan Iffland** | Red Bull Cliff Diving Athlete, Red Bull GmbH

## 16 OCTOBER 2026 - Friday

| PM | CLOSING CEREMONY \| MGM COTAI MGM THEATER |
|---|---|

6:15pm – 6:45pm

### CLOSING CEREMONY - 12TH GLOBAL TOURISM ECONOMY FORUM · MACAO 2026

SI
CANTONESE
PUTONGHUA
PORTUGUESE
ENGLISH

CLOSING REMARKS

**Maria Helena de Senna Fernandes**
Director of Macao Government Tourism Office of the Macao Special Administrative Region,
Vice Chairman of Global Tourism Economy Forum (GTEF)

CONCLUDING REMARKS

**Pansy Ho** | Vice Chairman and Secretary-General of Global Tourism Economy Forum

GTEF 2026 FEATURED PROVINCE REMARKS

**Bateer** | Executive Vice-Governor of the Hainan Provincial People's Government

***Memorandum of Understanding Signing Ceremony***

***Group Photo Session***

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PM

7:30pm – 9:30pm

### GTEF 2026 FEATURE PROVINCE – HAINAN DINNER

(*By invitation only)

**MGM Macau, Fantasy Box**

REMARKS

**Bateer** | Executive Vice-Governor of the Hainan Provincial People's Government

**Pansy Ho** | Vice Chairman and Secretary-General of Global Tourism Economy Forum

**Maribel Rodriguez** | Executive Vice President of Destinations, World Travel & Tourism Council (WTTC)

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10:00pm – 1:00am

### ¡Vive la noche!

***GTEF Post-Forum Celebration in tribute to Spain***
**featuring DJ Quintino**

**Studio City, Club MOP**

## 17 OCTOBER 2026 - Saturday

| FULL DAY | |
|---|---|
| Full Day | **Online Business Matching** (*By appointment only) |
| 9:00am – 7:00pm | **Trade Exhibition**<br>MGM Cotai Lion Lobby |
| 9:00am – 11:00am | **MACAO UNESCO CULTURAL TOURISM TOUR**<br>(*Pre-registration required)<br><br>**Route A - UNESCO Heritage Journey**<br>**"Macau's Historic Centre: A Living Museum"**<br><br>**Route B - Gastronomy Journey**<br>**"Macau as UNESCO Creative City of Gastronomy"** |
| 10:00am – 3:00pm | **Health and Wellness Industry Inspection Tour**<br>(*Pre-registration required)<br><br>Visit of Macau Xiehe Hospital + Hengqin Traditional Chinese Medicine Culture Experience Hall + Hengqin International Movie City + Lunch at Chimelong Hengqin International Resort + Zhuhai International Convention & Exhibition Center or Tianmu Qintai |
| 11:30am – 12:50pm | **Cultural & Entertainment Activities: 2049 MACAO**<br>MGM Cotai MGM Theatre |
| PM | **DELEGATE DEPARTURE** |

## 2026年10月15日（星期四）

| | |
|---|---|
| **全天** | |
| 全天 | **線上商務配對** (*僅限預先報名人士參與) |
| 上午9:00 — 下午7:00 | **貿易展覽會**<br>美獅美高梅 金獅大堂 |
| **下午** | |
| 下午12:00 - 下午1:30 | **午宴** (*僅限受邀嘉賓)<br>澳門美高梅 |
| 下午1:00 – 下午9:00 | **參會代表抵達及登記**<br>美獅美高梅 金獅大堂 |
| 下午2:00 - 下午6:00 | **商務配對** (*僅限預先報名人士出席)<br>美獅美高梅 維天閣 |
| 下午3:00 – 下午4:00 | **世界旅遊經濟論壇理事會會議** (*僅限會員出席)<br>澳門旅遊塔會展娛樂中心 三樓囍宴廳BH8 |
| 下午3:00 - 下午7:00 | **文娛考察活動：保利美高梅博物館藝術展**<br>澳門美高梅 |
| 下午4:30 - 下午6:00 | **文娛考察活動：水舞間** (*僅限預先報名人士出席)<br>澳門新濠天地<br><br>發言嘉賓<br>**高添文 | 澳門新濠天地總裁** |

# 2026年10月15日（星期四）

## 晚上

下午5:00 – 下午6:30

GTEF分場活動

### 澳旅大考察+研討會: 新一代旅遊業領軍人才

澳門旅遊大學氹仔校區—展望樓大禮堂

全球每九個就業崗位裡，就有一個是旅遊業從業者。未來十年，旅遊業預計還會創造數千萬個就業新崗位。但同時，旅遊業應如何吸引優秀人才、留住資深從業者，培養出能夠應對日趨複雜、要求更高行業環境的新一代管理者，已成為旅遊業最迫切的難題之一。

本場活動邀請旅遊教育領域的權威嘉賓，共同探討如何築牢基礎，打造具韌性的旅遊經濟。面對正在轉型的行業，旅遊教育正在朝著哪些方向革新？整個產業應當如何引才育才，培育符合發展需求的領軍者？學術界與業界又該如何深化合作，縮小課堂教學與真實職場之間的差距？

主持人

**王俊億 | 澳門旅遊大學創意旅遊與智慧科技學院教授**

討論嘉賓

**張朝枝 | 復旦大學旅遊學系執行主任**

**徐紅罡 | 中山大學旅遊學院院長、教授**

**呂寧 | 北京第二外國語學院旅遊科學學院院長、教授**

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下午 7:30 — 下午 9:00

### 澳門特區政府歡迎晚宴 (*僅限受邀嘉賓)

永利皇宮宴會廳

致辭

**吳惠嫻 | 澳門特別行政區政府經濟財政司司長、世界旅遊經濟論壇執行主席**

**張旭 | 世界旅遊聯盟主席**

世界旅遊經濟論壇理事會成立儀式

## 2026年10月16日（星期五）

### 全天

| | |
|---|---|
| 全天 | **線上商務配對** (*僅限預先報名人士參與) |
| 上午8:30 - 下午7:00 | **貿易展覽會**<br>美獅美高梅 金獅大堂 |
| 上午8:30 – 下午3:00 | **參會代表抵達及登記**<br>美獅美高梅 金獅大堂 |
| 上午9:00 - 下午12:00 | **商務配對** (*僅限預先報名人士出席)<br>美獅美高梅 維天閣 |
| 上午9:00 - 上午11:45 | **西班牙商務配對** (*僅限預先報名人士出席)<br>美獅美高梅 維天閣 |

### 上午　開幕典禮 | 美獅美高梅 美高梅劇院

上午9:00 – 上午10:45

**第十二屆世界旅遊經濟論壇·澳門2026 – 開幕典禮**

美獅美高梅酒店 美高梅劇院

即時傳譯
廣東話
普通話
葡萄牙語
英語

司儀

**楊舒** | 鳳凰衛視新聞主播

歡迎辭

**何厚鏵** | 中國人民政治協商會議全國委員會副主席、世界旅遊經濟論壇大會主席

歡迎辭

**岑浩輝** | 澳門特別行政區行政長官

開幕辭

**謝哈·阿爾·諾瓦伊斯** | 聯合國世界旅遊組織秘書長

## 2026年10月16日（星期五）

**上午** **開幕典禮** | **美獅美高梅** 美高梅劇院

### 主旨發言 I：
### 中國的包容性增長模式

發言嘉賓

**龍永圖 | 原國家對外經貿部副部長、博鰲亞洲論壇原秘書長**

龍永圖先生畢生深耕於中國的對外開放，以及世界對接中國的交匯領域。身為中國入世首席談判代表和博鰲亞洲論壇原秘書長，他在過去三十年間，是一位搭建國際合作體系、深刻影響全球經濟格局的核心人物。

在本屆論壇首場主旨發言中，龍永圖先生將闡述中國兼顧企業發展、社區福祉與社會價值的發展路徑，為世界旅遊經濟帶來哪些啟示？旅遊業如何真正成為實現包容性增長的載體，而不只是單純追求到訪人次與消費金額？中國的實踐經驗，為世界各國打造兼顧旅客及社區利益的旅遊經濟提供怎樣的參考？展望將來，這套模式又能給各旅遊目的地和文旅企業帶來何種借鑒？

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開幕辭

**格洛麗亞·格瓦拉 | 世界旅遊及旅行業理事會總裁兼首席執行官**

恭賀辭

**羅來君 | 中華全國工商業聯合會副主席**

合作國家致辭

**米格爾·桑斯 | 西班牙工業和旅遊大臣代表、西班牙國家旅遊局局長、歐洲旅遊委員會主席**

主賓省致辭

**巴特爾 | 海南省人民政府常務副省長**

## 2026年10月16日（星期五）

**上午** **開幕典禮** | **美獅美高梅** 美高梅劇院

上午10:50 –
上午11:35

### 討論環節 I：
### 邁向2027：建設具備韌性的旅遊經濟

(聯合國世界旅遊組織合作環節)

即時傳譯
廣東話
普通話
葡萄牙語
英語

聯合國大會宣佈2027年為“可持續與有韌性旅遊國際年”，並讓聯合國世界旅遊組織站在文旅產業關鍵時刻的核心——此刻不僅需要積極支持氣候目標、鄉村發展、消除貧困與生物多樣性保護，更要建立抵禦未來危機的能力。各國政府、業界與多邊機構已陸續展開2027年國際年的籌備工作，問題在於：這些行動是齊步並進？還是各自為政？

本環節與聯合國世界旅遊組織合作，將本屆世界旅遊經濟論壇定位為促成這股協同力量的重要樞紐。實務上，有效的公私協力究竟是什麼模樣？我們如何確保今日建立的合作關係，能夠惠及各種規模的旅遊目的地？政策與投資優先事項應在何處交匯，才能創造最具實質意義的影響？在2027年國際年所圍繞的更廣泛可持續發展目標上，旅遊業能扮演何種加速推進的角色？而在這一年到來之前，我們又該如何從共識走向具體承諾？

主持人

**安妮塔·門迪華達 | 聯合國世界旅遊組織秘書長特別顧問、ANITA MENDIRATTA & ASSOCIATES 創始人兼總裁**

討論嘉賓(按嘉賓英文姓氏排列)

部長級嘉賓

**趙俊文 | 馬來西亞旅遊、藝術及文化部副部長**

**金大顯 | 韓國文化體育觀光部副部長**

私營企業嘉賓

**毛嘯 | 上海錦江國際酒店股份有限公司及上海錦江聯采供應鏈有限公司董事兼首席執行官**

**哈米什·基思 | EXO旅遊集團首席執行官**

**陳明立 | MNC集團執行主席**

## 2026年10月16日（星期五）

**上午** **開幕典禮** | **美獅美高梅** 美高梅劇院

上午11:40 -
上午11:55

### 主旨發言II：
### 人工智能與未來旅遊

即時傳譯
廣東話
普通話
葡萄牙語
英語

旅遊業的未來已經到來，而人工智能更是重塑旅遊業的重要推手。未來行業的競爭優勢，將屬於能將智慧科技、值得信賴的數據以及全球運營執行力完美連結的佼佼者。在這場主旨發言中，艾瑪迪斯信息科技公司（Amadeus IT Group）旅遊業務總裁Decius Valmorbida將深入探討如何打造能夠大規模發揮效益的人工智能旅遊生態系統。智能體AI（Agentic AI）的崛起，對旅遊的規劃、預訂與體驗方式究竟意味著什麼？在旅遊業這樣複雜且環環相扣的行業中，該如何讓人工智能從實驗性的試點階段，轉化為日常運營的實質影響力？此外，旅遊業又該如何做對關鍵決策，確保人工智能成為促進產業發展的最大資產？

發言嘉賓
**德西烏斯·瓦爾莫比達** | **艾瑪迪斯信息科技公司旅遊業務總裁**

## 2026年10月16日（星期五）

### 下午

### 論壇午餐

下午12:30 –
下午2:15

**論壇合作國家 – 西班牙推介午宴** (*僅限受邀嘉賓)

上葡京綠茵雅舍

美食已成為展現文化認同的重要載體，也是吸引人們踏上旅程的重要動因。新一代旅行者以美食體驗為核心規劃行程，探尋食物背後的故事，並以餐桌上的風味與地圖上的風景，共同衡量一座目的地的魅力。

即時傳譯
英語
普通話
西班牙語

西班牙午宴旨在展現西班牙豐富多元的文化底蘊，並通過美食這一媒介，與來賓分享西班牙文化認同中不可或缺的一部分。

在西班牙知名主廚 Javi Estévez 的引領下，來賓將品鑒一繫列展現西班牙美食豐富性與多樣性的佳餚及特色食材，領略西班牙不同地區的現代風貌、傳統底蘊、獨特風味與地域特色。

這將是一場品味、分享與共賞西班牙美食非凡魅力的盛宴。席間，每一道佳餚都將引領我們走近一個獨具特色的地方，深入感受其文化底蘊與曆史傳承。

發言嘉賓

**錫安•卡洛斯•岡薩雷斯 | 西班牙加利西亞旅遊局項目與推廣經理**
**李鳴 | 西班牙加泰羅尼亞自治區旅遊推廣局大中華區總經理**
**費利佩•蒙塔尼奧 | 西班牙馬德里大區旅遊局旅遊資訊專員**
**許麗瓊 | 西班牙大加那利島代表**

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下午12:30 –
下午2:15

**代表團午餐**

銀河國際會展中心展覽館 A 及 B

發言嘉賓

**程裕昇 | 銀河娛樂集團董事**

嘉賓演示

**梁挺峰 | 銀河娛樂集團款客事務及會展銷售助理副總裁**

## 2026年10月16日（星期五）

| 下午 | 旅遊業界專題推介環節 ｜ 美獅美高梅 維天閣 |
|---|---|

下午2:45 – 下午4:30

### 旅遊業界專題推介環節

#### 橫琴深合區演示

**解鎖橫琴，連結澳門，共創旅遊會展新空間**

林衍傑 | 橫琴粵澳深度合作區產業發展局旅遊會展處處長

#### 澳門招商投資促進局演示

**澳門營商環境**

余詩敏 | 澳門特別行政區招商投資促進局招商投資及經貿拓展事務廳代高級經理

#### 西班牙演示

**邁向高價值旅遊：西班牙發展戰略與中國市場機遇**

特蕾莎·西萊斯 | 西班牙駐廣州總領事館旅遊處旅遊參贊（華南地區、香港及澳門）

#### 海南演示

**海南旅遊十大名片主題推介**

陳晨 | 海南省旅行社協會會長；海南康泰旅遊股份有限公司總經理

#### 黑龍江演示

**共享特色文旅新機遇 共創韌性旅遊新未來**

何晶 | 黑龍江省文化和旅遊廳廳長

#### 美高梅亞太演示

**只為娛你同行**

李軍 | 美高梅酒店集團亞太有限公司高級副總裁

#### 湄公河旅遊股份有限公司演示

**以生態為根，以文化為橋——共築瀾湄流域可持續旅遊共同體**

俞錦方 | 金洲集團兼雲南湄公河集團、湄公河旅遊股份有限公司董事長

#### 長城演示

**酒旅共美 向新而生 龐泉酒莊：中國生態清香酒莊品牌推介**

曹曼 | 山西龐泉酒業集團總裁

**國有大事，必飲長城**

王磊 | 方天聖華數字科技集團創始人

## 2026年10月16日（星期五）

**下午　論壇環節　｜　美獅美高梅 宴會廳**

下午2:55 – 下午3:25

### 討論環節II：
### 目的地優勢：資本因何而來？

(世界旅遊及旅行業理事會合作環節)

即時傳譯
廣東話
普通話
葡萄牙語
英語

去年，全球旅遊及旅行業投資規模已達1.1萬億美元，誰能打造出適宜的投資環境，誰就能主導下一個全球旅遊業增長的新時代。世界旅遊及旅行業理事會（WTTC）匯集了全球最具影響力的旅遊投資者的真知灼見，提煉出持續吸引資本的目的地與難以吸引資本的目的地之間的核心差異所在。

本環節將與世界旅遊及旅行業理事會合作，匯聚多位行業資深領袖，從投資者視角拆解這些條件的真實面貌。資本正流向何處？背後的驅動邏輯是甚麼？是什麼讓投資者有信心大手筆、長期投資？私營部門需要從目的地身上看到什麼，才願意為下一個旅遊業增長時代真金白銀地加碼?

主持人

**瑪麗貝爾·羅德里格斯 | 世界旅遊及旅行業理事會目的地執行副總裁**

討論嘉賓 (按嘉賓英文姓氏排列)

**艾莉森·格林內爾 | 瑪鑽首席運營官、瑪鑽酒店及旅遊業首席執行官**

**羅蘇平 | 海南省旅遊投資集團有限公司董事長**

**徐秉璜 | 地中海度假集團聯席總裁兼首席增長官**

## 2026年10月16日（星期五）

**下午　論壇環節　｜　美獅美高梅 宴會廳**

下午3:30 – 下午4:05

### 討論環節III：
### 活力涌動的亞洲：洞察出行人群，把握增長走向

(亞太旅遊協會合作環節)

即時傳譯
廣東話
普通話
葡萄牙語
英語

環節主旨發言

發言嘉賓

**吳敞熙 | 亞太旅遊協會主席、 Global Tour, Ltd. 董事長**

亞太地區是全球增長最快的旅遊區域，而驅動這一增長的力量正日趨多元，影響力也與日俱增。新興客源市場不斷成熟，區域內旅遊走廊加速打通，新一代旅客正帶著全新的期待登場，重塑著目的地和企業需要提供的產品與服務。這一地區不只是在增長——它正在改寫全球旅遊業的競爭規則。如何以對目的地、社區和旅客都有實質意義的方式駕馭這種增長，是該地區面臨的最重要課題之一。

本環節將依託亞太旅遊協會覆蓋全區域的行業洞察，匯聚各方領袖共同探討當下定義亞太旅遊業的關鍵變局。哪些旅遊走廊和客源市場勢頭最猛？背後的驅動力是什麼？亞洲旅客需求持續演變，對目的地及企業提出了哪些實實在在的要求？又要如何才能打造一個真正有分量的亞太旅遊經濟？

主持人

**李·威廉森 | 財富雜誌亞洲區編輯總監**

討論嘉賓 (按嘉賓英文姓氏排列)

**東尼·費南德斯 | 亞洲航空聯合創始人、Capital A首席執行官**
**仝騰 | 阿里巴巴集團公共事務副總裁**
**于鈞瑞 | 華住集團首席財務官**
**周鋒 | 美高梅酒店集團亞太有限公司總裁、董事**

## 2026年10月16日（星期五）

**下午　論壇環節　｜　美獅美高梅 宴會廳**

下午4:10 –
下午4:40

### 討論環節IV：
### 中歐合作：便利化、互聯互通與人文交流
(歐洲旅遊委員會合作環節)

即時傳譯
廣東話
普通話
葡萄牙語
英語

環節主旨發言

**歐盟可持續、韌性與競爭力旅遊模式的戰略轉型及政策支撐**

發言嘉賓

**愛琳娜·昆圖拉 | 歐洲議會議員、歐洲議會交通與旅遊委員會副主席**

中歐旅遊合作的空間巨大，而且是雙向的。中國旅客始終是赴歐旅遊意願最強的群體之一；而中國正以幾年前難以想象的方式加速開放，吸引著歐洲旅客快速增長。然而，雙向客流尚未釋放出全部潛力。要抓住這一機遇，需要在基礎設施、互聯互通、接待服務和文化交流等多個層面同步發力。

本環節將與歐洲旅遊委員會合作，匯聚各行業領袖，共同探討如何打通中歐雙向客流的堵點。當前，制約雙向增長的最突出便利化短板和基礎設施缺口在哪？文化與旅客體驗如何深化兩個地區之間的聯結？又要如何推動旅遊業中最具潛力的雙邊關係，成長為最具活力的雙邊關係？

主持人

**呂迪文 | 歐洲旅遊委員會高級市場營銷經理**

討論嘉賓 (按嘉賓英文姓氏排列)

**劉拓 | 萬事達卡中國公共部門業務發展副總裁**
**米格爾·桑斯 | 西班牙工業和旅遊大臣代表、西班牙國家旅遊局局長、歐洲旅遊委員會主席**
**蘇國新 | 中信歐洲控股有限公司董事長**

## 2026年10月16日（星期五）

**下午　論壇環節　｜　美獅美高梅 宴會廳**

下午4:45 – 下午5:20

### 討論環節V:
### 深耕中國市場：入境旅遊發展篇章

(艾威聯合旅遊顧問機構合作環節)

即時傳譯
廣東話
普通話
葡萄牙語
英語

環節主旨發言

發言嘉賓

**王新軍 | 艾威聯合旅遊顧問機構董事長兼首席執行官**

全球入境旅遊已經走出復甦，進入了一個全新階段——這個階段的核心不再是人數規模，而是目的地提供的內容質量和交付水平。旅客的期待已經發生了根本性變化，走馬看花式的觀光正在讓位於慢旅行、沉浸式體驗，以及與地方、文化和社區建立真實聯結的深層渴望。引領這個時代的目的地，不只是在引客上下工夫，更是在打磨值得專程而來的體驗。

中國內地和澳門為這一轉型提供了最具參考價值的實踐樣本——既有雄心勃勃的市場戰略，又有原創性的產品開發，更致力於在整個旅程中提供無縫銜接的服務體驗。

本環節將匯聚目的地管理者、旅遊運營商和國際機構代表，共同探討新時代高質量入境旅遊的核心要求。最具競爭力的目的地正在用哪些策略重構產品體系，以回應不斷變化的旅客期待？如何打造從“種草”到離開、貫穿整個旅程的穩定服務品質？當入境旅遊的平衡與包容性增長從理念走向實踐，又會是什麼模樣？

主持人

**徐京 | 聯合國世界旅遊組織亞太地區部原主任、世界旅遊經濟研究中心副主席**

討論嘉賓 (按嘉賓英文姓氏排列)

**文綺華 | 澳門特別行政區政府旅遊局局長**

**孫亨太 | 哈拿多樂旅遊香港有限公司董事；香港商哈拿多樂旅行社有限公司台灣分公司 董事**

**張旭 | 攜程集團副總裁、目的地合作總經理**

## 2026年10月16日（星期五）

**下午　論壇環節　｜　美獅美高梅 宴會廳**

下午5:25 – 下午5:55

### 討論環節VI - 山地旅居：山地社區的新增長模式

(國際山地旅遊聯盟合作環節)

即時傳譯
廣東話
普通話
葡萄牙語
英語

環節主旨發言

發言嘉賓

**盧雍政 | 中國共產黨貴州省委員會常委、宣傳部部長、教育工委書記**

山地旅遊正在經歷一場轉變，越來越多旅客選擇山地目的地，不只是走馬觀花地路過，而是要住下來、遠程辦公，短暫融入山地社區生活。對山地目的地而言，這一轉變帶來了流量驅動型旅遊無法提供的價值：一種更具韌性、全年運營、以社區為核心的增長模式。長住旅客的消費更分散，與當地文化的聯結更深入，也不會像旺季人潮般給基礎設施造成過載壓力。

本環節將與國際山地旅遊聯盟合作，探討發展山地旅居旅遊的實操路徑，那些跑在前沿的山地目的地是靠什麼吸引長住旅客？要跑通這個模式，目的地需要配齊哪些條件？這種模式又如何幫助山地社區打造更具韌性、更可持續的旅遊經濟？

主持人

**劉照惠 | 國際山地旅遊聯盟副主席**

討論嘉賓 (按嘉賓英文姓氏排列)

**弗朗西斯科·弗朗加利 | 聯合國世界旅遊組織榮譽秘書長**
**郭少昕 | 阿那亞控股集團有限公司副總裁**
**吉小冬 | 全國工商聯旅遊業商會會長**

## 2026年10月16日（星期五）

**下午　焦點環節 | 美獅美高梅 美高梅劇院**

下午2:45 –
下午3:00

### 主旨發言III：
### 馬可波羅之行：旅遊、和平和互聯互通的主張

即時傳譯
廣東話
普通話
葡萄牙語
英語

2026年，世界著名經濟學家傑佛瑞·大衛·薩克斯教 授與夫人索妮婭踏上了一段達三萬公里的長途旅程，從香港出發，經陸路前往羅馬，並折返歸來。這段旅程橫跨歐亞大陸十五個國家，循古絲綢之路的足跡，結合空運、海運，並駕駛著比亞迪電動車一直前行，車輛的能源取自於太陽能和風能。這場“和平、文化與可持續發展馬可波羅之行”，通過親身旅行的實踐傳達一份信念：真實的世界遠比新聞頭條所呈現的樣貌，有著更緊密的聯繫，有著更共通的命運，有著更有希望的前景。

在這場主旨發言中，薩克斯教授將以這趟旅程為引，闡述旅行為人員往來自古所帶來的價值——不只是經濟交流，更是捍衛和平的有力佐證。當下的世界日趨割裂，懷抱友誼橫越整片大陸，其意義何在？絲路蘊藏的古老智慧，能給這個分歧重重的世界帶來什麼啟示？如何通過旅遊來證明一個聯繫更緊密、可持續且和平的世界並不是遙遠空想，更是正在發生的現實？

**發言嘉賓**

**傑佛瑞•大衛•薩克斯 | 美國經濟學家、哥倫比亞大學地球研究所可持續發展中心主任**

## 2026年10月16日（星期五）

**下午** | **焦點環節** | **美獅美高梅 美高梅劇院**

下午3:05 –
下午3:20

### 主旨發言IV：
### 價值重塑：在變局中探尋文旅產業可持續發展新動能

即時傳譯
廣東話
普通話
葡萄牙語
英語

俞敏洪先生深耕教育領域數十年，帶領企業歷經重大行業變革，積累深厚的內容研發和師資資源。他帶領團隊跨界布局文旅，以東方甄選看世界、新東方文旅為載體，把教育基因注入旅行場景，為中國文旅行業探索“旅遊+教育+文化”融合新模式，推動行業擺脫單純追求客流的舊思路。

在本次主旨發言，俞敏洪先生將依循企業轉型的親身實踐，圍繞文旅產業的危機與變局展開。他將剖析行業面對疫情、地緣、成本波動等多重衝擊的現實，探討企業如何擺脫路徑依賴，在不確定環境中辨識新機遇。結合新東方文旅落地經驗，闡釋“旅遊+教育+文化”如何構建產業韌性，分析內容力、數字化傳播對目的地的價值。並扣合可持續韌性旅遊議題，探究文旅由規模導向邁進價值導向的躍升路徑，思考文化、社會、商業價值平衡以及中外文旅合作的可行方向。

發言嘉賓
**俞敏洪 | 新東方教育科技集團創始人、董事長；新東方文旅集團董事長；東方甄選創始人、董事長兼首席執行官**

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下午3:25 –
下午3:35

### 主旨發言V：
### 多邊協作·文明互鑒 —— 亞洲文化遺產保護的夥伴之路

即時傳譯
廣東話
普通話
葡萄牙語
英語

亞洲文化遺產保護聯盟亞洲文化遺產領域政府間國際組織，由中國聯同亞洲九國共同發起。聯盟秉持相互尊重、平等互鑒、開放包容的原則，彙聚亞洲各國力量，搭建區域多邊合作平台。致力守護亞洲多元文明遺產，推動遺產保護、研究與活化利用，構建亞洲本土文化遺產治理體系，促進亞洲文明交流互鑒。聯盟設立亞洲文化遺產保護專項基金，資助柬埔寨吳哥、阿富汗巴米揚等瀕危遺址保育專案。持續推動跨國聯合考古、古跡修復與人才培育，發佈多份共識檔，搭建區域交流網路，探索適合亞洲環境的遺產保護與活態傳承方案。

本場主旨發言中，聯盟秘書長貢維列將分享亞洲文化遺產保護聯盟的使命、目標和工作內容，剖析如何透過構建區域多邊合作機制，更好地保育亞洲區內的文化遺產；探討亞洲國家怎樣運用科技手段，解決古跡監測、病害修復、遺產數位化等保育難題，以文明互鑒凝聚共識，共建遺產保護的區域夥伴網路。

發言嘉賓
**貢維列 | 亞洲文化遺產保護聯盟秘書長、柬埔寨文化藝術部副國務秘書**

## 2026年10月16日（星期五）

| 下午 | 焦點環節 ｜ 美獅美高梅 美高梅劇院 |
|---|---|

下午3:40 – 下午3:50

### 項目展示I：
### 引領零碳會展新時代

隨著可持續發展持續重塑全球會展業格局，會展業正邁向零碳新時代。澳娛綜合度假股份有限公司首席酒店、餐飲及設施業務總監紀睿德將分享澳娛綜合的前沿經驗，包括推動澳門上葡京綜合度假村成為大中華區首個持續碳中和綜合會展場地，並推出澳門首個標準化零碳會展服務，探討零碳會展的發展機遇，以及如何助力澳門建設成為大中華區領先的可持續會展目的地。

即時傳譯
廣東話
普通話
葡萄牙語
英語

發言嘉賓

**紀睿德 | 澳娛綜合度假股份有限公司首席酒店、餐飲及設施業務總監**

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下午3:55 – 下午4:10

### 項目展示II：
### 唯有人，才能讓人快樂：
### 人工智能、科技與以人為本的酒店業未來

隨著人工智能迅速重塑全球旅遊業，旅遊目的地如何善用科技創新，同時保留旅遊體驗中最重要的人文溫度？本次演講將以永利「唯有人，才能讓人快樂」的理念為切入點，探討人工智能如何在不取代人性化服務的前提下，創造更貼合需求、更令人難忘的旅遊體驗。透過分享賓客體驗、度假村營運及可持續發展等實際案例，演講將剖析科技如何推動創新、提升效率，並為旅遊業邁向更以人為本的未來注入新動力。

發言嘉賓

**錢璟浩 | 永利澳門有限公司財務總裁**

## 2026年10月16日（星期五）

| 下午 | 焦點環節 ｜ 美獅美高梅 美高梅劇院 |
|---|---|

下午4:15 – 下午4:25

### 主旨發言VI：
### 登峰向暖：共赴可持續美好未來

從八台縫紉機起步到問鼎全球領先，高德康先生用半個世紀的匠心堅守，書寫了中國民營企業從鄉村作坊邁向世界舞臺的生動縮影。2026年恰逢波司登創業五十周年，作為十至十二屆全國人大代表、全國勞動模範與五度「中華慈善獎」獲得者，他始終厚植家國情懷，將社會責任深植於企業發展脈絡。本場主旨發言中，高德康先生將緊扣論壇「危機・韌性・躍升」主題，圍繞品牌半世紀的成長實踐，深度解碼波司登以責任鑄就產業韌性、以綠色創新驅動全球躍升的戰略思考與發展新圖景。

即時傳譯
廣東話
普通話
葡萄牙語
英語

發言嘉賓

**高德康** | **波司登創始人、集團董事局主席兼總裁、全國工商聯紡織服裝業商會理事長**

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下午4:30 – 下午4:50

### 爐邊談話I：
### 旅遊 + 體育：共鑄雙贏組合

體育如今已成為影響人們旅行時選擇目的地及出行動機的驅動力之一。影響力尤為突出的體育 IP、賽事與運動員能夠帶火一座目的地城市，凝聚社群向心力，培養出的忠誠感將能直接轉化為民眾的旅行選擇。貴州村 BA、村超以草根賽事引爆關注，帶動地方客流與消費；澳門休企近年推動的 NBA 中國賽，則是國際頂級賽事賦能文旅的範例。

即時傳譯
廣東話
普通話
葡萄牙語
英語

本環節將邀請體育及旅遊行業的領軍人物共同探討：當人們對體育的熱忱成為旅行的理由，產業會迸發出怎樣的價值？體育品牌和運動員如何在賽事結束、賽季落幕後，依舊為當地創造長久的旅遊效益？如何把全球粉絲的號召力，切實轉化為穩定可觀的旅客流量？體育、商業品牌與旅遊產業三者融合，未來又將走向何方？

主持人

**李・威廉森** | **財富雜誌亞洲區編輯總監**

發言嘉賓

**霍啟山** | **霍英東集團副主席、中國香港足球總會主席**

**文佳宏** | **貴州省台江縣委副書記、縣人民政府縣長，貴州台江經濟開發區黨工委副書記、管委會主任（兼）**

**王英偉** | **金沙中國有限公司行政副主席**

## 2026年10月16日（星期五）

**下午　焦點環節 | 美獅美高梅 美高梅劇院**

下午4:55 -
下午5:20

### 文化+旅遊專題
### 項目展示：體驗型目的地的未來

即時傳譯
廣東話
普通話
葡萄牙語
英語

體驗經濟時代，真正具有吸引力的旅遊目的地，早已不再依賴單一景點，而是通過文化、美食、零售、娛樂、建築、活動與科技等多元要素協同融合，構建豐富的體驗生態，為遊客創造到訪、停留、消費與再次回訪的持續吸引力。

本環節將聚焦零售業在旅遊經濟中的角色演變。隨著消費需求不斷升級，成功的商業空間正從單純的交易場所轉變為集探索體驗、社交互動與文化表達於一體的目的地。它們不僅能夠激發社區活力，賦能本地創作者與企業，豐富城市旅遊經濟，更能塑造目的地形象，提升其傳播影響力。

在此基礎上，本環節還將圍繞如何將商業空間打造成為推動旅遊發展的新引擎展開討論：零售業如何真正融入在地文化，而不只是作為本地特色的展示載體？目的地又該如何在展現全球吸引力的同時保持原汁原味的文化底蘊，打造更具意義的旅程體驗，並為企業、社區與遊客創造共用價值？

### 項目展示III：唐山宴、河頭老街

發言嘉賓
**邱凱** | 唐山宴、河頭老街創始人

### 項目展示IV：泰國Siam Piwat

發言嘉賓
**瑪尤里•猜蓬帕西** | Siam Piwat 集團企業合作及傳訊總裁

## 2026年10月16日（星期五）

| 下午 | 焦點環節 ｜ 美獅美高梅 美高梅劇院 |
|---|---|

下午5:25 – 下午5:40

### 專訪：恐懼、專注與堅毅：與黎安娜·伊夫蘭對談

(紅牛呈獻)

黎安娜·伊夫蘭是史上獲獎最多的懸崖跳水運動員：連續十屆奪得紅牛懸崖跳水世界系列賽總冠軍，59 場出賽拿下 48 場勝利。她最高可從 21 米高台躍下，入水時速度接近每小時 85 公里。

即時傳譯
廣東話
普通話
葡萄牙語
英語

但她的傳奇並非輕易稱霸的故事。她早年是蹦床運動員與跳台跳水選手，後來遭遇瓶頸，幾乎退出這項運動。她曾在郵輪上表演十個月，於法國一座主題公園自學高台跳水，並在 2016 年持外卡參加紅牛賽事，首戰即奪冠。她坦然談及恐懼：恐懼從未消失，而她學會與之共存，而非對抗。

她的經歷本不屬於旅遊經濟範疇，卻恰好呼應本屆論壇主題。危機 —— 瓶頸、挫敗、恐懼；韌性 —— 自律、習慣、心理準備；蛻變 —— 從跳台跳水選手，轉型為郵輪表演者，最終成為史上最偉大的懸崖跳水運動員。

本次對談中，伊夫蘭從個人視角講述，真正的韌性需要付出什麼；這也為論壇圍繞政策、投資與治理展開的討論，帶來一份人性的註解。

主持人

**安妮塔·門迪華達** | 聯合國世界旅遊組織秘書長特別顧問、ANITA MENDIRATTA & ASSOCIATES 創始人兼總裁

發言嘉賓

**黎安娜·伊夫蘭** | Red Bull懸崖跳水運動員, Red Bull GmbH

## 2026年10月16日（星期五）

### 下午　閉幕禮 | 美獅美高梅 美高梅劇院

下午6:15 – 下午6:45

**第十二屆世界旅遊經濟論壇·澳門2026 – 閉幕禮**

閉幕辭

**文綺華** | 澳門特別行政區政府旅遊局局長

即時傳譯
廣東話
普通話
葡萄牙語
英語

總結發言

**何超瓊** | 世界旅遊經濟論壇副主席兼秘書長

2026年世界旅遊經濟論壇主賓省致辭

**巴特爾** | 海南省人民政府常務副省長

**合作備忘錄簽署儀式**

**大合照環節**

### 晚上

晚上7:30 – 晚上9:30

**論壇主賓省 – 海南之夜推介晚宴**

(*僅限受邀者參加)

澳門美高梅百寶箱

致辭

**巴特爾** | 海南省人民政府常務副省長

**何超瓊** | 世界旅遊經濟論壇副主席兼秘書長

**瑪麗貝爾·羅德里格斯** | 世界旅遊及旅行業理事會目的地執行副總裁

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晚上10:00 – 凌晨1:00

¡Vive la noche!

**論壇閉幕慶祝活動：向西班牙致敬**

新濠影匯 蒲點

特邀 DJ QUINTINO 獻藝

## 2026年10月17日（星期六）

| 全天 | |
|---|---|
| 全天 | **線上商務配對**（*僅限預先報名人士出席） |
| 上午9:00 - 下午7:00 | **貿易展覽會**<br>美獅美高梅 金獅大堂 |
| 上午9:00 – 上午11:00 | **澳門聯合國教科文組織文化旅遊之旅**（*需預先登記）<br>**路線A：澳門世遺之旅**<br>**路線B：澳門地道美食體驗之旅** |
| 上午10:00 – 下午3:00 | **大健康實地考察：橫琴考察團**（*需預先登記）<br>參觀澳門協和醫院、橫琴中醫藥文化體驗館、橫琴國際影視城、橫琴長隆樂園（午餐）、珠海國際會展中心或天沐琴台 |
| 上午11:30 - 下午12:50 | **文娛考察活動：澳門2049**<br>美獅美高梅酒店 美高梅劇院 |
| 下午 | **參會嘉賓回程** |

# About Macao 澳門介紹



# 主辦城市 澳門





澳門是一座充滿活力的旅遊城市，也是連接中國與葡萄牙語世界的獨特橋樑。其獨特的魅力使澳門在全球旅遊業中發光發亮。澳門的兩張亮麗名片—世界文化遺產“澳門歷史城區”及 “創意城市美食之都”均積極推進澳門“世界旅遊休閒中心”的建設。

旅遊業是澳門經濟發展的重要支柱，2025年全年的整體訪澳旅客數字超過4,000 萬人次。中西方跨越文化的互動交流融合，形成澳門今天獨一無二的文化底蘊。澳門亦逐步豐富世界旅遊休閒中心內涵，響應《澳門特別行政區經濟和社會發展第三個五年規劃（2026-2030年）》，聯動盛事、會展、美食、文創、體育、研學、大健康等產業，深化“旅遊+”跨界融合。同時，澳門正在建設“澳琴國際教育（大學）城”、“澳門國際綜合旅遊文化區”、“澳門珠江西岸國際航空運輸樞紐（港）”及“澳門科技研發產業園”，致力打造澳門成為中西文明交流的重要窗口。

澳門每年都會舉辦眾多大型國際盛事，包括農曆新年花車巡遊、澳門國際旅遊（產業）博覽會、澳門國際美食之都嘉年華、澳門格蘭披治大賽車、澳門國際煙花比賽匯演、澳門國際音樂節、澳門國際光影節等，營造濃厚的盛事氣氛，豐富旅客體驗，吸引更多優質旅客來澳帶動經濟發展。

憑藉優化旅遊硬體建設及深化旅遊內涵，澳門將繼續以自身優勢對接世界，建設一個令人印象深刻的旅遊城市。澳門已經準備好在全球旅遊業中開拓充滿潛力的未來。

期盼您蒞臨澳門，感受不一樣的澳門。



Macao is a vibrant destination that serves as a cultural gateway between China and the Portuguese-speaking world. Its unique charm has earned it a distinctive place in global tourism. Two UNESCO honours—the "Historic Centre of Macao" and the designation of "Creative City of Gastronomy"—serve as the cornerstones of its development as a World Centre of Tourism and Leisure.

Tourism has long been the backbone of Macao's economy. In 2025, the city received more than 40 million visitors. Centuries of East-meets-West cultural exchange in this city have shaped Macao's unique cultural identity. In line with the Third Five-Year Plan for Economic and Social Development of the Macao Special Administrative Region (2026-2030), Macao is deepening its "Tourism+" strategy by integrating mega-events, MICE, gastronomy, cultural and creative arts, sports, educational tourism, and health and wellness. Major infrastructure projects are moving forward in parallel, including the Macao-Hengqin International Education (University) Town, the Macao International Integrated Tourism and Cultural Zone, the Macao International Airport Transport Hub on the West Bank of the Pearl River Estuary, and the Macao Sci-Tech Park. Together, these initiatives are strengthening Macao's status as a crossroads for Chinese and Western civilisations.

Throughout the year, Macao hosts a dynamic lineup of major international events, including the Chinese New Year Parade, Macao International Travel (Industry) Expo, International Cities of Gastronomy Fest Macao, Macau Grand Prix, Macao International Fireworks Display Contest, Macao International Music Festival, and Light Up Macao. These events offer visitors unforgettable experiences while attracting travellers from all over the world.

By investing in its tourism infrastructure and enriching its cultural landscape, Macao will continue to draw on its strengths to connect with the world, and realise its potential in global tourism.

Experience Macao unlike any other.

# HOST CITY

# Macao



# 澳琴同遊
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# 獻詞
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## MENSAGENS



1



# 何厚鏵
# Ho Hau Wah

中國人民政治協商會議全國委員會副主席

Vice-Presidente da Conferência Consultiva Política do Povo Chinês

Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference

世界旅遊經濟論壇大會主席

Presidente do Fórum de Economia de Turismo Global

Forum Chairman of Global Tourism Economy Forum

第十二屆「世界旅遊經濟論壇」重臨澳門，別具意義。去年冬天，第十一屆論壇在哈爾濱成功舉辦，實現了論壇首次走出澳門的歷史性跨越。今天，我們帶着這份經驗回到始創地，既是初心的回歸，也是視野的再出發。

十二年來，論壇始終立足澳門、背靠祖國、面向世界。國家《文化和旅遊發展「十五五」規劃》提出擴大論壇等平台的影響力，為論壇未來發展指明方向；澳門特區「三五規劃」將鞏固「世界旅遊休閒中心」定位、深化「旅遊+」跨界融合列為重要施政方向。作為連接中國與世界旅遊經濟的橋樑，論壇將積極配合國家發展戰略，推動澳門綜合旅遊休閒產業提質升級、助力國際綜合旅遊文化區建設、引進更多國際會展資源、構建全球客源網絡，為澳門對外聯通注入新的平台動能。

今年論壇以「危機・韌性・躍升——旅遊經濟重塑全球可持續未來」為主題。在全球格局深刻變化的當下，旅遊業不能再僅僅被視為經濟復甦的工具，而應成為推動文明對話、促進可持續發展、構建人類命運共同體的建設性力量。聯合國將2027年定為「可持續與韌性旅遊國際年」，我們的探討正與這一全球共識同頻共振。

本屆論壇邀得西班牙擔任合作國家、海南擔任主賓省。前者是旅遊業發展成熟的歐洲國家，後者是肩負自貿港開放使命的南海明珠，加上澳門「一國兩制」和中葡平台的獨特優勢，三方匯聚，東西互鑒。我相信，這種多元視角的碰撞，將為全球旅遊業界帶來啟發。

祝願本屆論壇圓滿成功，祝願全球旅遊經濟在變局中築牢韌性、在合作中實現躍升。歡迎各位出席「第十二屆世界旅遊經濟論壇・澳門2026」。

O regresso da 12.ª edição do Fórum de Economia de Turismo Global a Macau reveste-se de um significado especial. No Inverno do ano passado, a 11.ª edição do Fórum foi realizada com pleno êxito em Harbin, assinalando o marco histórico da sua realização, pela primeira vez, fora de Macau. Com estas experiências, regressamos hoje ao berço do Fórum, o que representa não só a fidelidade à nossa aspiração inicial, mas também um novo ponto de partida para os nossos horizontes.

Ao longo de 12 anos, o Fórum tem-se mantido firmemente enraizado em Macau, apoiado pela Pátria e virado para o mundo. O "15.º Plano Quinquenal (2026-2030) para o desenvolvimento cultural e turístico" do País propõe a ampliação da influência de plataformas como o Fórum, apontando o rumo para o seu desenvolvimento futuro. Paralelamente, o "3.º Plano Quinquenal" da RAEM define a consolidação do posicionamento como "Centro Mundial de Turismo e Lazer" e o aprofundamento da integração intersectorial do "turismo +" como linhas de acção governativa prioritárias. Como ponte entre a China e a economia do turismo global, o Fórum irá articular-se, de forma proactiva, com as estratégias de desenvolvimento nacional para promover a melhoria da qualidade e a modernização do sector de turismo e lazer integrado de Macau. Pretende-se, assim, apoiar a criação da Zona Internacional de Turismo e Cultura Integrados, atrair mais recursos internacionais de convenções e exposições e construir uma rede global de fontes de visitantes, conferindo, deste modo, uma nova dinâmica a Macau no seu papel de plataforma de ligação ao exterior.

A presente edição do Fórum conta com o tema "Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado". Num momento em que o panorama internacional atravessa profundas mudanças, o sector do turismo não pode continuar a ser visto apenas como um instrumento de recuperação económica, devendo antes assumir-se como uma força construtiva na promoção do diálogo entre civilizações, no fomento do desenvolvimento sustentável e na construção de uma comunidade com um futuro partilhado para a humanidade. Com efeito, as Nações Unidas declararam 2027 como o "Ano Internacional do Turismo Sustentável e Resiliente", pelo que o nosso debate está em sintonia com este consenso mundial.

A presente edição do Fórum conta com a Espanha como país parceiro e com a Província de Hainan na qualidade de província em destaque. Reúnem-se, assim, um país europeu com um sector do turismo maduro e uma pérola do Mar do Sul empenhada na abertura enquanto Porto de Comércio Livre. A este encontro somam-se as vantagens singulares de Macau, tanto ao abrigo do princípio de "Um País, Dois Sistemas" como no seu papel de plataforma sino-lusófona. Neste contexto, a reunião das três partes tem como objectivo promover a aprendizagem mútua entre o Oriente e o Ocidente, pelo que estou convicto de que o encontro destas perspectivas diversificadas servirá de inspiração para a indústria global do turismo.

Desejo os maiores sucessos para a presente edição do Fórum e faço votos de que a economia do turismo global consolide a sua resiliência perante as mudanças, alcançando um salto qualitativo através da cooperação. Sejam todos muito bem-vindos à 12.ª edição do Fórum de Economia de Turismo Global • Macau 2026!

The return of the 12th Global Tourism Economy Forum to Macao is particularly meaningful. Last winter, the 11th edition of the Forum was successfully held in Harbin, marking a historic milestone as the Forum ventured beyond Macao for the first time. Today, we return to the city where it all began, bringing with us the experience gained from that milestone. This return represents both a reaffirmation of our original aspirations and a fresh departure towards broader horizons.

Over the past twelve years, the Forum has remained firmly rooted in Macao, backed by the motherland and engaged with the world. The national "15th Five-Year Plan for Culture and Tourism Development" calls for expanding the influence of platforms such as the Forum, providing clear direction for its future development. Meanwhile, the Macao SAR's "Third Five-Year Plan" identifies the consolidation of Macao's position as a World Centre of Tourism and Leisure and the deepening of cross-sector integration under the "Tourism +" approach as key policy priorities. As a bridge connecting China with the global tourism economy, the Forum will actively align with national development strategies, promote the quality enhancement and upgrading of Macao's integrated tourism and leisure industry, support the development of the Macao International Integrated Tourism and Culture Zone, attract more international convention and exhibition resources, and build a global network of visitor source markets. Through these efforts, the Forum will inject fresh momentum into Macao's international connectivity by leveraging its role as a platform for global exchange and co-operation.

This year's Forum is held under the theme "Crisis · Resilience · Evolution – Building a Tourism Economy for a Shared Future". At a time when the global landscape is undergoing profound changes, tourism should no longer be regarded merely as a tool for economic recovery. Rather, it should serve as a constructive force for fostering dialogue between civilisations, advancing sustainable development and building a community with a shared future for mankind. The United Nations has designated 2027 as the "International Year of Sustainable and Resilient Tourism", and our discussions are closely aligned with this growing global consensus.

This year's Forum welcomes Spain as the Partner Country and Hainan Province as the Featured Province. Spain is a European country with a well-established tourism industry, while Hainan, a jewel of the South China Sea, is at the forefront of China's efforts to advance opening-up through the development of its Free Trade Port. Together with Macao's unique advantages under the "One country, two systems" principle and its role as a platform for co-operation between China and Portuguese-speaking countries, Spain, Hainan and Macao bring together diverse perspectives and opportunities for mutual learning between East and West. I believe that the exchange of these different perspectives will provide valuable insights for the global tourism industry.

I wish this year's Forum great success, and may the global tourism economy strengthen its resilience amid change and reach new heights through co-operation. I warmly welcome you all to the 12th Global Tourism Economy Forum · Macao 2026.



# 謝哈·阿爾·諾瓦伊斯
# Shaikha Al Nuwais

聯合國世界旅遊組織秘書長
Secretária-Geral da ONU Turismo
Secretary-General of UN Tourism

旅遊業一次又一次向世人證明了其強大的復甦能力。但更為艱巨的使命，在於如何為應對未來的挑戰做好準備。這正是本屆世界旅遊經濟論壇在「危機・韌性・躍升——旅遊經濟重塑全球可持續未來」的主題下，向我們所有人提出的時代命題。

在我看來，這一切的基石在於「人」：正是千千萬萬的從業人員、創業者以及當地社區，賦予了各個旅遊目的地獨特的靈魂。這意味著我們必須持續投資於他們的人才技能與創新構想，打造具備敏捷應變能力的機構與企業，並確保在旅遊業繁榮發展的過程中，發展紅利能夠切實惠及最需要的人群。

任何單打獨鬥都無法成就這一目標——無論是各國政府、私營部門，還是國際組織，皆是如此。十餘年來，世界旅遊經濟論壇始終致力於匯聚各方力量，搭建起連接中國旅遊經濟與全球文旅大家庭的堅實橋樑。聯合國世界旅遊組織十分自豪能夠自首屆論壇起便一路相伴、攜手同行。

當前這一時刻可謂恰逢其時。聯合國大會已正式宣布 2027 年為「可持續與韌性旅遊國際年」。這正是我們將韌性轉化為務實行動的絕佳契機——通過擴大投資、推動創新與深化多邊合作，築牢旅遊產業的韌性基礎，更好地造福廣大當地社區。

欣逢第十二屆世界旅遊經濟論壇重返中國澳門——這座長久以來便以促進人文交流與文明互鑒而著稱的城市，我在此發出由衷倡議：讓我們借助本屆論壇的平台，不僅暢想旅遊業的發展新圖景，更攜起手來，共同開創這一未來！

預祝本屆論壇取得豐碩成果，圓滿成功！

O turismo tem demonstrado, repetidamente, a sua notável capacidade de recuperação. Contudo, a missão mais exigente reside em assegurar a devida preparação para os desafios vindouros. É precisamente esta a questão crucial da nossa era que esta edição do Fórum de Economia de Turismo Global nos coloca a todos, sob o tema "Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado".

A meu ver, a pedra basilar de tudo isto reside nas "pessoas". São os milhões de profissionais, empreendedores e comunidades locais que conferem a cada destino turístico uma alma singular. Tal implica que devemos continuar a investir nas suas competências e nas suas ideias inovadoras, a capacitar instituições e empresas com uma alta capacidade de adaptação ágil e a assegurar que, a par do desenvolvimento próspero do turismo, os dividendos do desenvolvimento beneficiem verdadeiramente aqueles que mais necessitam.

Ninguém conseguirá alcançar este objectivo de forma isolada, quer se trate de governos, de entidades privadas ou de organizações internacionais. Ao longo de mais de uma década, o Fórum de Economia de Turismo Global tem-se empenhado continuamente em congregar esforços de todas as partes, construindo uma ponte sólida entre a economia turística da China e a grande família global do turismo e da cultura. A ONU Turismo orgulha-se profundamente de ter caminhado, de mãos dadas, com esta iniciativa, desde a sua primeira edição.

O momento presente não poderia ser mais oportuno. A Assembleia Geral das Nações Unidas proclamou oficialmente o ano de 2027 como o "Ano Internacional do Turismo Sustentável e Resiliente". Trata-se de uma oportunidade ímpar para transformarmos a resiliência em acções pragmáticas, consolidando os alicerces de resiliência do sector do turismo através do reforço do investimento, da promoção da inovação e do aprofundamento da cooperação multilateral. O objectivo passa por gerar maiores benefícios para as vastas comunidades locais.

Por ocasião do regresso do 12.º Fórum de Economia de Turismo Global a Macau, China, uma cidade desde há muito reconhecida por promover o intercâmbio humano e cultural e a aprendizagem mútua entre civilizações, dirijo a todos um sincero apelo: que aproveitemos a plataforma proporcionada por esta edição do Fórum não apenas para perspectivar novos horizontes para o desenvolvimento do turismo, mas também para nos unirmos e, de mãos dadas, construirmos juntos esse futuro!

Desejo, desde já, que este Fórum alcance resultados frutíferos e seja um grande sucesso!

Tourism has shown time and again that it can recover. The harder task is being ready for what comes next. That is what this year's Global Tourism Economy Forum, under the theme "Crisis · Resilience · Evolution — Building a Tourism Economy for a Shared Future", asks of all of us.

For me, that starts with people: the workers, entrepreneurs and communities who make our destinations what they are. It means investing in their skills and ideas, building institutions and businesses that can adapt, and making sure that as tourism grows, the benefits reach those who need them most.

None of us can do this alone. Not governments, not the private sector, not international organizations. For more than a decade, GTEF has brought these worlds together and connected China with the wider global tourism community. UN Tourism is proud to have been part of that journey since the very first edition.

The timing could not be better. The UN General Assembly has proclaimed 2027 the International Year of Sustainable and Resilient Tourism. It is our chance to turn resilience into action, through investment, innovation and partnerships that leave tourism stronger and communities better served.

So as GTEF returns to Macao, China, for its 12th edition, in a city long defined by bringing people and cultures together, my message is simple: let us use this Forum not only to talk about the future of tourism, but to start building it.

I wish you all a productive and successful Forum.



# 格洛麗亞・格瓦拉
# Gloria Guevara

世界旅遊及旅行業理事會總裁兼首席執行官

Presidente e Directora Executiva do
Conselho Mundial de Viagens e Turismo (WTTC)

President & Chief Executive Officer of
World Travel & Tourism Council (WTTC)

旅遊業正處於轉型的重要時刻。在經歷多年動盪並展現出卓越的韌性後，我們的產業正再次強勁增長，而科技、不斷變化的旅客期望，以及持續演變的全球格局，亦持續重塑人們的旅行方式及旅遊目的地之發展模式。

在此背景下，世界旅遊經濟論壇・澳門2026的主題——「危機・韌性・躍升——旅遊經濟重塑全球可持續未來」——尤其切合時宜。它反映了我們眼前的機遇：不僅要應對變局，更要塑造一個連繫更緊密，也更具創新力與韌性的旅遊經濟。

中國將在全球旅遊業的新篇章中扮演核心角色。根據世界旅遊及旅行業理事會（WTTC）最新的經濟影響研究，旅遊業於2025年為中國經濟貢獻了12.6萬億元人民幣（1.8萬億美元），並支撐了8,460萬個就業職位。預計到2036年，旅遊業的經濟貢獻將達到25萬億元人民幣（3.5萬億美元），支撐超過1.03億個就業職位。

澳門在這個發展故事中扮演重要角色。旅遊業於2025年為澳門的經濟貢獻了454億美元，佔其整體經濟近83%，並支撐了23.9萬個就業職位。隨著澳門持續推動創新和多元化發展，其作為國際旅遊目的地的定位，亦為連接中國與世界提供了一個重要平台。

世界旅遊經濟論壇透過匯聚來自中國及世界各地的政府、企業和旅遊業領袖，將這項使命得以具體實現。世界旅遊及旅行業理事會堅信，加強大的公私營合作，對於將當前的挑戰轉化為明日的機遇至關重要。

我們期待繼續與中國、澳門及全球旅遊業界的夥伴攜手合作，並祝願世界旅遊經濟論壇・澳門2026圓滿成功。

O sector do turismo encontra-se num momento crucial de transformação. Após demonstrar uma resiliência notável ao longo de anos de perturbações, o nosso sector volta a crescer de forma robusta. Em simultâneo, os avanços tecnológicos, a constante evolução das expectativas dos viajantes e o panorama global em permanente evolução continuam a reconfigurar as formas de viagem e os modelos de desenvolvimento dos destinos turísticos.

Neste contexto, o tema do Fórum de Economia de Turismo Global · Macau 2026 — "Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado" — revela-se especialmente oportuno. Reflecte a oportunidade que temos pela frente: não apenas responder às mudanças em curso, mas também moldar uma economia turística mais interligada, inovadora e resiliente.

A China irá desempenhar um papel central neste novo capítulo do turismo global. Com efeito, de acordo com o mais recente estudo de impacto económico do Conselho Mundial de Viagens e Turismo (WTTC), o sector do turismo contribuiu com 12,6 biliões de renminbi (1,8 biliões de dólares norte-americanos) para a economia chinesa em 2025, sustentando 84,6 milhões de postos de trabalho. Além disso, prevê-se que, até 2036, este contributo económico alcance os 25 biliões de renminbi (3,5 biliões de dólares norte-americanos), assegurando mais de 103 milhões de postos de trabalho.

Macau assume um papel determinante nesta trajectória de desenvolvimento. Com efeito, em 2025, o sector do turismo contribuiu com 45,4 mil milhões de dólares para a economia de Macau, o que representou cerca de 83% da sua economia e sustentou 239 mil postos de trabalho. Paralelamente, à medida que se aposta na inovação e no desenvolvimento diversificado, a região consolida não apenas o seu posicionamento enquanto destino turístico internacional, mas também o seu papel como plataforma importante que faz a ponte entre a China e o mundo.

O Fórum de Economia de Turismo Global concretiza esta missão ao reunir líderes governamentais, empresariais e do sector do turismo da China e de todo o mundo. Por sua vez, o Conselho Mundial de Viagens e Turismo manifesta a sua firme convicção de que o reforço da cooperação público-privada se revela fundamental para transformar os desafios actuais nas oportunidades de amanhã.

Esperamos continuar a colaborar estreitamente com os nossos parceiros da China, de Macau e do sector do turismo a nível mundial, e desejamos os maiores sucessos ao Fórum de Economia de Turismo Global · Macau 2026.

Travel & Tourism stands at an important moment of transformation. After demonstrating remarkable resilience through years of disruption, our sector is growing strongly again, while technology, changing traveller expectations and an evolving global landscape continue to reshape the way people travel and destinations develop.

Against this backdrop, the theme of the Global Tourism Economy Forum · Macao 2026 — "Crisis · Resilience · Evolution — Building a Tourism Economy for a Shared Future" — is particularly timely. It reflects the opportunity before us: not simply to respond to change, but to shape a more connected, innovative and resilient tourism economy.

China will be central to this next chapter of global Travel & Tourism. According to WTTC's latest Economic Impact Research, the sector contributed CNY 12.6 trillion (US$1.8 trillion) to China's economy in 2025 and supported 84.6 million jobs. By 2036, its contribution is forecast to reach CNY 25 trillion (US$3.5 trillion), supporting more than 103 million jobs.

Macao is an important part of this story. Travel & Tourism contributed US$45.4 billion to Macao's economy in 2025, representing nearly 83% of its economy, and supported 239,000 jobs. As Macao continues to innovate and diversify, its position as an international tourism destination provides an important platform connecting China with the world.

GTEF brings this role to life by connecting governments, businesses and tourism leaders from China and around the world. At WTTC, we believe that stronger public-private collaboration will be essential to turning today's challenges into tomorrow's opportunities.

We look forward to continuing our work with partners in China, Macao and across the global Travel & Tourism community, and wish GTEF Macao 2026 every success.



# 吳惠嫻
# Ng Wai Han

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Secretária para a Economia e Finanças do
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Secretary for Economy and Finance of
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世界旅遊經濟論壇執行主席
Presidente Executiva do
Fórum de Economia de Turismo Global
Executive Chairman of the Global Tourism Economy Forum

今年“第十二屆世界旅遊經濟論壇・澳門2026”在始創地澳門隆重召開。在國際環境複雜多變、全球旅遊經濟深刻調整的當下，論壇重返澳門彰顯凝聚合力、共謀前行的特殊意義。本人謹代表澳門特別行政區政府以及世界旅遊經濟論壇，對各方的大力支持和積極參與，致以由衷謝意。

論壇自2012年創辦以來，始終與澳門同頻共振，逐步發展為連接中國與世界的重要文旅橋樑，以及全球政商領袖交流思想的高端平台。

本屆論壇以“危機・韌性・躍升——旅遊經濟重塑全球可持續未來”為主題，呼應聯合國將2027年定為“可持續與韌性旅遊國際年”的全球共識。論壇圍繞韌性重構、科技創新、市場脈搏、文旅融合及可持續增長五大支柱，匯聚各地部長級官員、業界領袖及專家學者，共同探討旅遊經濟如何將規模與影響力轉化為持久變革的推動力量。

本屆論壇特別邀請西班牙擔任合作國家、海南省擔任主賓省。西班牙作為全球頂級旅遊目的地，在推動區域均衡發展、調控行業規模及邁向高質量增長方面經驗深厚；海南作為中國高水平對外開放的自由貿易港，將旅遊與文化、康養和體育等領域深度融合。歐洲旅遊市場的治理經驗與中國自由貿易港的開放活力在此交匯，文明互鑑，為亞歐旅遊經濟聯動提供路徑。

澳門特區回歸以來，具澳門特色的“一國兩制”成功實踐，為澳門旅遊業的繁榮發展提供了堅實的制度保障。當前，澳門正緊扣國家“十五五”規劃，全面推進特區“三五”規劃，在融入國家發展大局的進程中，不斷拓展旅遊經濟的發展空間與國際影響力。2025年澳門入境旅客突破4,000萬人次，會展活動達1,861項，創歷年新高，充分彰顯“旅遊+”跨界融合的韌性與活力。同時，我們將依託橫琴粵澳深度合作區和發揮中葡（西）平台的獨特優勢，促進國際資本、人才與技術交流，主動擔當服務國家高水平對外開放橋頭堡的使命。

澳門的實踐經驗證明，唯有謀定而後動、探索而求變、凝心而聚力，才能在變局中闖出新路。這條新路不只屬於澳門，也屬於通過本屆論壇相聚於此的全球旅遊業界。展望未來，論壇的價值不止於凝聚共識，更在於將共識轉化為行動。我們期盼通過論壇與各界攜手，推動旅遊經濟升級，質效並重，共創更加開放、包容、繁榮與可持續的全球旅遊經濟新篇章！

紙短意長，合作無界。衷心祝願“第十二屆世界旅遊經濟論壇・澳門2026”取得圓滿成功！

Este ano, o 12.º Fórum de Economia de Turismo Global · Macau 2026 realiza-se solenemente no seu berço, Macau. No actual contexto internacional, complexo e em constante mudança, e num momento de profunda reestruturação da economia de turismo global, o regresso do Fórum a Macau reveste-se de um significado especial para congregar esforços e delinear, em conjunto, o caminho a seguir. Em nome do Governo da Região Administrativa Especial de Macau e do Fórum de Economia de Turismo Global, gostaria de expressar os mais sinceros agradecimentos pelo forte apoio e pela participação activa de todas as partes.

Desde a sua criação, em 2012, o Fórum tem evoluído em estreita sintonia com Macau, tendo-se afirmado progressivamente como uma importante ponte cultural e turística entre a China e o mundo, bem como uma plataforma de relevo para o intercâmbio de perspectivas entre os líderes políticos e empresariais globais.

Subordinada ao tema "Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado", esta edição do Fórum dá resposta ao consenso global sobre a proclamação, por parte das Nações Unidas, do ano de 2027 enquanto "Ano Internacional do Turismo Sustentável e Resiliente". Tendo por base os cinco pilares fundamentais: a reconstrução da resiliência, a inovação científica e tecnológica, as dinâmicas do mercado, a integração entre a cultura e o turismo e o crescimento sustentável, o Fórum reúne dirigentes de nível ministerial de várias regiões, líderes do sector, especialistas e académicos para debaterem, em conjunto, formas de converter a dimensão e a influência da economia turística numa força impulsionadora de transformação duradoura.

Esta edição do Fórum conta com Espanha na qualidade de país parceiro e com Hainan como província em destaque. Enquanto destino turístico de relevo a nível mundial, Espanha possui uma vasta experiência na promoção do desenvolvimento regional equilibrado, na regulação da dimensão do sector e na transição para um crescimento de alta qualidade. Por sua vez, Hainan, como porto de comércio livre no âmbito da abertura de alto nível da China ao exterior, integra profundamente o turismo com os domínios da cultura, da saúde, do bem-estar e do desporto. Já a convergência entre a experiência administrativa do mercado turístico europeu e a dinâmica de abertura do porto de comércio livre da China, aliada à aprendizagem mútua entre civilizações, abre caminhos para a sinergia económica e turística entre a Ásia e a Europa.

Desde o retorno de Macau à Pátria, a implementação bem-sucedida do princípio "Um País, Dois Sistemas" com características de Macau tem proporcionado uma sólida garantia institucional para o próspero desenvolvimento do sector turístico local. Actualmente, Macau articula-se activamente com o 15.º Plano Quinquenal do País e promove, de forma plena, o 3.º Plano Quinquenal da RAEM. Neste processo de integração na conjuntura geral do desenvolvimento nacional, a região alarga continuamente o espaço de desenvolvimento e a influência internacional da economia turística. Em 2025, o número de visitantes que entraram em Macau superou os 40 milhões e o sector de convenções e exposições registou 1861 eventos, um recorde histórico, o que demonstra plenamente a resiliência e o dinamismo da integração intersectorial do "turismo +". Simultaneamente, apoiando-se na Zona de Cooperação Aprofundada entre Guangdong e Macau em Hengqin e potenciando as vantagens singulares da Plataforma Sino-Lusófona/Hispanófona, iremos impulsionar o intercâmbio de capitais, de quadros qualificados e de tecnologias a nível internacional, assumindo, de forma proactiva, a missão de servir como ponte para a abertura de alto nível do País ao exterior.

A experiência prática de Macau demonstra que, antes de agir, procurar a mudança e fazer convergir esforços, é necessário um planeamento ponderado, sendo assim possível traçar, neste contexto de mudança, um novo caminho. Este novo caminho não pertence apenas a Macau, mas também a todo o sector do turismo global que aqui se reúne por ocasião deste Fórum. Olhando para o futuro, o valor do Fórum vai além da mera consolidação de consensos, residindo sobretudo na sua capacidade de os transformar em acções concretas. Esperamos trabalhar, de mãos dadas, com todos os sectores através deste Fórum. O objectivo passa por impulsionar a modernização da economia turística, aliando a qualidade e a eficiência, de modo a inaugurarmos, em conjunto, um novo capítulo mais aberto, inclusivo, próspero e sustentável, para a economia de turismo global!

As palavras escritas têm os seus limites, mas a nossa cooperação não tem fronteiras. Desejamos os maiores sucessos para o 12.º Fórum de Economia de Turismo Global · Macau 2026!

This year, the 12th Global Tourism Economy Forum · Macao 2026 convenes in Macao, its founding home. At a time of complex and shifting international circumstances, and profound adjustment across the global tourism economy, the Forum's return to Macao carries particular significance — a coming together of forces, and a shared commitment to moving forward. On behalf of the Macao Special Administrative Region Government and the Global Tourism Economy Forum, I extend my heartfelt gratitude to all parties for your strong support and active participation.

Since its founding in 2012, the Forum has always moved in step with Macao, growing steadily into an important cultural and tourism bridge connecting China with the world, and a high-level platform where global political and business leaders exchange ideas.

This year's Forum is themed "Crisis · Resilience · Evolution – Building a Tourism Economy for a Shared Future," echoing the global consensus behind the United Nations' designation of 2027 as the International Year of Sustainable and Resilient Tourism. Organised around five pillars — resilience rebuilding, technological innovation, market dynamics, cultural and tourism integration, and sustainable growth — the Forum brings together ministerial officials, industry leaders, and academics from around the world to explore how the tourism economy can translate scale and influence into a lasting force for change.

This year, we are especially honoured to welcome Spain as our Partner Country and Hainan as our Featured Province. As a world-class tourism destination, Spain brings deep experience in promoting balanced regional development, managing industry scale, and advancing quality-led growth. Hainan, as China's Free Trade Port and a gateway of high-level openness, has deeply integrated tourism with culture, wellness, and sport. Here, the governance experience of the European tourism market meets the open vitality of China's Free Trade Port — a mutual learning among civilisations that offers a pathway for deeper tourism and economic linkages between Asia and Europe.

Since Macao's return to the motherland, the successful practice of "One Country, Two Systems" with Macao characteristics has provided a solid institutional guarantee for the prosperity and development of Macao's tourism industry. At present, Macao is closely aligning with the nation's 15th Five-Year Plan and comprehensively advancing the SAR's Third Five-Year Plan. In the course of integrating into the nation's overall development, we continue to expand the development space and international influence of our tourism economy. In 2025, Macao's visitor arrivals surpassed 40 million, and the number of MICE events reached 1,861 — a record high — vividly demonstrating the resilience and vitality of "Tourism+" cross-sector integration. At the same time, we will leverage the Guangdong-Macao In-Depth Cooperation Zone in Hengqin and our unique role as a platform between China and Portuguese-speaking countries, to promote the exchange of international capital, talent, and technology, and to take on the mission of serving as a bridgehead for the nation's high-level opening to the outside world.

Macao's experience shows that only by planning before acting, exploring in pursuit of change, and uniting in common purpose can we forge a new path amid shifting circumstances. This new path belongs not only to Macao, but to the global tourism community gathered here through this Forum. Looking ahead, the value of the Forum lies not only in building consensus, but in translating that consensus into action. We hope that, through the Forum, we can join hands with all sectors to advance the upgrading of the tourism economy — valuing both quality and effectiveness — and to write a new chapter of a more open, inclusive, prosperous, and sustainable global tourism economy.

A short letter carries a long message; cooperation knows no borders. I sincerely wish the 12th Global Tourism Economy Forum · Macao 2026 every success.



# 何超瓊
# Pansy Ho

世界旅遊經濟論壇副主席兼秘書長
Vice-Presidente e Secretária-Geral do Fórum de Economia de Turismo Global
Vice Chairman and Secretary-General of Global Tourism Economy Forum

歡迎各位參加「第十二屆世界旅遊經濟論壇・澳門2026」。

本屆論壇再度聚首澳門，意義非凡。作為中葡交流的重要樞紐與世界旅遊休閒中心，澳門不僅是本次大會的東道主，更是展現旅遊經濟韌性與躍升的全球範本。當前，澳門正深入落實「1+4」適度多元發展策略，成功將「旅遊+」轉化為帶動整體經濟躍升的生動實踐，為全球旅遊業的高質量發展提供了極具重要性的參考。在此樞紐平台上，我們亦榮幸邀請西班牙為合作國家，分享邁向高質量發展的經驗；並由海南省任主賓省，展示自由貿易港以高水平開放重塑目的地經濟的成功實踐。

澳門的成功實踐，正是全球旅遊業展現無與倫比復甦力的一個縮影。近年全球旅遊業歷經疫情、天災、地緣衝突及金融危機等多重衝擊，仍展現出強大生命力。2025 年國際出境遊客達 15.2 億人次，超越疫情前峰值。2026 年首季，儘管面臨交通及住宿等成本推高的新挑戰，遊客規模仍達 3.07 億人次，實現2%的同比增長。

這些數據引人深思：何謂文旅業的產業韌性？它絕非僅是危機後的觸底反彈，而是面對外部衝擊時，維持穩定、恢復甚至實現新發展的能力。具體體現在抵抗力、恢復力、再組織力與更新力四個維度。當前旅遊業面臨氣候變遷、公共衛生與經濟波動及地緣政治三大挑戰。高韌性的旅遊生態系統能憑藉「抵抗力」與「恢復力」迅速恢復供給與服務；更能在應對中激發「再組織力」與「更新力」，主動重構內部功能，打破單一業態的脆弱性。

這正是本屆論壇主題「危機・韌性・躍升——旅遊經濟重塑全球可持續未來」的核心關切。「危機」揭示產業脆弱性；「韌性」支撐行業渡過難關；「躍升」則是最終目標。高韌性文旅產業不僅能自我修復，更能化危為機，帶動跨部門投資與消費，創造就業，引領全球宏觀經濟邁向高質量、包容性的可持續未來。

中國作為增長動能充沛的旅遊經濟體，正深刻影響全球格局。據預測，至2035年，中國旅遊產業經濟貢獻將破27萬億元人民幣，佔GDP 14%，提供超1億個就業崗位，印證了高韌性旅遊經濟對宏觀經濟的巨大支撐力。

為響應聯合國2027「可持續與韌性旅遊國際年」，本屆論壇將立足中國與全球市場的聯動，從發展根基、科技創新、人文內核、資本流向及新視野五大維度，拆解互聯互通旅遊經濟的建設路徑。

過去十餘年，論壇始終是全球旅遊持份者協同應對挑戰的核心平台。在此，衷心感謝主辦單位澳門特別行政區政府經濟財政司、夥伴單位聯合國世界旅遊組織，合作單位世界旅遊及旅行業理事會（WTTC），及協辦單位全聯旅遊業商會與澳門特別行政區政府旅遊局。同時，深謝各支持單位：中華人民共和國文化和旅遊部、中華全國工商業聯合會、中央人民政府駐澳門特別行政區聯絡辦公室、中華人民共和國外交部駐澳門特別行政區特派員公署、亞太旅遊協會（PATA）、世界旅遊城市聯合會（WTCF）、歐洲旅遊委員會（ETC）、世界旅遊聯盟（WTA）、國際山地旅遊聯盟（IMTA）、中外企業家聯合會（SIEF）、全聯女企業家商會（CWCC）、中國旅遊協會（CTA）、澳門招商投資促進局（IPIM）及澳門中國企業協會（ACEM），並感謝所有領銜合作夥伴、顧問、贊助商及社會各界的鼎力支持。

期望各界於論壇中集思廣益，攜手推動全球旅遊經濟邁向更具韌性、可持續的未來。祝大會圓滿成功！

É com grande prazer que dou as boas-vindas a todos os presentes à 12.ª edição do Fórum de Economia de Turismo Global · Macau 2026.

O regresso do Fórum a Macau este ano reveste-se de um significado muito especial. Enquanto plataforma de importância capital para o intercâmbio entre a China e os Países de Língua Portuguesa e Centro Mundial de Turismo e Lazer, Macau não é apenas a cidade anfitriã desta edição, mas constitui também um exemplo à escala global de resiliência e de renovado dinamismo da economia do turismo. Actualmente, Macau tem vindo a aprofundar a implementação da estratégia de desenvolvimento da diversificação adequada "1+4" e, nesse processo, conseguiu transformar o conceito de "Turismo +" numa prática dinâmica que, além de elevar a economia no seu conjunto a um novo patamar de desenvolvimento, proporciona uma referência de grande relevância para o desenvolvimento de elevada qualidade do turismo a nível mundial. Neste contexto, temos igualmente a honra de contar com a Espanha na qualidade de País Parceiro, que partilhará a sua experiência no caminho para um desenvolvimento de alta qualidade, e com a Província de Hainan na qualidade de Província em Destaque, que apresentará as experiências bem-sucedidas do seu Porto de Livre Comércio na transformação da economia de destino através de um elevado nível de abertura.

A prática bem-sucedida de Macau constitui um reflexo da extraordinária capacidade de recuperação demonstrada pelo sector turístico mundial. Nos últimos anos, o turismo mundial tem enfrentado vários choques, incluindo a pandemia, catástrofes naturais, conflitos geopolíticos e crises financeiras. Mantém, ainda assim, uma forte vitalidade. Em 2025, o turismo internacional ultrapassou o anterior máximo registado antes da pandemia, com a chegada de cerca de 1,52 mil milhões de turistas em todo o mundo. No primeiro trimestre de 2026, e apesar dos novos desafios decorrentes do aumento dos custos, nomeadamente ao nível dos transportes e do alojamento, o número de turistas atingiu ainda 307 milhões, registando um crescimento homólogo de 2%.

Estes dados conduzem-nos a uma questão profunda: o que entendemos por resiliência do sector do turismo e da cultura? Resiliência não consiste simplesmente em recuperação após o ponto mais baixo na sequência de uma crise; consiste, antes, na capacidade de manter a estabilidade, recuperar e até alcançar um novo patamar de desenvolvimento perante choques externos. Esta capacidade manifesta-se concretamente em quatro dimensões, nomeadamente resistência, recuperação, reorganização e renovação. De momento, o sector do turismo enfrenta três grandes desafios: alterações climáticas; riscos para a saúde pública e oscilações económicas; assim como factores geopolíticos. Através da sua capacidade de resistência e recuperação, um ecossistema turístico de alta resiliência é capaz de restabelecer rapidamente a oferta e os serviços. Mais importante ainda, é capaz de, no próprio processo de resposta aos desafios, fazer uso da sua capacidade de reorganização e renovação, no sentido de reconfigurar proactivamente as suas funções internas e ultrapassar as vulnerabilidades inerentes à dependência de um único modelo de negócio.

É precisamente esta a preocupação central do tema da presente edição do Fórum: Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado. O termo "crise" revela as vulnerabilidades do sector; "resiliência" sustenta a capacidade do sector para superar as adversidades; e "evolução" constitui o objectivo último. Um sector do turismo e cultura dotado de elevada resiliência não só é capaz de se recuperar dos choques, como também de transformar crises em oportunidades, traduzidas em investimento e consumo em diferentes sectores, assim como em mais empregos, contribuindo, assim, para orientar a macroeconomia mundial no seu conjunto rumo a um futuro de elevada qualidade, inclusivo e sustentável.

Enquanto economia turística dotada de robustos motores de crescimento, a China está a influenciar profundamente a configuração do turismo à escala mundial. Prevê-se que, até 2035, a contribuição para a economia do sector do turismo da China ultrapassará os 27 biliões de RMB, representando 14% do PIB nacional e proporcionando mais de 100 milhões de postos de trabalho. Estes dados evidenciam o imenso suporte prestado por uma economia turística altamente resiliente à macroeconomia.

Em resposta à proclamação de 2027 como Ano Internacional do Turismo Sustentável e Resiliente por parte das Nações Unidas, o presente Fórum terá como ponto de partida a articulação entre os mercados chinês e mundial. A partir de cinco dimensões fundamentais, nomeadamente pilares do desenvolvimento, inovação tecnológica, matriz cultural, fluxos de capital e novas perspetivas, desconstruiremos o caminho para uma economia turística interconectada.

Ao longo de mais de uma década, o Fórum tem sido uma plataforma central para que os diferentes intervenientes no sector do turismo a nível mundial unam esforços em resposta aos desafios. Aproveito esta ocasião para expressar o meu sincero agradecimento à entidade organizadora, a Secretaria para a Economia e Finanças do Governo da Região Administrativa Especial de Macau; à nossa entidade parceira, a ONU Turismo; à nossa organização colaboradora, o Conselho Mundial de Viagens e Turismo (WTTC); e às entidades co-organizadoras, a Câmara do Turismo da China e a Direcção dos Serviços de Turismo do Governo da Região Administrativa Especial de Macau.

Expresso igualmente o meu profundo agradecimento às entidades que nos prestam o seu apoio, nomeadamente o Ministério da Cultura e Turismo da República Popular da China; a Federação para a Indústria e Comércio da China; o Gabinete de Ligação do Governo Popular Central na Região Administrativa Especial de Macau; o Comissariado do Ministério dos Negócios Estrangeiros da República Popular da China na Região Administrativa Especial de Macau; a Associação de Turismo da Ásia Pacífico (PATA); a Federação Mundial de Cidades Turísticas (WTCF); a Comissão Europeia de Turismo (ETC); a Aliança Mundial do Turismo (WTA); a Aliança Internacional de Turismo de Montanha (IMTA); a Sino-International Entrepreneurs Federation (SIEF); a China Women's Chamber of Commerce (CWCC); a China Tourism Association (CTA); o Instituto de Promoção do Comércio e do Investimento (IPIM) de Macau; e a Associação das Empresas Chinesas de Macau (ACEM). Agradeço ainda a todos os nossos principais parceiros, consultores, patrocinadores e representantes dos diversos sectores da sociedade pelo seu valioso apoio.

Espero que, ao longo do Fórum, todos os sectores sejam capazes de unir a sua sabedoria e trabalhar em conjunto para promover uma economia do turismo mundial rumo a um futuro mais resiliente e sustentável.

Desejo a todos um excelente trabalho e um Fórum recheado de sucessos!

Welcome to the 12th Global Tourism Economy Forum · Macao 2026.

The return of the Forum to Macao this year is of extraordinary significance. As a hub for Sino-Portuguese exchange, Macao is deeply implementing its "1+4" diversification strategy, transforming "Tourism+" into a vivid practice that drives economic leaps and serving as a global paradigm. Meanwhile, we are honored to invite Spain as our Partner Country to share its experience in moving toward high-quality development; and Hainan Province as our Featured Province, showcasing the successful practice of a Free Trade Port reshaping destination economics through high-level openness.

The successful practices of Macao and our partners are a microcosm of the global tourism industry's unparalleled resilience and recovery. In 2025, visitor arrivals to Macau strongly surpassed 40 million, setting a new historical record, with significant growth in international tourists as well, fully validating the robust resilience and appeal of Macau's tourism economy. Looking globally, despite facing multiple shocks in recent years such as the pandemic and geopolitical conflicts, the global tourism industry has similarly demonstrated strong vitality. In 2025, international outbound tourist arrivals reached 1.52 billion, surpassing pre-pandemic peaks. In the first quarter of 2026, despite new challenges such as rising costs, tourist numbers still reached 307 million, achieving a 2% year-on-year growth.

These figures prompt us to reflect: What is the true meaning of industrial resilience in the cultural and tourism sector? It is not merely a bottoming-out rebound after a crisis, but rather the ability to maintain stability, recover, and even achieve new development when facing external shocks. Specifically, this is embodied in four dimensions: resistance, recovery, reorganization, and renewal. Currently, the tourism industry faces three major challenges: climate change, public health and financial fluctuations, and geopolitics. A highly resilient tourism ecosystem can rapidly restore supply and services through "resistance" and "recovery"; more importantly, it can stimulate "reorganization" and "renewal" in its response, proactively restructuring internal functions and breaking away from the vulnerability of a single-business model.

This is precisely the core concern of this year's Forum theme: "Crisis · Resilience · Evolution - Building a Tourism Economy for a Shared Future." "Crisis" exposes industrial vulnerabilities; "resilience" helps the industry weather the storm; and a "Evolution" is the ultimate goal. A highly resilient cultural and tourism industry can not only self-repair but also turn crises into opportunities, driving cross-sector investment and consumption, and leading the global macroeconomy toward a high-quality, inclusive, and sustainable future.

As a tourism economy with robust growth momentum, China is profoundly impacting the global landscape. It is forecast that by 2035, China's tourism sector will contribute over 27 trillion RMB, accounting for 14% of the national GDP, and provide over 100 million jobs, proving the immense supporting power of a highly resilient tourism economy to the macroeconomy.

Echoing the United Nations' designation of 2027 as the International Year of Sustainable and Resilient Tourism, this Forum will base itself on the linkage between China and the global market, deconstructing the development path of an interconnected tourism economy through five major dimensions: foundational development, technological innovation, cultural core, capital flow, and new visions.

For over a decade, the Forum has remained a core platform for global tourism stakeholders to collaboratively address challenges. Here, I extend my heartfelt gratitude to our host, the Secretariat for Economy and Finance of the Macao SAR Government; our partner, UN Tourism; our collaboration organization, WTTC, and our co-organisers, the China Chamber of Tourism and the Macao Government Tourism Office. I also express my deepest thanks to our supporting units: the Ministry of Culture and Tourism of the PRC, the All-China Federation of Industry and Commerce, the Liaison Office of the Central People's Government in the Macao SAR, the Office of the Commissioner of the Ministry of Foreign Affairs of the PRC in the Macao SAR, PATA, WTCF, ETC, WTA, IMTA, SIEF, CWCC, CTA, IPIM and ACEM, alongside all our leading partners, advisors, sponsors, and various sectors of society for their strong support.

May all sectors pool their wisdom at the Forum and work hand in hand to drive the global tourism economy toward a more resilient and sustainable future. I wish the Forum complete success!

# Forum Introduction
# 論壇簡介
## INTRODUÇÃO DO FÓRUM




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# 論壇簡介

世界旅遊經濟論壇（GTEF）是致力於推動世界文旅經濟可持續發展的頂尖合作交流平台。首屆論壇於 2012 年舉辦，至今已圓滿舉辦十一屆活動。

十多年來，論壇為全球文旅行業交流合作搭建了富有成效的多功能平台，匯聚政商學研領袖共同探討全球文旅發展的機會與挑戰；分享最新趨勢；提供雙邊會談、商務對接、展覽展示機會；促進投資；增強相互了解及促進務實合作。

歷經十多年的耕耘，論壇已成為全球公認的文旅業界年度盛事及合作交流主要平台。論壇的獨特定位和作用獲得了中央多個部委包括國務院港澳辦、統戰部、全國工商聯及文化和旅遊部的高度肯定和支持，亦被中華全國工商業聯合會納入其「官方年度重點活動」。論壇成效更於 2016 年獲時任國務院總理肯定，並將支持舉辦論壇納入國家促進澳門特區經濟發展的 19 項關鍵舉措之一。國務院 2021 年底印發的《「十四五」旅遊業發展規劃》明確提出支持澳門舉辦世界旅遊經濟論壇，以論壇作為重要抓手推動澳門世界旅遊休閒中心建設，並打造以中華文化為主流、多元文化共存的交流合作基地，進一步提升大灣區旅遊業整體競爭力，打造世界級旅遊目的地。

除了獲得國內部委大力支持外，論壇的成功亦離不開國際主要文旅組織及機構的重視與支持。在國際上，論壇夥伴單位為聯合國世界旅遊組織（UN Tourism），合作單位為世界旅遊及旅遊業理事會（WTTC），支持單位包括亞太旅遊協會（PATA）、世界旅遊城市聯合會（WTCF）、歐洲旅遊委員會（ETC）、世界旅遊聯盟（WTA）、國際山地旅遊聯盟（IMTA），以及中外企業家聯合會（SIEF）。

論壇的發展根植澳門、背靠中國、聯繫世界。論壇充分發揮澳門特區的制度、文化及區域優勢，悉心分享中國文旅行業對內對外發展機會及潛力，緊扣世界文旅經濟可持續發展的脈搏，成為了世界看中國的重要窗口及連接中國與世界的橋樑。過去十多年，論壇共邀請到 44 個論壇合作國家及 13 個論壇主賓省市借論壇平台展示形象，做目的地推廣、分享投資及合作機會。此外，論壇也於 2025 年 12 月成功實現「走出去」策略突破，於黑龍江哈爾濱市舉辦「第十一屆世界旅遊經濟論壇 · 黑龍江 2025」活動，是論壇邁向新一個十年的重要里程碑。

論壇至今吸引到來自 88 個國家和地區、215 個中國省、市、自治區代表團共逾 15,500 人出席；超過 780 位國際國內知名講者參與論壇各環節討論；逾 1,200 位中外媒體記者到現場採訪報導，創造了超過 10 億美元的媒體價值；論壇通過現場出席、線上直播、及媒體傳播的方式為超過 29 億的全球觀眾創造了廣泛而有影響力的行業內容。

未來十年，論壇將致力於將自身打造成為世界文旅行業首屈一指的論壇，繼續推動行業的可持續發展，並創造更廣泛的合作機會。

# FÓRUM DE ECONOMIA DE TURISMO GLOBAL

O Fórum de Economia de Turismo Global (Global Tourism Economy Forum — GTEF) é uma plataforma de cooperação e intercâmbio dedicada a promover o desenvolvimento sustentável da economia do turismo cultural a nível mundial. A sua primeira edição teve lugar em 2012, tendo o GTEF tido, até à data, 11 edições, com êxito.

Ao longo de mais de uma década, o GTEF construiu uma plataforma multifuncional e frutífera para o intercâmbio e a cooperação da indústria do turismo cultural a nível global, reunindo líderes dos sectores político, empresarial, académico e de investigação, para debater, em conjunto, as oportunidades e os desafios do desenvolvimento do turismo cultural mundial; partilhar as tendências mais recentes; proporcionar oportunidades de reuniões bilaterais, encontros de negócios e exposições; promover o investimento; reforçar o conhecimento mútuo e fomentar a cooperação pragmática.

Após mais de 10 anos de esforços, o GTEF tornou-se um evento anual reconhecido mundialmente e uma das principais plataformas de cooperação e intercâmbio no sector do turismo cultural. O posicionamento e o papel singulares do GTEF receberam o elevado reconhecimento e apoio de vários ministérios e comissões centrais, incluindo o Gabinete para os Assuntos de Hong Kong e Macau do Conselho de Estado, o Departamento de Trabalho da Frente Unida do Comité Central, a Federação Nacional de Indústria e Comércio da China e o Ministério da Cultura e Turismo. O GTEF foi também incluído pela Federação Nacional de Indústria e Comércio da China no seu "evento anual oficial de destaque". Os resultados do GTEF foram ainda reconhecidos, em 2016, pelo então Primeiro-Ministro do Conselho de Estado, que incluiu o apoio à sua realização entre as 19 medidas fundamentais nacionais de promoção do desenvolvimento económico da RAEM. O 14.º Plano Quinquenal para o Desenvolvimento do Turismo, emitido pelo Conselho de Estado no final de 2021, propõe explicitamente o apoio à realização, em Macau, do Fórum de Economia de Turismo Global, utilizando o evento como alavanca importante para impulsionar a construção de Macau como Centro Mundial de Turismo e Lazer, bem como para criar a Base de Intercâmbio e Cooperação para a Promoção da Coexistência Multicultural, com Predominância da Cultura Chinesa, visando elevar ainda mais a competitividade global do turismo da Grande Baía e criar um destino turístico de classe mundial.

Para além do forte apoio dos ministérios e comissões nacionais, o sucesso do GTEF não seria possível sem a atenção e o contributo das principais organizações e instituições internacionais do sector do turismo cultural. A nível internacional, o GTEF tem como entidades parceiras a ONU Turismo (UN Tourism) e o Conselho Mundial de Viagens e Turismo (WTTC), e como entidades de apoio a Associação de Turismo da Ásia-Pacífico (PATA), a Federação Mundial de Cidades Turísticas (WTCF), a Comissão Europeia de Turismo (ETC), a Aliança Mundial de Turismo (WTA), a Aliança Internacional de Turismo de Montanha (IMTA) e a Federação Sino-Internacional de Empresários (SIEF).

O desenvolvimento do GTEF está enraizado em Macau, é apoiado pela China e liga-se ao mundo. O GTEF aproveita plenamente as vantagens institucionais, culturais e regionais da RAEM, partilha as oportunidades e o potencial de desenvolvimento interno e externo do sector do turismo cultural da China e acompanha o ritmo do desenvolvimento sustentável da economia do turismo cultural mundial, tornando-se uma janela importante para o mundo ver a China e uma ponte que liga a China ao mundo. Ao longo da última década, o GTEF convidou um total de 44 países parceiros e 13 províncias e municípios anfitriões a apresentarem a sua imagem, promoverem os seus destinos e partilharem oportunidades de investimento e cooperação. Além disso, em Dezembro de 2025, o GTEF concretizou com êxito um avanço estratégico de ""ir além-fronteiras"", realizando em Harbin, na província de Heilongjiang, o 11.º Fórum de Economia de Turismo Global Heilongjiang 2025, um marco importante para o GTEF no seu caminho rumo a uma nova década.

O GTEF atraiu, até à data, a participação de mais de 15.500 pessoas, provenientes de 88 países e regiões, e de 215 delegações de províncias, cidades e regiões autónomas da China; mais de 780 oradores de renome internacional e nacional participaram nas discussões das diversas sessões; mais de 1200 jornalistas de meios de comunicação chineses e estrangeiros realizaram reportagens no local, gerando um valor mediático superior a mil milhões de dólares americanos; e o GTEF criou, através da participação presencial, transmissão em directo e divulgação mediática, amplos conteúdos com grande influência no sector, para mais de 2,9 mil milhões de espectadores em todo o mundo.

Na próxima década, o GTEF irá empenhar-se em tornar-se o fórum de referência do sector do turismo cultural mundial, continuando a promover o desenvolvimento sustentável do sector e a criar oportunidades de cooperação mais amplas."

# FORUM INTRODUCTION

The Global Tourism Economy Forum (GTEF), established in Macao SAR in 2012, has emerged as a preeminent international platform driving the future of sustainable tourism development. GTEF brings together leaders from government, business, and academia to address opportunities and challenges in the global tourism economy. For more than a decade, the GTEF has facilitated transformative connections through bilateral meetings, strategic business matching, and exhibitions, providing valuable insights into emerging industry trends and fostering meaningful international cooperation.

The GTEF is anchored by a strategic alliance with UN Tourism and World Travel & Tourism Council (WTTC), and supported by China's Ministry of Culture and Tourism and the All-China Federation of Industry and Commerce (ACFIC). Building on this foundation, the Forum has formally established collaboration with leading international organizations, including the Pacific Asia Travel Association (PATA), and the European Travel Commission (ETC). The Forum's extensive international network further encompasses partnerships with influential institutions spanning nearly every world region, including the World Tourism Cities Federation (WTCF), World Tourism Alliance (WTA), International Mountain Tourism Alliance (IMTA), and the Sino-International Entrepreneurs Federation (SIEF).

With deep roots in Macao and steadfast support from key Chinese institutions, GTEF serves as an essential bridge between China and the global tourism community. The Forum harnesses Macao's unique position as a cultural crossroads to create unprecedented opportunities for international exchange while providing access to China's dynamic tourism industry. Through its platform, GTEF has successfully showcased 44 partner countries and 13 featured Chinese provinces and cities, enabling them to present their destinations, unlock tourism opportunities, and explore compelling investment prospects. In December 2025, GTEF achieved a historic milestone in its "going out" strategy by hosting the "11th Global Tourism Economy Forum • Heilongjiang 2025" in Harbin, China, marking the Forum's first venture beyond Macao since its inception. This landmark event signaled GTEF's evolution as it enters its second decade of fostering international tourism collaboration.

Since its inception, GTEF has welcomed more than 15,500 participants from 88 countries and regions, featuring 780 internationally renowned speakers from public, private, and academic sectors. The Forum's impact has garnered extensive international media coverage, valued at USD $1 billion.

Looking ahead, GTEF is committed to establishing itself as the "Davos Forum for the Global Culture and Tourism sectors," continuing to drive sustainable industry development and creating broader opportunities for international cooperation.

# 世界旅遊經濟論壇 – 組織架構
# GLOBAL TOURISM ECONOMY FORUM ORGANISATIONAL STRUCTURE

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**EXECUTIVE CHAIRMAN**
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孫業禮 Sun Yeli
龍永圖 Long Yongtu
格洛麗亞・格瓦拉 Gloria Guevara
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何亞非 He Yafei
米歇爾・弗倫策爾 Michael Frenzel
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**論壇理事會成員**
**EXECUTIVE MEMBERS AND MEMBERS OF THE GTEF COUNCIL**

**常務理事 (單位)**
**EXECUTIVE MEMBERS (UNITS)**
世界旅遊及旅行業理事會
World Travel & Tourism Council (WTTC)

全聯旅遊業商會
China Chamber of Tourism (CCT)

亞太旅遊協會
Pacific Asia Travel Association (PATA)

世界旅遊城市聯合會
World Tourism Cities Federation (WTCF)

歐洲旅遊委員會
European Travel Commission (ETC)

世界旅遊聯盟
World Tourism Alliance (WTA)

國際山地旅遊聯盟
International Mountain Tourism Alliance (IMTA)

中青旅控股有限公司
China CYTS Tours Holding

**常務理事兼理事會秘書**
**EXECUTIVE MEMBER & SECRETARY OF THE GTEF COUNCIL**
徐京 世界旅遊經濟研究中心副主席
Xu Jing Vice Chairman of Global Tourism Economy Research Centre (GTERC)

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Advisor to the Council of Ministers and the Royal Court

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中山大學旅遊學院教授、中山大學經濟與管理學部副主任、聯合國世界旅遊組織旅遊可持續發展觀測點管理與監測中心主任
Professor of the School of Tourism Management, Sun Yat-sen University (SYSU), Deputy Director of the Division of Economics and Management, SYSU, Director of the Monitoring Centre for Sustainable Tourism Observatories of UN Tourism (MCSTO)

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President, Vice Chairman and Executive Director, Wynn Macau, Limited

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Chairman & CEO, Melco Resorts & Entertainment Limited

呂耀東 Francis Lui
銀河娛樂集團主席
Chairman, Galaxy Entertainment Group

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Founder & President of ANITA MENDIRATTA & Associates

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世界旅遊及旅行業理事會目的地執行副總裁
EVP – Destinations, World Travel & Tourism Council (WTTC)

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Founder of the OBOR EU-China Tourism Development Committee

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Aranya Group

Arsenale 股份有限公司
Arsenale SpA

中青博聯整合營銷顧問股份有限公司
Bravolinks Integrated Marketing Company

飛豬旅行
Fliggy Travel

復星旅遊文化集團
Fosun Tourism Group

廣東長隆集團有限公司
Guangdong Chimelong Group Co., Ltd.

IDG資本
IDG Capital

艾威聯合旅遊顧問機構
Ivy Alliance

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日本交通公社
JTB Corp

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Marjan Hospitality

美團
Meituan

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OCT Group

鳳凰新媒體
Phoenix New Media

瑰麗酒店集團
Rosewood Hotel Group

陝西旅遊集團有限公司
Shaanxi Tourism Group Co., Ltd.

香格里拉集團
Shangri-la Group

信和集團
Sino Group

攜程集團
Trip.com Group

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School of Tourism Management,
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中外企業家聯合會
Sino-International Entrepreneurs Federation

香港理工大學酒店及旅遊業管理學院
School of Hotel and Tourism Management,
The Hong Kong Polytechnic University

全聯女企業家商會
China Women's Chamber of Commerce (CWCC)

北京第二外國語學院旅遊科學學院
School of Tourism Sciences, Beijing International
Studies University

澳門旅遊大學
Macao University of Tourism

復旦大學旅遊學系
Department of Tourism, Fudan University

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主辦單位
Organiser

澳門特別行政區政府經濟財政司
SECRETARIA PARA A ECONOMIA E FINANÇAS
GOVERNO DA REGIÃO ADMINISTRATIVA ESPECIAL DE MACAU
SECRETARIAT FOR ECONOMY AND FINANCE
GOVERNMENT OF MACAO SPECIAL ADMINISTRATIVE REGION

夥伴單位
In Collaboration With

UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION

合作單位
Collaboration Organisation

WORLD TRAVEL & TOURISM COUNCIL

協辦單位
Co-organisers

全联旅游业商会
China Chamber of Tourism

澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

籌辦單位
Coordinator

世界旅遊經濟研究中心
CENTRO DE PESQUISA ECONÔMICA GLOBAL DE TURISMO
GLOBAL TOURISM ECONOMY RESEARCH CENTRE

支持單位
Supporting Units

中華人民共和國文化和旅遊部
MINISTRY OF CULTURE AND TOURISM
OF THE PEOPLE'S REPUBLIC OF CHINA

中華全國工商業聯合會
ALL-CHINA FEDERATION OF
INDUSTRY AND COMMERCE

中央人民政府
駐澳門特別行政區聯絡辦公室
LIAISON OFFICE OF
THE CENTRAL PEOPLE'S GOVERNMENT IN THE
MACAO SPECIAL ADMINISTRATIVE REGION

中華人民共和國外交部
駐澳門特別行政區特派員公署
OFFICE OF THE COMMISSIONER OF
THE MINISTRY OF FOREIGN AFFAIRS OF THE
PEOPLE'S REPUBLIC OF CHINA IN THE
MACAO SPECIAL ADMINISTRATIVE REGION

PATA
Pacific Asia Travel Association

WTCF
世界旅游城市联合会
World Tourism Cities Federation

EUROPEAN
TRAVEL
COMMISSION

澳門中國企業協會
THE ASSOCIATION OF CHINESE ENTERPRISES IN MACAO

招商投資促進局
Commerce and Investment
Promotion Institute

WTA
WORLD TOURISM ALLIANCE

MTA
国际山地旅游联盟
International Mountain Tourism Alliance

CWCC
全联女企业家商会

SIEF
中外企业家联合会
SINO-FOREIGN INTERNATIONAL ENTREPRENEURS FEDERATION

中国旅游协会
CHINA TOURISM ASSOCIATION

## 主辦單位 Organiser

澳門特別行政區政府經濟財政司
SECRETARIA PARA A ECONOMIA E FINANÇAS
GOVERNO DA REGIÃO ADMINISTRATIVA ESPECIAL DE MACAU
SECRETARIAT FOR ECONOMY AND FINANCE
GOVERNMENT OF MACAO SPECIAL ADMINISTRATIVE REGION

經濟財政司是澳門特別行政區政府主管經濟與財政事務的核心部門，職權涵蓋工商產業、科技發展及對外貿易、公共財政管理及稅務、博彩及旅遊、勞工就業與職業培訓、貨幣匯兌及金融體系（含保險業務）、統計以及消費者保護等範疇。

在其架構下，轄有多個重要部門及實體，包括：經濟及科技發展局、財政局、旅遊局、博彩監察協調局、勞工事務局、招商投資促進局、澳門金融管理局及統計暨普查局。此外，於經濟財政司範圍內運作的還有工商業發展基金、旅遊基金、存款保障基金、勞動債權保障基金、會展業發展委員會、財政儲備諮詢委員會、旅遊發展委員會、社會協調常設委員會、統計諮詢委員會、消費者諮詢委員會及博彩委員會等。具專業自主性的功能組織則包括會計師專業委員會。

同時，經濟財政司亦負責監督多間公共或私營機構，包括澳門世界貿易中心股份有限公司、澳門工業園區發展有限公司、澳門生產力暨科技轉移中心、澳門投資發展股份有限公司、澳門中央證券託管結算一人有限公司、中葡合作發展基金有限公司及澳門投資管理有限公司等。

透過上述部門、基金、委員會及監督機構的緊密協作，經濟財政司統籌政策制定與執行，推動招商引資、會展發展、中葡平台建設及科技創新，致力促進澳門經濟適度多元及可持續發展。

The Secretary for Economy and Finance of the Macao Special Administrative Region Government responsible for economic and financial affairs. Its scope of responsibilities covers industrial and commercial sectors, technological development and foreign trade, public finance management and taxation, gaming and tourism, labour affairs and vocational training, currency exchange and the financial system including insurance activities, statistics, and consumer protection.

Under its structure, it oversees a number of key departments and entities, including the Economic and Technological Development Bureau, the Financial Services Bureau, the Macao Government Tourism Office, the Gaming Inspection and Coordination Bureau, the Labour Affairs Bureau, the Commerce and Investment Promotion Institute, the Monetary Authority of Macao, and the Statistics and Census Service. Furthermore, operating within the scope of the Secretary for Economy and Finance are the Industrial and Commercial Development Fund, the Tourism Fund, the Deposit Protection Fund, the Labour Creditor's Rights Protection Fund, the Committee for the Development of Conventions and Exhibitions, the Financial Reserve Consultative Committee, the Tourism Development Committee, the Standing Committee for the Coordination of Social Affairs, the Consultative Committee of Statistics, the Consumer Consultative Committee, and the Gaming Committee. Functional entities possessing professional autonomy include the Professional Committee of Accountants.

At the same time, the Secretary for Economy and Finance is responsible for supervising several public or private enterprises and entities, including World Trade Center-Macau, S. A. R. L., Macao Industrial Parks Development Co. Ltd., Macau Productivity and Technology Transfer Center, Macau Investment and Development Limited, Macao Central Securities Depository and Clearing Limited, China-Portuguese Speaking Countries Cooperation and Development Fund Company Limited, and Macau Investment and Management Company Limited.

Through close collaboration among these departments, funds, committees, and supervised entities, the Secretary for Economy and Finance coordinates policy formulation and execution, promotes investment attraction, MICE development, the construction of the China-PSC Platform, and technological innovation, striving to advance Macao's appropriate economic diversification and sustainable development.

## 夥伴單位 In Collaboration with

UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION

聯合國世界旅遊組織是聯合國旗下推動負責任、可持續及全面無障礙旅遊事務的專門機構。

組織與161個成員國、6個準成員及超過500個附屬成員合作，致力將旅遊業定位為經濟增長，包容性發展與可持續環境的關鍵驅動力。

組織積極推動將旅遊議題納入國家及全球議程，倡導旅遊業於減貧、創造就業、促進創新等方面發揮作用，助力落實17項可持續發展目標。

UN Tourism is the United Nations specialized agency for responsible, sustainable and universally accessible tourism. In collaboration with its 161 Member States, 6 Associate Members and over 500 Affiliate Members, UN Tourism works to position tourism as a key driver of economic growth, inclusive development and environmental sustainability.

The Organization promotes the inclusion of tourism in national and global agendas, advocating for its potential to reduce poverty, generate employment, foster innovation and contribute to the achievement of the 17 Sustainable Development Goals (SDGs).

## 合作單位 Collaboration Organisation

世界旅遊及旅行業理事會（WTTC）是全球公認的代表和主張旅遊業對經濟和社會貢獻的權威機構。35年來，WTTC一直代表全球旅遊產業界的聲音，成員包括全球領先旅遊企業的董事長、總裁及首席執行官。

WTTC致力於推動旅遊業的可持續與包容性增長，與各國政府及國際機構緊密合作，推動就業創造與復蘇、促進出口並帶動繁榮發展。其使命是提升對旅遊業在經濟和社會層面影響與潛力的全面認知。

WTTC 的會員覆蓋整個旅遊生態系統—從航空公司與機場，到酒店及酒店集團、旅遊運營商與旅行社、在線分銷商、郵輪公司、投資機構、保險公司及科技企業。作為一個自願性組織，WTTC 展現了商業領袖們如何投入時間與資源，推動全球事業的發展，同時在不斷變化的世界中積極推動可持續發展。

WTTC的研究量化了旅遊業對經濟的直接和整體貢獻，涵蓋GDP 和就業增長等方面，不僅提高了社會對行業經濟價值的認知，也被廣泛引用於媒體與政府討論中。WTTC致力於通過堅實的政企合作，推動全球旅遊業實現通暢、安全可靠、包容共享和可持續發展。

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. For over 35 years, WTTC has been the voice of the global private sector, with members including Chairs, Presidents, and Chief Executives of the world's leading Travel & Tourism businesses.

WTTC promotes sustainable and inclusive sector growth, working with governments and international institutions to create and recover jobs, drive exports, and generate prosperity. Its mission is to raise awareness of the full economic and social impact and potential of Travel & Tourism.

Membership spans the entire Travel & Tourism ecosystem—from airlines and airports to hotels and hospitality groups, tour operators and retail travel agents, online distributors, cruise lines, investment companies, insurance groups, and the technology industry. As a voluntary organisation, WTTC exemplifies how business leaders commit their time and resources to advancing global progress while playing a vital role in supporting sustainable development in an ever-evolving world.

WTTC's research, which quantifies the direct and total impact of Travel & Tourism on our economies in terms of GDP and employment growth, has helped to raise awareness of the economic contribution of our industry and continues to feature heavily in the media and in governments. WTTC aims for a sector that is seamless, secure, safe, inclusive, and sustainable, underpinned by strong public-private collaboration.

## 協辦單位 Co-organiser

全联旅游业商会
China Chamber of Tourism

全聯旅遊業商會（英文名稱China Chamber of Tourism，簡稱CCT），是由國務院批准成立、民政部正式登記註冊、中華全國工商業聯合會直屬的全國一級法人社團組織。商會前身是由中國(包括香港、澳門特別行政區)有較大影響力及實力的民營旅遊企業於2002年12月27日在北京發起成立的全國工商聯旅遊業商會。業務主管單位為全國工商聯，社團主管單位為國家民政部，行業指導單位為國家文化和旅遊部。會員遍佈中國各個省、自治區、直轄市及香港、澳門特別行政區，涵蓋景區、酒店、餐飲、交通、文化、體育、金融、教育、零售等多產業。

全聯旅遊業商會最早提出“泛旅遊”概念，旅遊作為各類產業的粘合劑，能夠引導和帶動各產業經濟協調發展。

全聯旅遊業商會的核心理念是：旅遊是和平，世界旅遊需要世界和平；旅遊是經濟，是經濟的穿針引線；旅遊是財富，是老百姓的“現金流”；旅遊是文化，是生活品質的提高。

成立以來，全聯旅遊業商會秉承“服務國家、服務百姓、服務行業”的原則，積極團結所有涉足旅遊業界的企業實體和各方人士，搭建交流合作平台，積極維護企業權益，倡導行業自律；提供旅遊資源規劃、開發及推介等服務；推動旅遊人才教育培訓；謀劃“政企會”聯動，助力全國旅遊發展；不斷加強與UN Tourism、WTTC、PATA、WTA等全球旅遊行業組織機構溝通協作，促進中國旅遊企業與國際旅遊業界的交流合作；堅持創新突破，引領促進中國旅遊產業健康和高質量發展。

China Chamber of Tourism, located in Capital Beijing, is established in 2002 by non-public enterprises of China tourism industry. China Chamber of Tourism is the national chamber of tourism industry registered in the Ministry of Civil Affairs of the People's Republic of China, administrated under All-China Federation of Industry and Commerce and directed by Ministry of Culture and Tourism of the People's Republic of China. Our members which include scenic spot, hotel, restaurant, transportation, culture, sports, finance, education, retail and many other industries come from most parts of provinces, autonomous regions and municipalities in Mainland China as well as Hong Kong and Macao Special Administrative Region.

China Chamber of Tourism raises the concept of "Pan-tourism" originally and assumes tourism as a bond that could connect and lead different industries to develop cooperatively.

Our Core Beliefs are Tourism is peace, world tourism calls for world peace; Tourism is economy, the go-between of economy; Tourism is wealth, the cash flow of people; Tourism is culture, the improvement of life quality.

China Chamber of Tourism has been following the principle of "to serve the country, the people and the tourism industry". We have been dedicated to uniting all enterprise entities and people from all sectors in the tourism field, simultaneously establishing platform of communication and cooperation, safeguarding the rights and interests of enterprises, promoting self-discipline, providing services for tourism resource planning, development and promotion, promoting the training and exchanges among tourism talents. Meanwhile, China Chamber of Tourism has achieved fruitful cooperation with the international and regional tourism organizations such as UN Tourism, WTTC, PATA, WTA etc., and enhanced the exchange and cooperation between Chinese and foreign tourism enterprises. China Chamber of Tourism has been devoted to the healthy and high-quality development of China Tourism Industry.

## 協辦單位 Co-organiser

**澳門特別行政區政府旅遊局**
**DIRECÇÃO DOS SERVIÇOS DE TURISMO**
**MACAO GOVERNMENT TOURISM OFFICE**

澳門特別行政區政府旅遊局作為公共部門，配合特區政府建設澳門“世界旅遊休閒中心”的發展定位，專門負責分析、協助制訂並推行澳門的旅遊政策，致力深化“旅遊+”產業融合，促進澳門旅遊業多元化、高質量及可持續發展。

旅遊局聯動澳門業界，向世界各地的主要和新興旅遊市場， 推廣澳門的旅遊產品與服務，並致力評估、開拓及發展具潛力的市場，推動客源市場多元化發展。此外，亦舉辦大型旅遊盛事活動及推動社區旅遊發展，促進旅遊產品多元化，豐富旅客體驗。

旅遊局持續與地區及國際旅遊組織交流聯絡，並與海外旅遊業界加強聯繫，促進澳門旅遊業發展，彰顯澳門國際交流平台優勢。

作為澳門旅遊業界的監察部門，旅遊局透過各項行業監管工作，確保業界嚴格按照法律規定運作，包括向澳門本地旅遊業界的實體發出牌照並監管其活動及場所，確保澳門旅遊業界以誠信待客及具有良好的服務質素。

旅遊局致力為旅遊業界的服務質素定下標準，並與培訓機構及旅遊單位合作，協力為業界提供更多培訓機會，持續提升澳門旅遊業及相關行業的服務質素。

旅遊局制定旅遊危機應急預案，管理澳門特區旅遊警示系統，保障澳門居民在外旅遊及旅客在澳門期間的安全。

In support of Macao Special Administrative Region (Macao SAR) Government's vision of positioning and developing Macao as a World Centre of Tourism and Leisure, Macao Government Tourism Office (MGTO or the "Office") serves as the public entity in charge of analyzing, mapping out and implementing the tourism policies of the Macao SAR. MGTO is dedicated to deepening integration between tourism and other related sectors, fostering the diverse, advanced and sustainable development of Macao's tourism industry.

In collaboration with the local travel trade, MGTO promotes Macao's tourism products and services in major and emerging visitor markets around the world while evaluating and tapping into other potential markets, working towards the development of diverse visitor markets. The Office also organizes mega tourism events, fosters community tourism and widens the breadth of tourism products to enrich travelers' experience.

The Office keeps enhancing exchange and communication with regional and international tourism organizations as well as overseas travel trade to propel Macao's tourism industry forward and radiate the city's positive impact as an international exchange platform.

As the supervising entity for Macao tourism industry, MGTO works to ensure the operations of tourism businesses are conducted in accord with laws and regulations. The scope of supervisory duties includes licensing and inspecting local tourism establishments, their venues and operations for the stellar service quality and integrity of the travel trade.

The Office is committed to establishing standards of service quality in the tourism industry and providing industry training opportunities in collaboration with training and tourism entities so as to promote enhancement of service quality in the tourism and related sectors.

The MGTO formulates contingency plans for tourism crises and manages the Macao Special Administrative Region's travel alert system to ensure the safety of Macao residents travelling in other destinations and visitors in Macao.

## 籌辦單位 Coordinator

世界旅遊經濟研究中心
CENTRO DE PESQUISA ECONOMIA GLOBAL DE TURISMO
GLOBAL TOURISM ECONOMY RESEARCH CENTRE

世界旅遊經濟研究中心2011年在澳門成立，是一個獨立、非營利的國際組織。研究中心多年來就世界旅遊產業及其相關的經濟及社會議題進行研究、討論、舉辦國際級的論壇、會議及活動。研究中心密切關注旅遊發展信息及旅遊經濟發展趨勢，定期綜合分析來自世界權威機構有關旅遊業界的研究報告及數據，協助各地政府、業界及相關行業決策者了解旅遊業的最新情況及制定明確的發展方針。

研究中心自2012年起舉辦“世界旅遊經濟論壇”，論壇匯聚各國旅遊及經濟部長、國際知名旅遊業領軍人物、全球最具影響力的商界領袖、行業決策者和專家學者等，探討如何促進跨行業、跨界別、跨地域旅遊合作，引領世界旅遊業抓緊創新帶來的機遇。

The Global Tourism Economy Research Centre was established in 2011, as an independent, non-profit international organization. Strategically based in Macao, the unique geographic location advantageously allows the Centre to closely follow the world's latest developments and trends in tourism and economic development. The GTERC showcases research findings and facilitates in-depth discussions on global tourism and organizes international forums and conferences, all with the overarching objective of promoting harmonious development worldwide.

In 2012, the Centre created a high-level exchange platform for the global tourism sector and other related industries to promote the sustainable development of tourism. The Global Tourism Economy Forum (GTEF) brings together distinguished guests – including global ministers of tourism and economy, internationally renowned leaders in the travel industry, and some of the world's most influential business leaders, decision makers, experts, and scholars – to discuss ways to promote cross-industry, cross-sector, and cross-regional collaboration, to help the global tourism industry capitalize on opportunities arising from innovation.

## 支持單位 Supporting Unit

中華全國工商業聯合會
ALL-CHINA FEDERATION OF INDUSTRY AND COMMERCE

中華全國工商業聯合會成立於1953年，簡稱全國工商聯，是代表中國工商界的民間團體和商會組織。工商聯按國家行政區劃設置組織，截至2026年5月，全國共有縣級以上工商聯組織3275個，各級工商聯商會共有59806個，已形成覆蓋全國的組織網絡，共有會員590多萬個。此外，全國工商聯還在物聯網、大數據等新興產業領域設立了12個專業委員會。

作為政府和工商企業間的橋梁，全國工商聯致力於維護會員的合法權利和利益，向有關部門反映會員的意見和要求，代表會員參與國家社會事務和重大政策的政治協商和民主監督，在國家法律法規、政策制定方面提供建議並協助其實施。

工商聯向會員提供信息、法律、融資、技術、人才等方面服務，組織會員參與區域經濟發展和各種公益慈善活動。同時致力於推動中外經濟和技術合作及貿易往來，與海外包括香港、澳門和台灣地區的工商界和工商界人士發展友好往來，促進相互了解，增進彼此友誼，協助國內外企業家進行訪問交流。

Established in 1953, the All-China Federation of Industry and Commerce (ACFIC), or All-China Chamber of Industry and Commerce (ACCIC) is a people's organization composed of China's industrialists and businessmen. ACFIC (ACCIC) had about 5.9 million members across the country.

Major Functions of ACFIC (ACCIC) :

- Build communication channels between the government and the non-public economy;
- Represent the legitimate rights of its members and to extend their proposals and requirements to government;
- Participate in political consultation of national policies and strategies in politics, economy and social affairs;
- Guide its members in technological innovation, management and culture for enhanced competitiveness and capability in achieving sustainable development;
- Provide members with services in information, legal consultation, financing, technology, and HR, and to resolve the difficulties and problems they are facing;
- Build closer relations with commercial and industrial counterparts overseas;
- Help the members to go overseas for business opportunities.

亞太旅遊協會（PATA）成立於1951年，為非營利會員制協會，致力於**推動亞太地區具實質影響力的旅遊業經濟的可持續發展**。協會秉持使命，通過創新、協作與應變思維，分享行業知識、搭建交流網絡、守護旅遊經濟資產；同時協會積極促成多方合作關係，推動具深遠影響的行業變革。

協會為其多元化會員提供協同一致的行業倡議、權威研究成果與創新型行業活動。會員範圍涵蓋國家級、 省市級與地方文旅主管部門、國際航空公司與機場、酒店業及旅遊住宿業組織，以及高等教育機構。

PATA的全球網絡涵蓋遍布各地的PATA分會與學生分會，深耕在地培訓、專業能力提升與商務拓展等項目。如今，**31個PATA分會**串聯起亞太乃至全球的旅遊業專業人士，**20個學生分會**則積極致力於培育下一代的旅遊產業領袖。

**PATA總部自1998年遷至曼谷，並在北京設有官方代表處**。協會持續凝聚政府部門、業界精英、學術界與社會各方力量，共同促進旅遊業的可持續發展。

瞭解更多信息，
歡迎瀏覽官網：**www.PATA.org**。

Founded in 1951, the Pacific Asia Travel Association (PATA) is a not-for-profit membership association dedicated to **advancing a meaningful Pacific Asia tourism economy**. Guided by its mission to share knowledge, enable networking, and protect tourism economy assets through innovation, collaboration, and adaptability, PATA fosters partnerships that drive positive, lasting change.

The Association provides aligned advocacy, authoritative research, and innovative events to its diverse membership, which includes national, state, and city tourism bodies; international airlines and airports; hospitality organisations; and education institutions.

PATA's global network also encompasses local PATA Chapters and Student Chapters, which deliver grassroots training initiatives, capacity building, and business development activities. Today, **31 PATA Chapters** connect travel professionals across Asia Pacific and beyond, while **20 Student Chapters** nurture the next generation of tourism leaders.

**Headquartered in Bangkok since 1998, with an official office in Beijing**, PATA continues to unite governments, industry leaders, academia, and communities in shaping the future of travel and tourism.

For more information,
visit **www.PATA.org**.

WTCF
世界旅游城市联合会
World Tourism Cities Federation

*Better City Life through Tourism*

*旅游让城市生活更美好*

世界旅游城市联合会（以下简称联合会）由中国北京市于2012年发起成立，是世界首个以城市为主体的国际旅游组织，核心理念为“旅游让城市生活更美好”，总部设在北京，官方语言为中文和英文。自2012年成立以来，联合会规模持续壮大，在全球旅游业界的影响力不断增强，会员数量从最初的58个发展至当前的270个，覆盖全球五大洲89个国家和地区，其中城市会员177个、机构会员93个。

成立十余年来，联合会已成为推动全球旅游业繁荣的中坚力量，其价值贡献体现在：经济带动效用显著发挥，通过香山旅游峰会、世界旅游合作与发展大会、区域旅游会议、世界文化旅游名城论坛等品牌活动，搭建全球旅游资源对接与交易平台，促成旅游城市、企业、组团间的广泛合作，激活旅游市场活力，助力全球旅游经济复苏与增长；国际标准建设实现突破，主导“旅游城市品牌评价”国际标准制定和运用，填补全球旅游城市品牌评价领域标准的空白，为世界旅游城市建设知名国际目的地提供科学指引；智库研究成果影响深远，连续多年开展全球旅游领域研究，累计发布《世界旅游经济趋势报告》10期、《世界旅游城市发展报告》13期，同联合国开发计划署、联合国世界旅游组织等国际机构开展专项研究，形成高价值研究成果。多边友好关系持续深化，以旅游为纽带增进国际间理解与互信，助力各国民间外交与城市国际交往。基于发展现状和重要贡献，联合会被誉为“成长最快的国际旅游组织”。

Founded in 2012, the World Tourism Cities Federation (WTCF) was initiated in Beijing, China. As the world's first international tourism organization focusing on cities, it is guided by the core vision of Better City Life through Tourism. WTCF is headquartered in Beijing, with Chinese and English as its official languages. Since its establishment, WTCF has grown steadily in scale, with an increasingly prominent influence in the global tourism industry. Starting with 58 founding members, WTCF has now grown into an international tourism organization with a total of 270 members,including177 city members and 93 institutional members, and covering 89 countries and regions across five continents of the world.

Over the past 14 years since its establishment, WTCF has become a mainstay driving the prosperity of global tourism Industry. Its value contributions are demonstrated in the following aspects. First, WTCF has significantly boosted economic growth through its flagship events, such as the Fragrant Hills Tourism Summit, the World Conference on Tourism Cooperation and Development, Regional Tourism Conference, and the Forum on World Famous Cultural Tourism Cities, establishing a platform for global tourism resource matching and transaction. This platform has facilitated extensive collaboration among tourism cities, enterprises and tour groups, stimulating tourism market vitality and accelerating the recovery and growth of the global tourism economy. Second, it has achieved a breakthrough in the development of international standard. WTCF has taken the lead in formulating and applying the international standard for "Brand Evaluation of Tourism Cities", filling the gap in global standard for the brand evaluation of tourism cities. and providing scientific guidance for building global tourism cities into renowned international destinations. Third, the WTCF think tank research has yielded far-reaching impact. It has been conducting global tourism studies for years, releasing 10 editions of the Report on World Tourism Economy Trends and 13 editions of the World Tourism Cities Development Report. It has also carried out special research in collaboration with some international institutions such as the UNDP and UN Tourism, yielding high value research outcomes. WTCF's multilateral friendly relations with other institutions have been continuously deepened, and it is committed to promoting international understanding and mutual trust with tourism as a bond, contributing to people-to-people diplomacy of various countries and international exchanges among cities worldwide. In light of its development progress and significant contributions, WTCF has been hailed as "the fastest-growing international tourism organization".

https://cn.wtcf.org.cn/

## 支持單位 Supporting Unit

EUROPEAN
TRAVEL
COMMISSION

歐洲旅遊委員會（簡稱ETC）是代表34個歐洲國家的國家旅遊局，自1948年成立以來，ETC致力於推動歐洲旅遊業可持續發展，鞏固歐洲作為全球領先旅遊目的地的地位。

其核心使命是在遠程市場推廣歐洲，並協助成員國了解全球旅遊趨勢、識別發展機遇，以及在快速變化的環境中提升韌性。為此，ETC統籌聯合營銷活動、開展市場情報分析與研究，協助目的地保持競爭力與創新力，緊貼旅客不斷演變的需求。

研究與知識共享是ETC工作重點。組織會定期發表報告、預測與分析，為旅遊表現、消費者行為、可持續發展、交通連通性及市場走向等提供高質數據。同時，ETC促進成員間在數碼轉型、危機管理、目的地治理與可持續管理、產品開發等領域交流最佳實踐經驗。

透過「協會會員計劃」，ETC與精選的私營企業合作，促進公私營對話協作，共同開創創新契機、建立夥伴關係並推進共享計劃，提升歐洲旅遊競爭力。ETC亦與歐洲機構及國際組織緊密協作，確保旅遊業持續成為歐洲經濟、社會與文化發展的戰略重點。

憑藉超過75年經驗，ETC作為凝聚歐洲旅遊業領袖的平台，將與業界攜手推動整個歐洲旅遊業邁向可持續且繁榮的未來。

The European Travel Commission (ETC) is an organisation representing the National Tourism Organisations (NTOs) of 34 European countries. Since its establishment in 1948, ETC has worked to strengthen Europe's position as the world's leading tourism destination by encouraging the sustainable development of travel and tourism across the region.

ETC's core mission is to promote Europe in long-haul markets and to support its member countries in understanding global tourism trends, identifying opportunities, and building resilience in a rapidly changing environment. To achieve this, ETC coordinates joint marketing campaigns, carries out market intelligence and research, and develops strategic insights to help European destinations remain competitive, innovative, and aligned with evolving traveller expectations.

Research and knowledge sharing are central to ETC's work. The organisation produces reports, forecasts, and analytical studies providing high-quality data on tourism performance, consumer behaviour, sustainability, connectivity, and future market developments. ETC also facilitates the exchange of best practices among Europe's NTOs on digital transformation, crisis management, destination stewardship, and product development.

Through its Associate Membership Programme, ETC engages with a select group of private-sector companies from the tourism ecosystem, supporting dialogue and cooperation between public and private stakeholders to create opportunities for innovation, partnerships, and shared initiatives that enhance Europe's tourism competitiveness. ETC also works closely with European institutions and international organisations to ensure tourism remains a strategic priority for Europe's economic, social, and cultural development.

With more than 75 years of experience, the European Travel Commission continues to serve as a unifying platform for Europe's tourism leaders, working together to shape a sustainable and thriving future for travel across the continent.

## 支持單位 Supporting Unit

澳門中國企業協會
Associação das Empresas Chinesas de Macau

澳門中國企業協會於 1991 年 11 月 28 日在澳門註冊成立，是一家以在澳門的中資企業為會員的本地社團。30多年來，澳門中國企業協會不斷發展壯大，已成為澳門具有重要影響力的社團之一。

澳門中國企業協會的宗旨是：廣泛團結在澳中資企業，堅定地支持澳門特別行政區政府依法施政，為“一國兩制”在澳門的成功實踐和澳門經濟發展及社會長期繁榮穩定服務；支持和幫助會員企業發展，鼓勵和引領在澳中資企業，根植澳門，服務澳門，建設澳門，樹立和維護中資企業良好形象；協助澳門積極融入國家發展大局，促進澳門同內地之間的經濟貿易合作與交流；促進澳門同葡語國家或其他國家與地區之間的經濟貿易合作與交流，建立和發展與海內外各種經濟、社會團體之間的聯繫；積極參與社會公益活動，積極履行社會責任；以會員為本，努力為會員服務，促進本會會員之間的合作和聯繫，增強協會的凝聚力和向心力；積極維護會員的正當權益，代表會員就共同關注的事項向政府或社會組織、主管部門反映，表達立場和訴求；協助會員解決爭議等。

澳門中國企業協會的最高權力機構為會員大會，下設會長會、理事會、監事會，日常辦事機構為秘書處。協會的領導機構每三年改選一次，現為第十三屆。

協會設有4個委員會。分別是“婦女委員會”、“青年和文體工作委員會”、“中國與葡語國家商貿服務平臺建設委員會”、“網路安全專業委員會”

Established on 28 November, 1991, The Association of Chinese Enterprises in Macao is a local organization with membership exclusively comprising Chinese-funded enterprises operating in Macao. Over the past three decades, the Association has grown significantly and become one of Macao's most influential community organizations.

The Association's mission is to: unite Chinese enterprises in Macao; steadfastly support the Macao SAR Government's law-based administration; serve the successful implementation of "one country, two systems" in Macao while contributing to economic development and long-term social prosperity; support member enterprise development; encourage Chinese enterprises to establish roots in Macao, serve the local community, and contribute to Macao's development while maintaining their positive image; help Macao integrate into national development strategies; promote economic and trade cooperation between Macao and mainland China; facilitate economic exchanges between Macao and Portuguese-speaking countries and nations; establish connections with domestic and international economic and social organizations; actively participate in social welfare activities and fulfil social responsibilities; prioritise member services, enhance cooperation among members, and strengthen internal cohesion; safeguard members' legitimate rights and interests, represent their concerns to government authorities and social organizations; and assist in dispute resolution for members.

The General Assembly serves as the Association's highest governing body, supported by the President's Council, Board of Directors, and Supervisory Board. Daily operations are managed by the Secretariat. The leadership is elected every three years, with the current term being the 13th leadership session.

The Association maintains four specialized committees: the Women's Committee, Youth and Cultural-Sports Committee, Committee for Building the China-Portuguese-speaking Countries Commercial and Trade Service Platform, and Cybersecurity Professional Committee.

## 支持單位 Supporting Unit

招商投資促進局
Commerce and Investment Promotion Institute

澳門特別行政區招商投資促進局負責招商引資、協助企業開拓市場、推動會展產業發展、促進中國與葡語國家之間經貿交流與合作、輔助中國與葡語國家經貿合作論壇（澳門）常設秘書處的工作等。

Commerce and Investment Promotion Institute (IPIM) of the Macao SAR, whose main responsibilities are attracting investment, assisting companies in exploring new markets, promoting the development of the convention and exhibition industry, promoting economic and commercial exchange and cooperation between China and Portuguese-speaking Countries, and supporting the Permanent Secretariat of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), among others.

## 支持單位 Supporting Unit

WORLD TOURISM ALLIANCE

世界旅遊聯盟是綜合性、非政府、非營利國際旅遊組織，成立於2017年9月，總部設在中國杭州。世界旅遊聯盟以「旅遊讓世界和生活更美好」為宗旨，以「旅遊促進和平、旅遊促進發展、旅遊促進減貧」為使命，致力於為全球旅遊業界搭建對話交流、資源共享、融合發展的合作平台。目前聯盟有來自世界各地的280餘個會員，包括各國全國性旅遊協會、有影響力的旅遊企業、智庫、研究院等等。

世界旅遊聯盟與聯合國世界旅遊組織、世界旅遊及旅行業理事會、歐洲旅遊委員會、世界旅遊經濟論壇等國際旅遊組織密切合作，舉辦年度品牌活動「世界旅遊聯盟·湘湖對話」，匯集全球行業領袖，討論熱點議題；發布研究成果，提供政策建議和行業趨勢分析；開展行業培訓，服務聯盟會員能力建設；系統收集並推廣全球範圍內的旅遊減貧和鄉村振興成功案例，為可持續發展提供可複製的模式。與相關國家或區域組織合作開展專題對話活動，如「中西旅遊對話」、「中歐旅遊對話」、「絲路對話」、「中國—東盟旅遊對話」等。

世界旅遊聯盟通過搭建全球對話平台，深化務實合作，分享發展經驗和創新成果，共同應對全球旅遊業面臨的挑戰和機遇，推動全球旅遊業可持續發展。

The World Tourism Alliance, abbreviated as WTA hereinafter, is a broad-based and international non-governmental and not-for-profit tourism organization established since September, 2017 and it is headquartered in Hangzhou, China. The WTA deems as its core value the slogan as Better Tourism, Better Life, Better World and has a mandate to tap into tourism for peace, for development, and for poverty reduction. It endeavors to mount a platform of cooperation on which dialogues will be held, resources will be shared, and developments will join forces. Up to now, the WTA has more than 280 members from across the globe, who operate in all the tourism-related industries, and the majority of them are tourism or tourism-related companies.

The WTA join forces with international tourism organizations, such as the UN Tourism, the World Travel and Tourism Council, the European Travel Commission, and the Global Tourism Economy Forum, etc., to stage its benchmark event known as Xianghu Dialogue, where industry leaders and professionals are invited to share their opinions regarding hot-spots and outlooks of global tourism and to determine its trend. The WTA also co-hosts with relevant national or regional organizations some specifically themed dialogues, such as China-Spain Dialogue about Tourism, China-Europe Dialogue about Tourism, the Silk Road Dialogue, and China-ASEAN Tourism Dialogue, etc. Ever since its inception, the WTA has published more than 20 research results, for example, some project reports in cooperation with the UNWTO, known discretely as Tourism: A Driver for Shared Prosperity, and as Developing Local Communities through Sustainable Tourism Development Roadmap.

The WTA is proactively seeking to create an exchange platform by which to promote dialogues within the tourism industry, to share best practices and latest innovations, and to address challenges and opportunities of global tourism in the hope that, through cooperation and exchange, the global tourism will be made more sustainable and contribute an important part to the global peace and prosperity.

## 支持單位 Supporting Unit

国际山地旅游联盟
International Mountain Tourism Alliance

國際山地旅遊聯盟是由山地旅遊相關組織、團體和個人組成的非政府、非營利國際組織，經中華人民共和國國務院批准成立，在中國民政部登記註冊，業務主管單位為中國文化和旅遊部，總部永久設於貴陽，並在北京設有聯絡處。

聯盟於 2017年8月 15 日成立，以推動山地旅遊可持續發展為目標，肩負保護與善用山地資源、參與治理體系建設、促進國際旅遊交流與商業合作、分享山地旅遊發展經驗、傳承山地文明、推動山地經濟與可持續發展等重要使命。

目前，聯盟成員涵蓋全球六大洲40個國家和地區的210個團體及個人成員，包括117個國內機構、82個海外機構及11位個人成員。成員來自旅遊機構、非營利組織、文旅企業、金融咨詢機構、旅遊院校、航空公司、旅遊裝備制造商及戶外運動組織等;個人成員則包括知名管理人士、專家學者及旅業企業家。

依據章程，聯盟致力建設山地旅遊產業研究與評估平台，研究、制定、發布並推廣旅遊相關國際標準，開展資源評估、市場調研、業界指數預測，並研究世界山地旅遊發展預測方法。同時，積極構建山地旅遊投資合作與創新平台、開發特色旅遊產品、開展市場推廣、引導並推動投融資合作、促進對話、打造聯盟自主品牌，並為成員提供咨詢與培訓服務，有效提升並擴大聯盟的國際影響力與話語權。

The International Mountain Tourism Alliance (IMTA) is a non-government, non-profit international organization established with the approval of the State Council of the People's Republic of China, and voluntarily formed by mountain tourism related organizations, groups and individuals. IMTA is registered at the Ministry of Civil Affairs of China, and administered by the Ministry of Culture and Tourism of China; with permanent headquarters in Guiyang and a liaison office in Beijing.

IMTA was established on 15 August, 2017, with the goal of sustainable mountain tourism, and the mission of preserving and utilizing its resources, participating in the construction of a governance system, facilitating international tourism exchanges and business cooperation, sharing experience of mountain tourism development, preserving mountain civilization, and promoting mountain economy and sustainable development.

Currently, IMTA members include 210 groups and individuals from 40 countries and regions across six continents, including 117 domestic and 82 overseas institutions, and 11 individuals, Members hail from tourism institutions, non-profit organizations, culture & tourism businesses, financial consulting agencies, tourism colleges, airlines, tourism equipment manufacturers, and outdoor sports organizations. Individual members include well-known managers, experts, scholars, and entrepreneurs in tourism businesses.

Following the mandate of the Statutes, IMTA is committed to building a research and evaluation platform for the development of mountain tourism industry, studying, formulating, releasing, and promoting international standards related to tourism, carrying out resource assessment, market survey, business index prediction, and studying methods of predicting the development of world mountain tourism. In addition, IMTA is dedicated to building a platform for investment cooperation and innovation in mountain tourism, developing characteristic tourism products, carrying out market promotion, guiding and promoting investment and financing cooperation, fostering dialogues, shaping the Alliance's self-created brand, and providing member consulting and training services. Positive results have been achieved in enhancing and expanding IMTA's international influence and voice.

## 支持單位 Supporting Unit

CWCC
全联女企业家商会

全聯女企業家商會成立於1995年，是全國工商聯直屬商會、全國婦聯團體會員，多次榮獲“全國四好商會”“全國工商聯優秀商會”等榮譽。商會深耕民營經濟領域，凝聚巾幗力量、彙聚巾幗智慧，在中國式現代化建設中主動擔當，積極踐行社會責任。

商會現任會長為中國民間商會副會長、全國人大代表、全國三八紅旗手標兵張榮華，領導班子現有15位全國人大代表、全國政協委員。商會擁有59家團體會員單位，集聚超30000家女性掌舵的優質企業，廣大女企業家深耕經濟發展一線，在科技創新、產業發展、公益奉獻等領域彰顯巾幗擔當，充分發揮民營經濟“半邊天”重要作用。

商會發揮橋樑紐帶職能，搭建四大片區區域聯席工作機制，統籌聯動環渤海、長三角、大灣區及西部區域，在天津落地“津幗會客廳”，深化區域協同聯動，放大產業、資源、商鏈融合發展效應。同時緊扣國家對外開放戰略，深度融入“一帶一路”建設，組團出訪六大洲數十個國家和地區，助力民營企業高水準“走出去”。

公益領域，商會在中國光彩事業促進會設立“全聯女企業家商會公益基金”，創新慈善幫扶模式，并引領會員企業探索公益創新路徑，為守護民生福祉注入巾幗力量。

立足新時代新征程，商會將堅守初心使命，團結廣大女企業家銳意進取、實幹篤行，持續書寫巾幗建功新時代的嶄新篇章。

Founded in 1995, the China Women's Chamber of Commerce is a directly-affiliated chamber under the All-China Federation of Industry and Commerce and a group member of the All-China Women's Federation. Rooted in the private-economy sector, the Chamber unites women's strength and wisdom, takes proactive responsibility in advancing China's modernization drive, and earnestly fulfils social obligations.

The incumbent President of the Chamber is Zhang Ronghua, Vice-President of the China Private Chamber of Commerce, Deputy to the National People's Congress, and the National March 8th Red-Banner Pacesetter. The leadership team comprises 15 deputies to the National People's Congress and members of the National Committee of the Chinese People's Political Consultative Conference. The Chamber boasts 59 group-member institutions, gathering more than 30,000 high-quality enterprises led by women entrepreneurs. These businesswomen work on the front line of economic development, demonstrating women's commitment in scientific and technological innovation, industrial upgrading and public-welfare initiatives, and giving full play to the pivotal role of women as "half the sky" in China's private economy.

Acting as a bridge and bond, the Chamber has established a regional joint working mechanism covering four major zones to coordinate and link the Bohai Rim, the Yangtze River Delta, the Greater Bay Area and Western China. It has launched the Jinguo Parlor in Tianjin to deepen cross-regional collaboration and amplify integrated growth of industries, resources and supply chains. Aligned with China's opening-up strategy, the Chamber is deeply engaged in the Belt and Road Initiative. It has organised business delegations to dozens of countries and regions across six continents, supporting private enterprises to "go global" at a high standard.

In philanthropy, the Chamber has set up the CWCC Public Welfare Fund under the CSPGP, innovating charitable assistance models and guiding member enterprises to explore new paths for social impact investment, injecting women-driven strength into people's wellbeing.

Embarking on a new journey in the new era, the Chamber will stay true to its founding mission. It will unite women entrepreneurs to forge ahead with resolve and deliver solid results, continuously writing new chapters for women to contribute to national development in the new era.



中外企業家聯合會中國中心——北京順承郡王府
China Center of SIEF– Beijing Prince Shuncheng Palace

**中外企業家聯合會是一個注册在瑞士的全球性非營利組織。我們致力于促進中外企業家互聯互通互信，推動建立具有積極社會影響的合作伙伴關系，提升中國企業及企業家全球商業地位，改善中外多邊商貿關系及全球營商環境。**

中外企业家联合会中文手册

Institutional Brochure of SIEF

2008年由中國復關及入世首席談判代表、原國家外經貿部副部長龍永圖先生，法國總統中國事務代表、前總理拉法蘭先生，聯合國教育大使、英國前首相戈登布朗先生，澳大利亞前總理霍華德先生共同發起建立，2024年10月21日，信德集團有限公司行政主席兼董事總經理，世界旅游經濟論壇副主席兼秘書長何超瓊女士亦加入聯席主席團。

十八年來聯合會已發展成爲全球最有商業及社會影響力的中外企業家社群之一。

聯合會專注于國際資源的整合與對接，每年通過主辦中歐企業家峰會、中阿企業家峰會、中非企業家峰會、中澳企業家峰會、中日企業家峰會等系列海外高峰論壇，以及在中國多省市主辦大型論壇活動，匯聚積累了一批具有全球影響力的合作機構，爲中國地方政府、優質企業的國際化戰略及國際化合作搭建了一個高端、專業、務實的國際化平臺。

SIEF
中外企业家联合会
SINO-INTERNATIONAL ENTREPRENEURS FEDERATION

Building Extraordinary Partnerships
共建超凡伙伴关系
*Etablir des Partenariats Extraordinaires*
بناء الشراكات غير العادية

SEES 中欧企业家峰会 SINO-EUROPEAN ENTREPRENEURS SUMMIT
SIES 中外企业家峰会 SINO-INTERNATIOANL ENTREPRENEURS SUMMIT
CAES 中阿企业家峰会 CHINA-ARAB ENTREPRENEURS SUMMIT
SAES 中澳企业家峰会 SINO-AUSTRALASIAN ENTREPRENEURS SUMMIT
CAIS 中非企业家峰会 CHINA-AFRICA INVESTMENT SUMMIT
SJES 中日企业家峰会 SINO-JAPAN ENTREPRENEURS SUMMIT

## 支持單位 Supporting Unit

中國旅遊協會（英文名稱China Tourism Association，簡稱CTA）是由中國旅遊行業相關的企事業單位、社會團體自願結成的全國性、行業性社會團體，非營利性社會組織，具有獨立的社團法人資格。1986年1月30日經國務院批准正式成立，是第一個旅遊全行業組織。協會登記管理機關為民政部，黨建領導機關為中央社會工作部，行業管理機關為文化和旅遊部。

協會以「依法設立、自主辦會、服務為本、治理規範、行為自律」為宗旨，致力於為會員服務，為行業服務，為政府服務，充分發揮橋樑紐帶作用。與政府相關部門、其他社會團體以及會員單位協作，為促進我國旅遊市場的繁榮、穩定，旅遊業高質量發展作出積極貢獻。

截止目前，協會下設21個分支機構，運轉健康有序，所開展的活動在不同領域得到相當程度的認可，在業界形成良好的口碑。協會秘書處直接管理會員單位200餘家，以國內著名的大型綜合性旅遊集團、省級旅遊協會和專精特新旅遊企業等為會員骨幹，協會及各分支機構共有會員3000餘家。

The China Tourism Association (CTA for short) is a national social organization voluntarily formed by enterprises, institutions, and social groups related to the tourism industry in China. It is a non-profit social entity with independent corporate status. Officially established on January 30, 1986, with the approval of the State Council of China, it stands as the first comprehensive tourism industry organization in the country.

The association adheres to the principles of "establishment by law, self-governance, service-oriented, standardized governance, and self-discipline," and is committed to serving the industry. It strives to fully leverage its role as a bridge and bond, collaborating with relevant government departments, other social organizations, and member units to actively contribute to the development and prosperity of China tourism.

As of now, the China Tourism Association has established 21 sub-committees. The events and activities conducted by the association have garnered considerable recognition across various fields, earning a favorable reputation within the industry. The Association boasts a membership of over 3,000 entities, with the backbone of its membership comprising renowned large-scale comprehensive tourism groups, provincial tourism associations, and specialized and innovative tourism enterprises.

# Forum Theme

# 論壇主題

## TEMA DO FÓRUM



3

# 危機・韌性・躍升
# ——旅遊經濟重塑全球可持續未來



當今世界，比以往任何時刻都更需要互通相連。地緣政治摩擦加劇、氣候環境壓力凸顯，疊加全球經濟前景充滿變數，國際互信與合作的根基正歷受嚴峻考驗。

旅遊，正是構建國際互信、推動多方合作最具影響力的力量之一。

旅遊，從不只是人與時空的交互。它連接城市與文化、創造市場與機遇；它是促進文明互鑒、重建國際互信的重要橋樑，也是帶動區域繁榮與社區可持續發展的核心引擎。聯合國將2027年定為「可持續與韌性旅遊國際年」，正是對這一時代大勢的精准洞察。同時，中國「光彩事業」砥礪奮進，民營企業與社會力量秉持「義利兼顧、以義為先」的光彩精神，將旅遊產業、社會公益與社區賦能深度融合，推動包容性增長與區域協調發展，讓旅遊經濟成為中國向世界展示包容性增長與高質量發展的重要視窗。

本屆世界旅遊經濟論壇將以「危機・韌性・躍升——旅遊經濟重塑全球可持續未來」為主題，匯聚來自全球政府、企業、目的地、國際組織及各界領袖，共同探討一個更具時代意義的命題：旅遊經濟應如何將自身的規模與影響力，轉化為實現深遠持久變革的推動力量？

在這裡，「危機」「韌性」「躍升」並非三個彼此獨立的概念，而是一條從應對變局、穿越不確定性，到主動塑造未來的發展路徑：
——危機，是時代提出的考驗。危機是挑戰，也是系統性變革的催化劑。面對地緣波動、氣候風險與科技浪潮，旅遊經濟須打破傳統路徑依賴，以更前瞻的視野洞察風險，以更敏捷的能力應對變局。

——韌性，是包容與可持續的內生動能。真正的韌性，不僅是衝擊後的迅速復甦，更在於兼顧經濟效益與社會價值的包容性發展。旅遊經濟通過產業幫扶、社區共建、就業促進與公益慈善，建構多元靈活的產業生態與跨界協同機制，實現從「被動輸血」到「自主造血」的跨越，讓發展成果轉化為持久的社會韌性。

——躍升，是從「應對危機」走向「塑造未來」。未來的旅遊經濟，不只是恢復過往的增長模式，而應重新定義增長的價值與邊界。從追求規模走向追求質量，從單一目的地走向跨區域協同，從資源消耗走向價值共生，從傳統服務走向科技驅動與創新融合，從「旅遊業的發展」走向「旅遊經濟與社會、環境共同發展」。

以危機為鏡，可以觀變局；以韌性為基，可以聚力量；以躍升為向，可以促轉型。“第十二屆世界旅遊經濟論壇・澳門2026”期待與全球各界一道，讓旅遊經濟以更強韌的產業生態穿越危機，以更深層的全球合作積蓄動能，以更具前瞻的創新與轉型實現躍升，重塑更加開放、包容、繁榮而可持續的全球未來。

# Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado



O mundo de hoje precisa, mais do que nunca, de interligação e conectividade. O agravamento das tensões geopolíticas, as crescentes pressões climáticas e ambientais, a par de um panorama económico global repleto de incertezas, colocam os alicerces da confiança e da cooperação internacionais perante provas severas.

O turismo é, precisamente, uma das forças mais influentes na construção da confiança internacional e na promoção da cooperação multilateral.

O turismo nunca foi apenas uma interacção entre pessoas, tempo e espaço. Liga cidades e culturas, cria mercados e oportunidades. É uma ponte importante para promover o intercâmbio entre civilizações e reconstruir a confiança internacional, bem como um motor central para impulsionar a prosperidade regional e o desenvolvimento sustentável das comunidades. A designação, pelas Nações Unidas, do ano de 2027 como "Ano Internacional do Turismo Sustentável e Resiliente" constitui uma visão precisa desta tendência da época. Simultaneamente, o "Programa Guangcai" chinês avança com perseverança. As empresas privadas e as forças sociais, guiadas pelo "espírito Guangcai" de "conciliar o interesse com o bem-estar social, colocando o bem-estar social em primeiro lugar", integram profundamente a indústria do turismo, a acção social e a capacitação das comunidades, promovendo o crescimento inclusivo e o desenvolvimento regional coordenado e fazendo da economia do turismo uma janela importante através da qual a China mostra ao mundo o seu crescimento inclusivo e o seu desenvolvimento de alta qualidade.

A presente edição do Fórum de Economia de Turismo Global terá como tema "Crise · Resiliência · Evolução — Construir uma Economia do Turismo para um Futuro Partilhado", reunindo líderes dos governos, das empresas, dos destinos, das organizações internacionais e de todos os sectores a nível mundial, para debaterem em conjunto uma questão de maior relevância para os nossos tempos: como deve a economia do turismo transformar a sua escala e influência numa força motriz de mudanças profundas e duradouras?



Aqui, "Crise", "Resiliência" e "Evolução" não são três conceitos independentes entre si, mas um caminho de desenvolvimento que parte da resposta à mudança, atravessa a incerteza e chega à moldagem proactiva do futuro:

— A "Crise" é a prova que a época nos impõe. A crise é um desafio, mas também um catalisador de mudanças sistémicas. Perante as instabilidades geopolíticas, os riscos climáticos e a onda tecnológica, a economia do turismo tem de romper com a dependência das trajectórias tradicionais, analisando os riscos com uma visão mais prospectiva e respondendo à mudança com maior agilidade.

— A "Resiliência" é a energia endógena da inclusão e da sustentabilidade. A verdadeira resiliência não consiste apenas na rápida recuperação após um choque, mas também no desenvolvimento inclusivo, que concilia os benefícios económicos com o valor social. Através do apoio à indústria, da construção conjunta das comunidades, da promoção do emprego e da acção filantrópica, a economia do turismo constrói um ecossistema industrial diversificado e flexível, com mecanismos de sinergia intersectorial, realizando a transição de "transfusão passiva" para "autogeneração de sangue", de modo a converter os frutos do desenvolvimento em resiliência social duradoura.

— A "Evolução" é a passagem de "responder à crise" para "construir o futuro". A economia do turismo do futuro não deve limitar-se a retomar os modelos de crescimento do passado, mas sim redefinir o valor e os limites do crescimento: passar da procura da escala para a procura da qualidade, de um destino único para a sinergia inter-regional, do consumo de recursos para a coexistência de valores, dos serviços tradicionais para a condução tecnológica e a integração inovadora, e do "desenvolvimento da indústria do turismo" para o "desenvolvimento conjunto da economia do turismo, da sociedade e do ambiente".

Tomando a "Crise" como espelho, podemos observar a mudança; tomando a "Resiliência" como base, podemos reunir forças; tomando a "Evolução" como rumo, podemos promover a transformação. O 12.º Fórum de Economia de Turismo Global Macau 2026 espera, juntamente com todos os sectores a nível global, fazer com que a economia do turismo atravesse a crise, com um ecossistema industrial mais resiliente, acumule energia, com uma cooperação global mais profunda, e alcance a evolução, através de inovação e transformação mais prospectivas, reconstruindo um futuro global mais aberto, inclusivo, próspero e sustentável.



# Crisis · Resilience · Evolution — Building a Tourism Economy for a Shared Future

The world needs connection more than ever. Geopolitical tensions, climate pressures and global economic uncertainty are testing the foundations of international trust and cooperation. Tourism, by its very nature, is one of the most powerful fovrces for building it.

Tourism is far more than the movement of people from one place to another. It connects cities and cultures, opens markets and creates opportunities. It fosters cultural exchange, strengthens international understanding, and drives economic development across destinations and communities. The United Nations' designation of 2027 as the International Year of Sustainable and Resilient Tourism reflects this reality: tourism is not simply a catalyst for economic recovery but a primary vehicle for advancing the Sustainable Development Goals and deepening global cooperation.

That shift is already underway in the world's most dynamic tourism economies. China offers a compelling model of what this looks like in practice. By integrating tourism with social philanthropy, community empowerment and cross-sector innovation, private enterprises and social organisations are fostering inclusive growth and regional synergy, making the tourism economy a vital expression of China's commitment to high-quality development.

12th Global Tourism Economy Forum · Macao 2026 takes its theme: Crisis · Resilience · Evolution — Building a Tourism Economy for a Shared Future. The Forum will convene global leaders across governments, enterprises, destinations and international organisations to address a question that sits at the heart of the sector's next chapter: How does the global tourism economy turn its scale and reach into a force for lasting transformation?

Crisis, Resilience and Evolution frame the challenge and the opportunity:

Crisis is both a test and a catalyst for change. Faced with geopolitical shifts, climate vulnerabilities and technological disruption, the tourism economy is adapting its models, anticipating emerging risks and responding with greater agility.

Resilience goes beyond recovering from disruption. It lies in fostering inclusive growth that balances economic viability with social value. Through community development, job creation and cross-sector collaboration, the tourism economy builds the foundations to sustain value through volatility. The most resilient tourism economies are those that do not stand alone. They are connected to other sectors in ways that multiply their value and deepen their foundations.

Evolution calls for a fundamental rethink of what growth means and what it should deliver: from scale to quality, from destination competition to regional collaboration, from resource consumption to shared value creation, and from traditional services to technology-driven innovation. It means moving beyond tourism as an industry toward a model in which tourism contributes to the broader prosperity of economies, societies and the environment.

The 12th Global Tourism Economy Forum · Macao 2026 is where the global tourism community comes together to build the partnerships, frameworks and shared vision for a more open, inclusive and sustainable future for all.



# 主賓省 海南

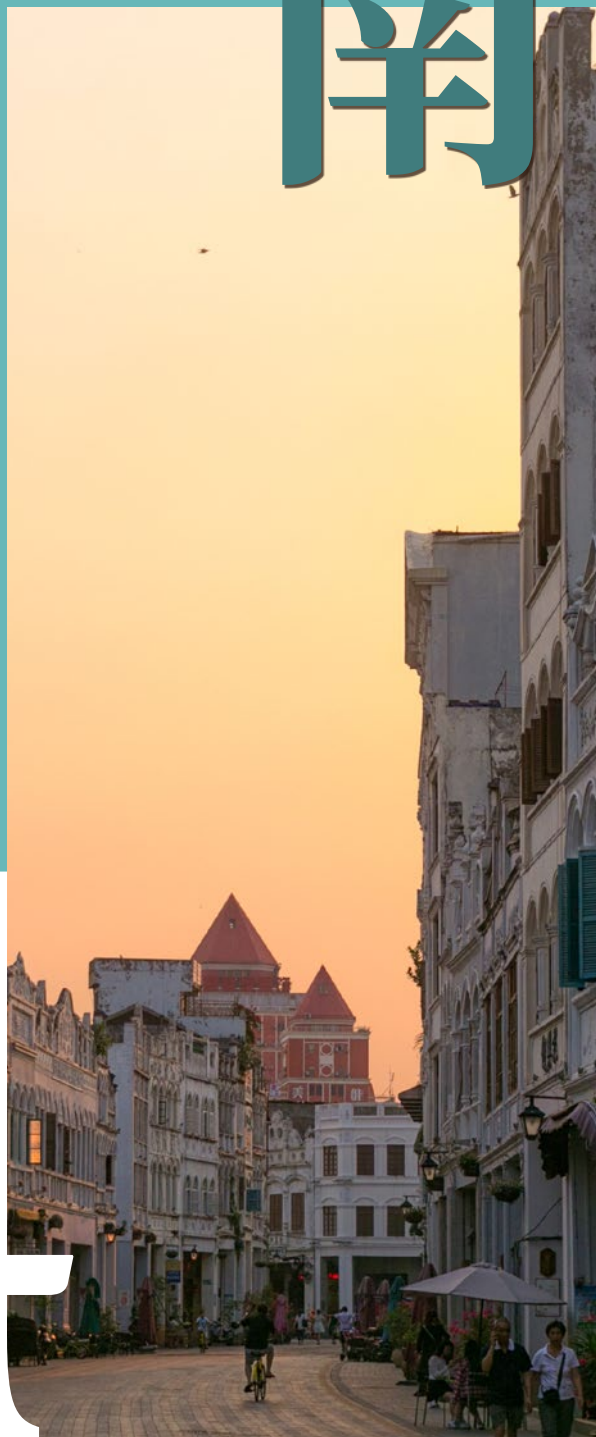
## 世界那麼大，海南在等你。

## The world is wide. Hainan awaits.

海南，位於中國最南端，是中國唯一的熱帶海島省份，也是中國陸地面積最小、海洋面積最大的省份。坐落於北緯18°黃金風景線上，海南常年平均氣溫24.9°C，氣候溫潤怡人，是全球稀有的「全年無冬」熱帶海島。這片跨越熱帶與亞熱帶的土地，以約200萬平方公里的遼闊海域為襟，以4269平方公里的雨林祕境為袖，融自然風物與人文底蘊，鑄就獨一無二的海島傳奇。

在這裡，你可以踏上環島旅遊公路，從黝黑的火山群駛向珊瑚礁的斑斕海底；也可以深入中部雨林，在雲霧繚繞的山間徒步，與紗櫂等珍稀動植物不期而遇。這裡更有“古今交融”的人文交響：南洋騎樓廊柱間，留存僑鄉煙火；東坡書院墨香裡，沉澱千年文脈；黎族船型屋茅草頂下，古老營造技藝生生不息。海南從不止于海，大海、星空、火山、雨林，古城、漁港、航太、航海，每一種元素都蘊藏著海島獨有的浪漫。

作為中國唯一的自由貿易港，海南正以海納百川的格局向世界敞開懷抱，為全球旅人打造便捷無憂的旅程：多種政策疊加免簽入境、便捷支付及兌換、多語言服務、全域便捷交通……海南正以包容之姿，讓遊客盡享旅途體驗。





# FEATURED PROVINCE

# HAINAN



Hainan, at the southernmost tip of China, is the country's only tropical island province. It has the smallest land area and the largest maritime area of any province in China. Situated along the golden 18°N latitude, Hainan enjoys a pleasant year-round climate, with an average annual temperature of 24.9°C. It is one of the world's rare tropical island destinations where winter never comes.

Where the tropics meet the subtropics, Hainan is embraced by nearly 2 million square kilometers of sea and home to 4,269 square kilometers of pristine rainforest. Here, extraordinary natural landscapes and a rich cultural heritage come together to create an island destination unlike any other.

Here, you can journey along the Hainan Coastal Scenic Highway, travelling from dramatic black volcanic landscapes to colorful coral reefs beneath the waves. You can venture deep into the rainforests of central Hainan, hiking through mist-shrouded mountains and encountering rare flora and fauna, including ancient tree ferns.

Hainan also offers a cultural symphony in which past and present meet. Beneath the arcades of Nanyang-style qílóu, the vibrant spirit of the overseas Chinese hometowns lives on. At Dongpo Academy, a thousand years of literary heritage are preserved in the scent of ink. Beneath the thatched roofs of the Li people's boat-shaped houses, time-honored building traditions continue to thrive.

Hainan is far more than its sea. From ocean horizons, star-filled skies, volcanoes and rainforests to ancient towns, fishing harbors, space exploration and seafaring, every element holds a distinctively island-born sense of romance.

As the home of China's only Free Trade Port, Hainan welcomes the world with openness and ease. A suite of visa-free entry policies, convenient payment and currency-exchange services, multilingual support and island-wide transport connectivity are making travel increasingly seamless—so every visitor can focus on discovering, experiencing and enjoying Hainan.



# 合作國家

# 西班牙



西班牙坐擁豐富的文化遺產、壯麗自然景觀與享譽世界的美食，您既可漫步摩登都市，也可徜徉於古韻老城，體驗宛如剎那間穿越時光的奇妙光景。

在這裡，萬般美好皆可實現。西班牙美食融匯傳統文化與前衛創意，您可品嚐風靡全球的塔帕斯（Tapas）與高級料理；創意餐廳與美食市集隨處可見，搭配優質葡萄酒，必定徹底征服味蕾；您亦可在自然保護區觀賞珍稀野生動物，盡情享受戶外運動的樂趣。

這片土地孕育了數千年的歷史與文化脈。從布爾戈斯（Burgos）的阿塔布爾卡（Atapuerca）考古遺址，到格拉納達的阿爾罕布拉宮（Alhambra），西班牙坐擁的聯合國教科文組織世界遺產數量位居全球第五。

作為全球擁有最多生物圈保護區的國家，西班牙擁有16座國家公園；滑翔、攀岩、騎行、水底探秘等多元戶外活動注入無限活力，南北風光迥異，為探險與休閒提供絕佳場景；三面環海的地理環境使其海灘成為四季皆宜的度假勝地。綿延的沙灘、懸崖景致、被松林環抱的海灣、親子與日光浴海灘應有盡有，其中超過670處獲藍旗品質認證。

休閒及娛樂選擇包羅萬象。馬德里、巴塞隆拿、馬拉加等城市匯聚國際頂尖品牌與手作市集，是理想的購物天堂。聖塞巴斯蒂安國際電影節、春之聲音樂節、梅里達古典戲劇節等著名盛事全年輪番上演。

這個熱情友善的國度誠摯歡迎每一位訪客。誠邀前來探索西班牙的絕美風光與文化底蘊，感受人民開朗友善的魅力。

Spain is a country that offers a multitude of options. It boasts a rich cultural heritage, stunning natural landscapes and world-renowned gastronomy. It is a place where you can wander around modern cities or stroll through historic old towns, experiencing the magical feeling of travelling back in time.

Here, every desire can be fulfilled. Spanish cuisine blends tradition with avant-garde creativity. Come and sample world-famous tapas and haute cuisine. Innovative restaurants and vibrant food markets are found everywhere, paired with excellent wines that will captivate your taste buds. You can also marvel at rare wildlife in protected natural spaces or enjoy outdoor sports.

This land is steeped in thousands of years of history and culture. From the archaeological sites at Atapuerca in Burgos to the Alhambra in Granada, Spain ranks fifth in the world for the number of UNESCO World Heritage sites.

As the country with the most UNESCO-designated Biosphere Reserves, Spain is home to 16 national parks. A wide range of outdoor activities adds endless energy: gliding, rock climbing, cycling and underwater exploration. The diverse landscapes from north to south create an outstanding setting for adventure and leisure. Lapped by three seas, its coastlines are ideal for year-round holidays. You will find long sandy stretches, cliff-side views, pine-fringed coves, family-friendly and nudist beaches – with more than 670 holding the Blue Flag quality award.

Leisure and entertainment options are abundant. Top international labels and crafts markets gather in cities such as Madrid, Barcelona and Málaga, making them ideal shopping destinations. Renowned events including the San Sebastián International Film Festival, Primavera Sound and the Mérida International Classical Theatre Festival take place throughout the year.

This warm and inclusive country sincerely welcomes every visitor. Discover Spain's breathtaking scenery and cultural heritage, and experience the cheerful and friendly spirit of its people.

# PARTNER COUNTRY

# SPAIN



# 開幕典禮主禮演講嘉賓

# Opening Ceremony Guests of Honour Speakers

CONVIDADOS DE HONRA
DA CERIMÓNIA DE ABERTURA



6



# 謝哈・阿爾・諾瓦伊斯
# Shaikha Al Nuwais

聯合國世界旅遊組織秘書長
Secretary-General of UN Tourism

Shaikha Al Nuwais現任聯合國世界旅遊組織（UN Tourism）秘書長，為該組織首位女性秘書長，其履新標誌著全球旅遊治理發展的重要里程碑。憑藉卓越的領導才能、前瞻性的策略視野，以及在機構建設與治理方面的豐富經驗，她獲得國際社會廣泛認可，並長期致力推動旅遊業高質量及可持續發展，倡導經濟增長、社會責任、環境可持續性與國際互信的協調發展。

作為阿拉伯聯合酋長國傑出的領導者，Shaikha Al Nuwais 在公共政策、企業管理及國際合作領域具備深厚經驗。多年來，她於旅遊、酒店及目的地發展等領域發揮關鍵作用，推動兼顧長遠價值創造、社區共融及韌性建設的發展策略，並積極促進創新發展與文化傳承、環境保護的有機融合。

作為秘書長，她致力推動旅遊業成為促進共同繁榮、包容性增長及可持續發展的重要動力，其施政綱領聚焦可持續及負責任旅遊發展、數碼轉型與數據驅動治理、經濟包容與社區賦能、基礎設施及互聯互通建設，以及良政善治、透明問責與全球互信等策略範疇。在其領導下，聯合國世界旅遊組織持續發揮全球協作平台作用，凝聚政府、業界及社會各界力量，共同推動建立更具韌性、更公平及更可持續的全球旅遊治理體系。

她以卓越的外交能力、凝聚共識的領導風格及廣闊的全球視野廣受國際尊重，持續為全球旅遊業發展提供具前瞻性的領導與方向，引領旅遊業邁向更加包容、可持續與富有韌性的未來。

Shaikha Alnuwais is the Secretary-General of UN Tourism, marking a historic milestone as the first woman to assume the role of Secretary-General of the United Nations' global tourism body. Her appointment reflects international confidence in her leadership, vision, and record of building institutions that balance economic growth with social responsibility, sustainability, and global trust.

A distinguished Emirati leader, Shaikha brings deep experience at the intersection of public policy, private-sector excellence, and international cooperation. Over the course of her career, she has played a central role in shaping tourism, hospitality, and destination development strategies that prioritize long-term value creation, community inclusion, and resilience. Her work has consistently emphasized governance, data-driven decision-making, and the integration of innovation with cultural and environmental stewardship.

As Secretary-General, Shaikha leads UN Tourism's mandate to advance tourism as a driver of shared prosperity, economic inclusion, and sustainable development across its 161 Member States. Her agenda focuses on five strategic priorities: sustainable and responsible growth; digital transformation and data-driven tourism; economic inclusion and local empowerment; infrastructure, connectivity, and tourism enablers; and governance, transparency, and global trust. Under her leadership, UN Tourism is strengthening its role as a convening platform for governments, industry, and communities to shape a more resilient and equitable global tourism system.

Widely respected for her clarity, diplomacy, and consensus-building approach, Shaikha is recognized as a bridge-builder between regions, cultures, and sectors. Grounded in the UAE's development experience and guided by a global outlook, she brings a steady, principled voice to one of the world's most interconnected industries—at a moment when tourism's impact on economies, societies, and the planet has never been more consequential.



# 格洛麗亞・格瓦拉
# Gloria Guevara

世界旅遊及旅行業理事會總裁兼首席執行官
President & Chief Executive Officer of
World Travel & Tourism Council (WTTC)

格洛麗亞・格瓦拉女士是一位在旅遊業擁有35年高層經驗的資深領袖，曾在政府與企業界均擔任要職。在擔任墨西哥旅遊部長期間，她首次推動將旅遊業納入G20峰會領導人宣言，並發起了「國家旅遊發展共識」倡議。

她曾擔任世界旅遊及旅遊業理事會（WTTC）總裁兼首席執行官，在新冠疫情期間成為全球旅遊產業界的關鍵聲音。此後，她擔任沙特阿拉伯旅遊部首席特別顧問。

格瓦拉女士擁有豐富的企業領導經驗，曾任職於Sabre Holdings、NCR、哈佛大學等國際機構，並擔任Sabre墨西哥公司執行長。

她也曾在匯豐墨西哥分行（HSBC Mex）、Playa Hotels & Resorts、美國運通商旅（Amex GBT）等知名企業擔任董事，目前是意大利Arsenale集團顧問委員會成員。同時，她也是世界經濟論壇全球議程委員會成員，並擔任一個致力於打擊人口販運和兒童剝削的非政府組織的顧問。

Gloria Guevara is a seasoned executive with 35 years of leadership in Travel and Tourism across both public and private sectors. As Mexico´s Minister of Tourism, she led the inclusion of Travel and Tourism for the first time in the G20 Leaders´ Declaration and launched the "National Agreement for Tourism". She served as President and CEO of the World Travel & Tourism Council (WTTC), becoming the global private sector´s leading voice during COVID-19 crisis. She later held the role of Chief Special Advisor to Saudi Arabia´s Ministry of Tourism and has worked for major corporations including Sabre Holdings, NCR, Harvard, and served as CEO of Sabre Mexico. Gloria has held board positions with HSBC Mex, PLAYA, Amex GBT, and other prominent organisations, she currently sits on the Advisory Board of Arsenale Group. She is a member of the World Economic Forum´s Global Agenda and an advisory member of an NGO advocating against human trafficking and child exploitation.



## 羅來君
## Luo Laijun

**中華全國工商業聯合會副主席**
Vice Chairman of the All-China Federation of Industry and Commerce

羅來君，男，漢族，1971年10月生，廣東蕉嶺人，1992年9月加入中國共產黨，1993年7月參加工作，大學學歷，碩士學位。現任全國工商聯副主席，中國民間商會副會長。

曾長期在中國南方航空股份有限公司工作，歷任中國南方航空股份有限公司上海營業部財務部經理，中國南方航空股份有限公司財務部物資采購辦公室副主任，貴州航空有限公司財務部副經理、經理，中國南方航空股份有限公司大連分公司總經理，中國南方航空股份有限公司副總經理、董事等。

Luo Laijun, male, Han ethnicity, born in October 1971 in Jiaoling, Guangdong Province, joined the Communist Party of China in September 1992 and began his career in July 1993. He holds a bachelor's degree and a master's degree. He currently serves as Vice Chairman of the All-China Federation of Industry and Commerce and Vice President of the All-China Chamber of Industry and Commerce.

He spent a significant portion of his career at China Southern Airlines Co., Ltd., where he held various positions, including Manager of the Finance Department at the Shanghai Branch Office of China Southern Airlines, Deputy Director of the Material Procurement Office in the Finance Department of China Southern Airlines, Deputy Manager and later Manager of the Finance Department of Guizhou Airlines Co., Ltd., General Manager of the Dalian Branch of China Southern Airlines, and Vice President and Director of China Southern Airlines Co., Ltd.



## 巴特爾
## Bateer

海南省人民政府常務副省長
Executive Vice Governor of
Hainan Provincial People's Government

巴特爾，1967年2月生，在職研究生，海南省常務副省長，省委自由貿易港工作委員會辦公室主任。

Bateer was born in February 1967. He holds an in-service postgraduate degree. He is currently executive vice governor of Hainan Province; chief of the Office of the CPC Hainan Provincial Committee's Free Trade Port Working Committee.



# 米格爾・桑斯
# Miguel Sanz Castedo

西班牙工業和旅遊大臣代表
Representative of Minister for Industry and Tourism of Spain
西班牙國家旅遊局局長
Director General of Turespaña
歐洲旅遊委員會主席
President of the European Travel Commission

米格爾・桑斯先生是西班牙國家旅遊局局長，負責領導西班牙的全球旅遊戰略，並監督其在世界各主要市場的國際推廣工作。他負責強化西班牙作為高價值、可持續發展且具全球競爭力旅遊目的地的定位，協調公共政策、國際市場推廣及戰略合作夥伴關係，以實現長期的經濟效益。自他上任以來，西班牙已成為主要旅遊目的地中增長最快的國家，同時加快推動以可持續發展及競爭力為核心的戰略轉型，從追求旅客數量轉向更加重視經濟及社會價值。

此外，他亦擔任歐洲旅遊委員會主席，參與制定歐洲旅遊業的戰略方向，並致力於提升歐洲在全球旅遊市場中的競爭力。

Miguel Sanz is Director General of Turespaña, the Spanish National Tourism Board, where he leads Spain's global tourism strategy and oversees its international promotion across key markets worldwide. He is responsible for strengthening Spain's positioning as a high-value, sustainable, and globally competitive destination, aligning public policy, international marketing, and strategic partnerships to deliver long-term economic impact. Since his appointment, Spain has become the fastest-growing major tourism destination, while accelerating a strategic transformation towards sustainability and competitiveness, from volume to economic and social value.

In parallel, he serves as President of the European Travel Commission, contributing to the strategic direction of European tourism and strengthening Europe's global competitiveness.

# 論壇講者
# Forum Speakers
## ORADORES DO FÓRUM



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按嘉賓英文姓氏排序
em ordem alfabética por sobrenome
in alphabetical order by surname



# 曹曼
# Mandy Cao

山西龐泉酒業集團總裁
President of Shanxi Pangquan Liquor Group

曹曼，女，漢族，1989 年 3 月生，山西籍，中共黨員，碩士學歷。

2009 年 2 月至 2015 年 9 月，於悉尼科技大學攻讀，取得金融碩士學位。2015 年 10 月參與工作，歷任山西華鑫集團人力資源部長，上海華義晉嘉企業發展有限公司副總經理，2023 年 11 月至今擔任山西龐泉酒業集團總裁。

深耕企業管理多年，具備人力資源管理、企業經營營運等豐富實戰經驗，熟悉集團化企業管理體系搭建與營運統籌。任職山西龐泉酒業集團總裁以來，統籌企業整體經營管理工作，立足山西本土白酒產業，推動企業品牌建設、市場拓展與產業高品質發展。

Mandy Cao female, of Han ethnicity, was born in March 1989. She is a native of Shanxi, a CPC member with a master's degree.

From February 2009 to September 2015, she studied at the University of Technology Sydney and earned her Master's degree in Finance. She commenced work in October 2015. She once served as Director of Human Resources at Shanxi Huaxin Group and Deputy General Manager of Shanghai Huayi Jinjia Enterprise Development Co., Ltd. Since November 2023, she has held the position of President at Shanxi Pangquan Liquor Group.

With years of experience in corporate management, she has solid practical expertise in human resources and business operations, and is proficient in establishing and managing group corporate systems. As President of Shanxi Pangquan Liquor Group, she oversees the company's overall operation. Rooted in Shanxi's local liquor sector, she promotes brand building, market expansion and high-quality industrial development.



## 瑪尤里•猜蓬帕西
## Mayuree Chaipromprasith

Siam Piwat 集團企業合作及傳訊總裁
President of Corporate Partnership and Communications at Siam Piwat Company Limited

作為Siam Piwat集團企業合作與傳訊總裁，瑪尤里在推動世界級零售與生活方式目的地方面發揮關鍵作用，包括暹羅百麗宮（Siam Paragon）、暹羅中心（Siam Center）、暹羅探索（Siam Discovery）、暹羅天地（ICONSIAM）以及曼谷暹羅優質奧特萊斯（Siam Premium Outlets Bangkok），使其在泰國及國際遊客中持續保持領先人氣與國際前沿地位。

她擁有出色的高管管理經驗，在Siam Piwat集團服務超過28年，長期負責市場營銷與傳訊工作，致力於提升企業競爭力並塑造正面品牌形象。目前，瑪尤里擔任Siam Piwat集團企業合作與傳訊總裁，為企業合作與傳訊領域提供戰略領導，積極與政府機構、行業夥伴及其他利益相關方建立穩固合作關係，以強化Siam Piwat的聲譽並支持業務增長。

她持有本特利學院（Bentley College）計算機信息系統學士學位，以及美國南新罕布什爾大學（Southern New Hampshire University）工商管理碩士（MBA）學位。

As a President - Corporate Partnership and Communications at Siam Piwat, Mayuree plays a key role in pushing world-class retail and lifestyle destinations, including Siam Paragon, Siam Center, Siam Discovery, ICONSIAM, and Siam Premium Outlets Bangkok, at the international forefront in terms of the popularity among Thai and foreign tourists.

She has a proven executive management track record and over 28 years of experience at Siam Piwat, overseeing marketing and communications in order to increase competitiveness and create a positive image for the businesses under Siam Piwat. Currently, Mayuree serves as President - Corporate Partnership and Communications at Siam Piwat Company Limited, providing strategic leadership across corporate partnership and communications, cultivating strong collaborations with government agencies, industry partners and other stakeholders to reinforce Siam Piwat's reputation and support business growth.

She holds a Bachelor's degree in Computer Information Systems from Bentley College and a Master's degree in Business Administration (MBA) from Southern New Hampshire University, USA.



## 陳晨
## Chen Chen

海南省旅行社協會會長
President of Hainan Association of Travel Services
海南康泰旅遊股份有限公司總經理
General Manager of Hainan Kangtai Travel Co., Ltd.

陳晨，1984年5月生，中共黨員，現任海南省旅行社協會會長、海南康泰旅遊股份有限公司總經理，擁有逾18年旅行社行業從業經驗、12年企業經營管理經歷。

Chen Chen, born in May 1984, is a member of the Communist Party of China. He is currently President of Hainan Association of Travel Services and General Manager of Hainan Kangtai Travel Co., Ltd. He has over 18 years of experience in the travel agency industry and 12 years of corporate management experience.



## 程裕昇
## Philip Cheng

銀河娛樂集團董事
Director of Galaxy Entertainment Group

程裕昇先生為銀河娛樂集團董事，有逾30年的營運和管理經驗。程先生擁有美國康奈爾大學理學士學位和哈佛大學工商管理碩士學位。

Mr. Philip Cheng is the Director of Galaxy Entertainment Group. He has over 30 years of experience in operation and management. He holds a Bachelor of Science degree from the Cornell University, USA and a Master of Business Administration degree from Harvard University, USA.



# 趙俊文
# Chiew Choon Man

馬來西亞旅遊、藝術及文化部副部長
Deputy Minister, Ministry of Tourism, Arts and Culture of Malaysia

H.E.趙俊文閣下是砂拉越美里國會議員，也是希望聯盟人民公正黨（PKR）的成員。他擁有馬來西亞北方大學（UUM）法學學士學位和馬來亞大學（UM）法學碩士學位，並於2018年獲准成為馬來西亞執業律師。

在進入議會之前，他是一名訴訟律師，並積極參與公共利益和憲政事務。他對倡導和社會運動的參與始於大學時期，當時他積極投入學生領導和進步運動。此後，他持續參與社區和公民社會事務，包括在本地非政府組織中擔任領導職務，以及在國家法律援助基金（YBGK）擔任志願律師。

他早期的政治參與包括擔任國會助理，從中累積了立法工作和基層聯繫的經驗。在人民公正黨青年團中，他曾擔任砂拉越公正黨青年團團長（PKR Sarawak Youth Chief）和全國公青團副團長（PKR Youth Malaysia Vice-Chief），反映他在該黨年輕一代領導人中的地位。

在2022年當選國會議員後，他於2025年12月獲委任為旅遊、藝術及文化部副部長。作為聯邦政府中的年輕成員，H.E.趙俊文閣下代表着新一代的領導風格，專注於社區發展、青年賦權，以及以法律和議會經驗為基礎的進步政策。

H.E. Chiew Choon Man is the Member of Parliament for Miri, Sarawak, and a member of Parti Keadilan Rakyat (PKR) under the Pakatan Harapan coalition. Trained as a lawyer, he holds a Bachelor of Laws from Universiti Utara Malaysia and a Master of Laws from the University of Malaya, and he was admitted to the Malaysian Bar in 2018.

Before entering Parliament, he practised as a litigation lawyer and was actively involved in public interest and constitutional matters. His involvement in advocacy and activism began during his university years, in which he was active in student leadership and progressive movements. Since then, he has remained engaged in community and civil society initiatives, including serving in leadership roles within local NGOs and as a volunteer lawyer with the National Legal Aid Foundation.

His early political involvement included serving as a parliamentary aide, where he gained experience in legislative work and grassroots engagement. Within PKR's youth wing, he has held key leadership roles, including PKR Sarawak Youth Chief and PKR Youth Malaysia Vice-Chief, reflecting his standing among the party's younger generation of leaders.

Following his election to Parliament in 2022, he was appointed Deputy Minister of Tourism, Arts and Culture in December 2025. As one of the younger members of the federal administration, H.E. Chiew represents a new generation of leadership focused on community development, youth empowerment, and progressive policy grounded in legal and parliamentary experience.



# 呂迪文
# Ludivine Destrée

歐洲旅遊委員會高級市場營銷經理
Senior Marketing Manager of
European Travel Commission (ETC)

Ludivine Destrée（呂迪文）是擁有超過十年專業經驗的旅遊市場營銷專家，多年來一直透過旅遊及跨文化交流連結歐洲與亞洲。

她與中國的淵源始於2008年，出於對中國語言及文化的濃厚興趣，她在布魯塞爾修讀中文與英文翻譯，其後到天津工作。2010年，她參與上海世博會的工作。完成碩士課程後，她前往北京外國語大學深造，進一步研習中國與國際事務。

她曾在比利時瓦隆大區旅遊局駐華機構工作六年，並擔任首席代表，負責瓦隆大區在中國市場的旅遊推廣。之後，她亦曾任職於中國歐盟商會。

自2022年起，她加入總部位於布魯塞爾的歐洲旅遊委員會，現時擔任高級市場營銷經理，負責制定並領導委員會於亞太市場的營銷專案。憑藉多年中國市場經驗，以及旅遊推廣和跨文化傳播專長，致力提升歐洲作為旅遊勝地的地位。

Ludivine Destrée is a tourism marketing professional with over a decade of experience connecting Europe and Asia through travel, tourism and cross-cultural engagement.

Her journey with China began in 2008, sparked by a fascination with Chinese language and culture. This led her to study Chinese and English translation in Brussels, followed by experiences in Tianjin and at the 2010 Shanghai World Expo. After completing her master's degree, she further deepened her understanding of China and international affairs at Beijing Foreign Studies University.

Ludivine went on to spend six years with the Wallonia Tourism Board in China, ultimately serving as its Greater China Representative and leading the destination's tourism promotion in the Chinese market. She later worked with the European Union Chamber of Commerce in China.

Since 2022, she has been part of the European Travel Commission (ETC) in Brussels, where she currently serves as Senior Marketing Manager. She develops and leads marketing initiatives across Asia-Pacific markets, combining her extensive experience in China with expertise in tourism marketing and cross-cultural communication to strengthen Europe's positioning as a travel destination.



# 霍啟山
# Eric Fok

霍英東集團副主席
Vice Chairman of the Fok Ying Tung Group
中國香港足球總會主席
Chairman of
the Football Association of Hong Kong, China

霍啟山是香港企業家，現任霍英東集團副主席，負責集團戰略發展與跨境項目，近年他致力推動文化體育及旅遊產業發展，並擔任澳門霍英東基金會行政委員會主席及澳娛綜合度假股份有限公司董事。霍氏家族長期積極參與國家改革開放與現代化建設，霍啟山延續家族使命，致力於推動粵港澳大灣區融合與高質量發展，全面對接國家戰略，深度融入國家發展大局。除管理集團業務外，霍啟山致力推動足球發展，2023年成為中國香港足球總會主席。他上任足總主席後致力完善青訓體系、提升香港本地聯賽和盃賽競爭力，強化與國際組織的聯繫，並倡議要用新元素推動球迷文化及主場經濟。在霍啟山領導下，中國香港足球代表隊於2027年亞洲盃外圍賽主場賽事中連續三場於啟德體育園舉行的賽事均吸引全場滿座，締造香港足球史上重要的主場氛圍里程碑。霍啟山亦積極爭取國際話語權，於2019年起擔任亞洲足球協會執行委員及於2022年起擔任東亞足球協會副會長。在社會貢獻方面，霍啟山於2022年7月27日獲香港特別行政區政府委任為「太平紳士」，在2026年7月1日年獲頒發銅紫荊星章，肯定其於公共事務與社會服務上的卓越表現，並於2026年6月1日起擔任香港機場管理局成員。

Eric Fok currently serves as Vice Chairman of the Fok Ying Tung Group, overseeing the group's strategic development and cross-border projects. In recent years, he has actively been involved in the promotion and development of the cultural, sports, and tourism industries. He is also Chairman of the Administrative Committee of the Henry Fok Foundation (Macao) and Director of Resorts, S.A. The Fok family has long been actively involved in China's reform, opening-up and modernisation efforts. Eric continues this family mission, dedicating himself to promoting the integration and high-quality development of the Guangdong-Hong Kong-Macao Greater Bay Area, aligning fully with national strategies and deeply integrating into the country's overall development. Apart from the family business, Eric is actively involved in promoting the development of football. He became the Chairman of the Football Association of Hong Kong, China in 2023. As Chairman, he has focused on improving the youth training system, enhancing the competitiveness of local leagues and cup competitions, strengthening ties with international organizations, and promoting fan culture and stadium economy through innovative approaches. Under his leadership, the Hong Kong Representative Team achieved a significant milestone in home game atmosphere during the 2027 AFC Asian Cup qualifiers. All three of their home matches held at Kai Tak Sports Park were sold out consecutively, marking a significant milestone in Hong Kong's football history for home-game atmosphere. He seeks to extend his influence internationally and has been a member of the Asian Football Confederation (East Zone) Executive Committee since 2019. In 2022, he became the Vice President of the East Asian Football Federation.

In recognition of his contributions to public affairs and social services, he was appointed a Justice of the Peace on 27 July 2022 and was awarded the Bronze Bauhinia Star on 1 July 2026 by the Hong Kong Special Administrative Region Government. Effective 1 June 2026, he became a member of the Airport Authority Hong Kong.



# 弗朗西斯科·弗朗加利
# Francesco Frangialli

聯合國世界旅遊組織榮譽秘書長
Honorary Secretary-General of UN Tourism

弗朗西斯科·弗朗加利1947年出生於巴黎，現為世界旅遊組織榮譽秘書長，並曾任法國國家旅遊局局長。

他具備深厚的經濟學、公法及政治學學術背景，曾就讀於著名的法國國家行政學院。

在1972年至2016年期間，他一直是法國審計法院成員。他在1986至1989年間出任法國國家旅遊局局長，並於1990至2009年間先後擔任世界旅遊組織（現聯合國世界旅遊組織）副秘書長及秘書長。2003年，他領導該組織成功轉型為聯合國的專門機構。

2008至2012年間，他擔任巴黎第一大學的教授，並於法國及海外多所大學講授國際旅遊課程。

弗朗加利曾擔任世界酒店旅遊教育培訓協會非執行主席、國際酒店及餐館協會董事會成員、法國薩瓦滑雪度假村旅遊工程公司董事會成員，以及聯合國世界旅遊組織STEP基金會主席。目前他擔任中國貴州省旅遊顧問、國際山地旅遊聯盟理事會成員，以及中國西北旅遊學院名譽院長。

其近期著作由巴黎 Éditions L'Harmattan出版社出版，包括《親歷國際旅遊地緣政治：新絲綢之路》（2017年）及《隨雲漂泊——一個正在消失的世界》（2022年）。

Born in 1947 in Paris, Francesco Frangialli is the Honorary Secretary-General of the UN Tourism and the former Director General of Tourism of France.

With an extensive academic background in economics, public law and political science, Francesco is an alumnus of the renowned French École Nationale d'Administration (ENA).

From 1972 to 2016, he was a member of the Supreme Court of Audit of France (Cour des comptes). From 1986 to 1989, he served as Head of the French national tourism administration, and from 1990 to 2009, he was Deputy Secretary-General and subsquently Secretary-General of the World Tourism Organization (now UN Tourism). In 2003, he led its transformation into a specialized agency of the United Nations.

From 2008 to 2012, he was a professor at Paris 1 University Pantheon-Sorbonne, and lectured on international tourism at various universities, in France and abroad.

Frangialli was the Non-Executive Chairman of AMFOHRT (the World Association for Education and Training in the Tourism Sector), a member of the Board of the International Hotel and Restaurant Association (IHRA), as well as of the Board of the French public company SSIT (tourism engineering in Savoy ski resorts), and the President of the UN Tourism STEP Foundation. He is an adviser on tourism to the Chinese Province of Guizhou, a member of the Council of the International Mountain Tourism Alliance, and the Honorary President of the Tourism Institute of the North-West of China.

His most recent books, published in French by Éditions L'Harmattan (Paris), are titled « Géopolitique vécue du tourisme international – Les Nouvelles Routes de la Soie » (2017) and « De-ci de-là en suivant les nuages – Un monde qui disparait » (2022).



# 東尼・費南德斯
# Tony Fernandes

亞洲航空聯合創始人
Co-Founder of AirAsia
Capital A首席執行官
Chief Executive Officer of Capital A Group

東尼・費南德斯是亞洲知名業家之一，他最為人熟悉的，是於2001年與拿督卡瑪魯丁・梅拉農共同創辦亞洲航空，並將其打造成引領業界的低成本航空公司，徹底改寫了區內的航空旅遊面貌。

當時費南德斯與拿督卡瑪魯丁以象徵式的1馬來西亞令吉（折合約0.25美元）和4000萬馬來西亞令吉貸款，收購了這家瀕臨倒閉的航空公司，並在兩年之內讓公司轉虧為盈，將其由一家馬來西亞本土航空公司，逐步發展成為亞洲規模最大且極具影響力的航空品牌之一。

自2018年起，費南德斯透過大膽的數碼與業務轉型，推動集團邁向下一階段的成長，其中包括於2020年10月推出新一代網上旅遊平台AirAsia MOVE，在區內提供機票、酒店及品味生活等多元服務。

他現時擔任Capital A的首席執行官，該投資控股公司擁涵蓋航空服務、數碼及物流等協同業務投資組合，當中包括AirAsia MOVE、維修保養服務提供商Asia Digital Engineering (ADE)、物流企業Teleport、航膳及餐飲品牌Santan，以及品牌與IP管理公司AirAsia Next。他同時繼續擔任亞航集團的共同創辦人兼顧問。

One of Asia's most recognisable entrepreneurs, Tony Fernandes is best known for co-founding AirAsia in 2001 with Datuk Kamarudin Meranun and transforming it into a leading low-cost airline group that revolutionised air travel across the region.

In a now-legendary move, Fernandes and Datuk Kamarudin acquired the ailing airline for a token MYR1 (approximately USD0.25), along with MYR40 million in debt. Within two years, they returned the business to profitability, and went on to scale it from a Malaysian domestic carrier into one of Asia's largest and most influential aviation brands.

Since 2018, Fernandes has been leading the group's next phase of growth through a bold digital and business transformation. This includes the launch of AirAsia MOVE in October 2020, a next-generation online travel platform offering flights, hotels, and lifestyle services across the region.

He is currently the Chief Executive Officer of Capital A, an investment holding company with a portfolio of synergistic businesses spanning aviation services, digital, and logistics. These include AirAsia MOVE, MRO provider Asia Digital Engineering (ADE), logistics venture Teleport, inflight catering & F&B brand Santan, and brand and IP management company AirAsia Next. He remains the co-founder of and advisor to AirAsia Group.



# 高德康
# Gao Dekang

波司登創始人、集團董事局主席兼總裁
Founder of Bosideng, Chairman of the Board & CEO of Bosideng International Holdings Limited
全國工商聯紡織服裝業商會理事長
President, Chamber of Commerce for Textile and Apparel Industry, All-China Federation of Industry and Commerce

作為改革開放以來中國第一代民營企業家的典型代表，波司登創始人高德康心懷國之大者，50年不忘初心躬耕實業，傾力打造自主品牌，勇攀民族品牌自主創新的“珠穆朗瑪峰”。波司登羽絨服連續31年中國市場銷量第一，品牌價值達1356.87億元，上榜世界品牌500強，書寫了“中國羽絨服全球領先”的溫暖奮鬥史，帶動我國羽絨工業發展成為具有全球市場競爭力的優勢產業。

作為一名具有強烈社會責任感的企業家，高德康致富思源，造福百姓，推動鄉村振興，助力共同富裕，熱心慈善公益，累計向社會捐款捐物超過16.5億元。高德康曾榮獲“全國勞動模範”“第三屆優秀中國特色社會主義事業建設者”“制造業人才支持計劃”創新企業家、全國紡織工業系統勞動模範，以及“慶祝中華人民共和國成立70周年”紀念章、改革開放四十年紡織行業突出貢獻人物、中國紡織服裝領軍人物、輕工大國工匠等殊榮。

As a typical representative of China's first generation of private entrepreneurs since the reform and opening-up, Gao Dekang, founder of Bosideng, keeps the country's paramount interests close to his heart. Over the past 50 years, he has remained true to his original aspiration, rooted himself in the real economy, strived to build independent brands, and bravely scaled the "Mount Everest" of independent innovation for national brands.

Bosideng down jackets have ranked No.1 in China's market sales for 31 consecutive years. With a brand value of RMB 135.687 billion, it has been listed among the World's Top 500 Brands. The brand has written a heartwarming story of perseverance marked by "global leadership in Chinese down jackets", and helped develop China's down industry into a competitive sector with global market clout.

As an entrepreneur with a strong sense of social responsibility, Gao Dekang remembers where his success came from. He works to improve people's livelihoods, advance rural revitalization and boost common prosperity, and is committed to charitable causes. His total donations of funds and goods to society have exceeded RMB 1.65 billion.

Gao Dekang has received numerous honors, including the title of National Model Worker,Outstanding Builder of Socialism with Chinese Characteristics (3rd Session), Innovative Entrepreneur under the Manufacturing Talent Support Program, National Model Worker in the textile industry, the Commemorative Medal for the 70th Anniversary of the Founding of the People's Republic of China, Outstanding Contributor to the Textile Industry in the 40 Years of Reform and Opening-up, Leading Figure of China's Textile and Apparel Industry, and Master Craftsman of the Light Industry Sector.



# 艾莉森・格林內爾
# Alison Grinnell

**瑪鑽首席運營官**
Group Chief Operating Officer of Marjan
**瑪鑽酒店及旅遊業首席執行官**
Chief Executive Officer of Marjan Hospitality

艾莉森・格林內爾現任瑪鑽首席運營官兼瑪鑽酒店及旅遊業首席執行官，全面負責集團酒店資產的發展與管理，確保高效整合與卓越運營。此前，她曾擔任RAK Hospitality Holding首席財務官，後晉升為首席執行官。任職期間，她主導了與永利度假村及瑪鑽集團的合作，共同開發拉斯海瑪首個綜合娛樂度假村“Wynn Al Marjan Island”，成為推動當地經濟與旅遊業增長的關鍵專案。

加入拉斯海瑪前，格林內爾在普華永道工作近15年，擔任中東地區酒店業務負責人，為全球酒店運營商、投資者及開發商提供戰略、投資及績效優化方面的專業諮詢。

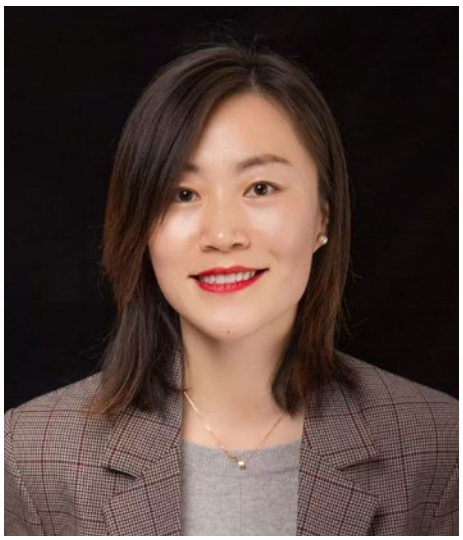
格林內爾連續入選《福布斯中東》2024年、2025年及2026年“旅遊與酒店業領軍人物”榜單。

Alison Grinnell is the Group Chief Operating Officer of Marjan and also serves as Chief Executive Officer of Marjan Hospitality, the hospitality arm of the group. In these dual roles, she oversees the Development and Asset Management of Marjan's hospitality assets, ensuring seamless integration and operational excellence.

Prior to her current role, Grinnell served as Chief Executive Officer of RAK Hospitality Holding, following her tenure as Chief Financial Officer. As CEO, she played a pivotal role in partnering with Wynn Resorts and Marjan to develop Wynn Al Marjan Island, the region's first integrated gaming resort and a key driver of Ras Al Khaimah's economic and tourism growth. She also led the company's transformation into the Emirate's leading hospitality group, overseeing a diverse portfolio of hotels, resorts, leisure, logistics and asset management subsidiaries.

Before her time in Ras Al Khaimah, Grinnell spent nearly 15 years with PricewaterhouseCoopers (PwC), where she led the firm's Hotel Practice for the Middle East.

Grinnell has been recognized among Forbes Middle East's Top Travel & Tourism Leaders (2024, 2025, 2026).



## 郭少昕
## Guo Shaoxin

阿那亞控股集團有限公司副總裁
Vice President of Aranya Holdings Group Limited

郭少昕，現任阿那亞控股集團有限公司副總裁，2013年加入阿那亞，伴隨公司成長十餘年，全面負責阿那亞文化內容策劃、品牌營銷、活動運營等工作，是阿那亞文化體系搭建的核心人物。

在她的主導下，阿那亞逐步完成從早期業主社群培育，到打造公共文化飛地，再到構建多元文化IP矩陣的演進。她推動落地阿那亞戲劇節、蝦米音樂節、海浪電影周、童話月等一系列重磅活動，大型節慶結合常態化活動，構建起全年文化活動體系，涵蓋戲劇、音樂、文學、影視、當代藝術等多個領域，把文化內容作為阿那亞開發、運營之外的第三大核心支柱，以文化帶動品牌資產價值提升，把阿那亞打造成「讓人反覆到訪」的理想社區。

Guo Shaoxin, Vice President of Aranya Holdings Group Limited.

Ms. Guo joined Aranya in 2013. Having worked with the company for over a decade, she is responsible for cultural content planning, brand marketing and event operations. She has built up Aranya's cultural ecosystem.

Under her leadership, Aranya has progressed from developing its initial homeowner community, to establishing a public cultural destination, and is currently building a diversified matrix of cultural IPs. She led the development of a number of signature events such as the Aranya Theater Festival, Xiami Music & Arts Festival, Aranya Waves Film Festival, and Aranya Fairy Tale Month. Integrating major festivals with regular events, Aranya operates a year-round cultural system covering theater, music, literature, film and contemporary art. Cultural content acts as Aranya's third core pillar alongside development and operation. It elevates brand equity, making Aranya an ideal community that inspires repeat visits.



## 何晶
## He Jing

黑龍江省文化和旅遊廳廳長
Director-General of the Heilongjiang Provincial Department of Culture and Tourism

何晶，漢族，黑龍江哈爾濱人，北京大學教育經濟與管理專業畢業，管理學博士學位。

黑龍江省文化和旅遊廳廳長。

He Jing, of Han ethnicity, is a native of Harbin, Heilongjiang Province. She holds a doctorate in Management, having graduated from Peking University with a degree in Education Economics and Management.

She currently serves as Director-General of the Heilongjiang Provincial Department of Culture and Tourism.



# 何超瓊
# Pansy Ho

中華全國工商業聯合會副主席
Vice Chairman of the All-China Federation of Industry and Commerce
世界旅遊經濟論壇副主席兼秘書長
Vice Chairman and Secretary-General of Global Tourism Economy Forum

何超瓊女士為信德集團有限公司董事長，身兼美高梅中國控股有限公司董事長及執行董事，並于港澳多家文旅產業企業出任要職，包括信德中旅船務投資有限公司、澳門旅遊塔會展娛樂中心、澳門航空股份有限公司、澳門國際機場專營股份有限公司等。

何女士是全國政協常委、全國工商聯副主席、全國婦聯常委。她積極履職服務國家，在工商界及文化旅遊發展方面，推動國內外多邊合作。目前為全聯旅遊業商會執行會長、世界旅遊聯盟副主席、國際山地旅遊聯盟副主席、世界旅遊及旅行理事會執行委員會委員，聯合國開發署和平發展基金會委員會委員、首位亞太旅遊協會基金會大使，以及聯合國世界旅遊組織旅遊大使。

何女士在社會公益事務作出的貢獻，先後獲得國內外的肯定。在內地，她獲授予全國三八紅旗手。國際上，她獲頒義大利仁惠之星大官員勳章及法國榮譽軍團騎士勳章。在香港，她獲香港特區政府委任為太平紳士及獲頒發銀紫荊星章。在澳門，她獲澳門特區政府頒授旅遊功績勳章。

Ms. Pansy Ho is the Group Executive Chairman of Shun Tak Holdings Limited, the Chairperson and Executive Director of MGM China Holdings Limited and holds leadership positions at various entities in Hong Kong and Macao, including Shun Tak – China Travel Shipping Investments Limited, Macau Tower Convention & Entertainment Centre, Air Macau Company Limited and Macau International Airport Company Limited, etc.

She actively participates in multilateral exchanges in business, culture, and tourism, contributing to national development. She is a Standing Committee Member of the National Committee of the Chinese People's Political Consultative Conference, the Vice President of the All-China Federation of Industry and Commerce, a Standing Committee Member of the All-China Women's Federation. Ms Ho currently is the Executive Chairman of China Chamber of Tourism, Vice-Chairman of the WTA and IMTA, Executive Committee Member of the WTTC, Member of the United Nations Development Program Peace Development Fund Committee, the first official Ambassador of the PATA, and UN Tourism Ambassador.

Her contributions to social welfare affairs and her efforts to promote international exchanges and cooperation have earned her recognition from various countries. In the Chinese Mainland, she was conferred the honor of "2020 National March 8th Red-Banner Holder", was awarded the Silver Bauhinia Star by the HKSAR Government and was bestowed the Medal of Merit — Tourism by the Macau SAR Government. Internationally, she was awarded the Grand Officer of the Order of the Star of Benevolence of Italy and the Chevalier de l'Ordre National du Merite.




## 黎安娜·伊夫蘭
## Rhiannan Iffland

Red Bull懸崖跳水運動員, Red Bull GmbH
Red Bull Cliff Diving Athlete, Red Bull GmbH

Rhiannan Iffland是澳洲最成功的懸崖跳水運動員，也是全球高台跳水界最具代表性的運動員之一。自2016年加入Red Bull Cliff Diving World Series以來，她創下連續十屆總冠軍紀錄，並保持該系列賽歷來最多分站冠軍紀錄。

作為五屆世界泳聯高台跳水世界冠軍，Rhiannan以其在20米以上高度完成高難度動作的能力聞名，並長期保持世界頂尖競技水平。

除了賽場成就外，她亦積極分享突破自我、克服恐懼及追求卓越的經驗，成為女性極限運動的重要代表人物，激勵更多人勇於挑戰極限並實現個人成長。

Rhiannan Iffland is Australia's most successful cliff diver and one of the most decorated athletes in the history of the sport. Since joining the Red Bull Cliff Diving World Series in 2016, she has won a record ten consecutive World Series titles and holds the all-time record for event victories.

A five-time World Aquatics High Diving World Champion, Rhiannan is renowned for her ability to perform complex dives from heights of over 20 metres while consistently delivering world-class performances under pressure.

Beyond competition, Rhiannan is a passionate advocate for pushing boundaries, overcoming fear, and inspiring others to pursue excellence. Through her career, she has become a global ambassador for women in extreme sports and a leading voice on resilience, performance, and personal development.



# 吉小冬
# Ji Xiaodong

全國工商聯旅遊業商會會長
Chairman of China Chamber of Tourism

吉小冬先生是最早一批在雲南大理、麗江投資旅遊的企業家，長期投身全國旅遊發展建設。

吉小冬先生以“綠色、低碳、環保”為理念，以“人、環境、文化和諧發展”為前提，以“構建生物多樣性，以平衡生態空間”為出發點，打造了如大理石門關旅遊景區（國家AAAA級景區）、麗江犛牛坪、大理感通索道等精品景區和專案。在專案開發與建設中，吉小冬先生關注區域經濟與社區協同發展，帶動景區地區百姓致富，為解決就業、脫貧攻堅、鄉村振興作出了積極貢獻，有力推動當地經濟社會發展，被授予“投資大理十大傑出人物”“社會扶貧模範”等榮譽稱號。與此同時，吉小冬先生在旅遊景區綜合開發、管理、行銷等方面積累了寶貴經驗，是中國旅遊業界經驗豐富的實踐家和投資人。

吉小冬先生是全國工商聯旅遊業商會會長，帶領商會配合國家戰略，引領中國民營旅遊企業參與全國旅遊發展建設，推動國際旅遊交流合作，為中國旅遊業高品質發展做出重要貢獻。

Mr. Ji Xiaodong is one of the earliest entrepreneurs to invest in tourism in Dali and Lijiang, Yunnan, and has been committed to the development and construction of tourism across the country.

Mr. Ji Xiaodong has created high-quality scenic spots and projects such as Dali Shimenguan Pass Scenic Area (a national AAAA-level scenic spot), Lijiang Maoniu Ping, and Dali Gentong Cableway, adhering to the philosophy of “green, low-carbon, and environmentally friendly,” taking “the harmonious development of people, the environment, and culture” as the premise, and focusing on “building biodiversity and creating balanced ecological spaces”.

In developing and constracting projects, Mr. Ji Xiaodong cared deeply about the coordinated development of regional economy and community, enabling residents in the scenic area to get rid of poverty and become better off. He made tremendous contributions to local employment, poverty alleviation, and rural revitalization, effectively promoting the local economic and social development. For these efforts, he has been awarded many honors including “Top Ten Outstanding Investors in Dali” and “Model of Social Poverty Alleviation.”

Meanwhile, Mr. Ji Xiaodong has accumulated valuable experience in the comprehensive development, management, and marketing of tourist attractions. As an experienced practitioner and investor in China’s tourism industry, he plays an exemplary leading role in guiding the development of the tourism sector.

As the Chairman of China Chamber of Tourism, Mr.Ji leads the Chamber aligning with national strategies, guides Chinese private tourism sector to engage in the construction and development of national tourism, and promotes international tourism exchanges and cooperation. He has made vital contributions to the high-quality development of China’s tourism industry.



## 錢璟浩
## Price Karr

永利澳門有限公司財務總裁
Chief Financial Officer of Wynn Macau, Limited

錢璟浩先生現任永利澳門有限公司財務總裁，負責公司財務職能，包括財務規劃與分析、會計、稅務、資金管理、資本市場、投資者關係及風險管理。此前，錢先生曾於拉斯維加斯擔任永利渡假村（Wynn Resorts）企業融資高級副總裁及司庫，負責企業融資、資金管理、資本市場、戰略融資以及併購事宜。在加入永利渡假村前，他曾任職於德意志銀行及高盛，從事投資銀行工作，為房地產、博彩及酒店業客戶就併購、資本市場活動及戰略交易提供顧問服務。錢先生擁有南加州大學國際關係文學士學位以及賓夕法尼亞大學沃頓商學院金融及房地產工商管理碩士學位。

Mr. Price Alexander Karr is the Chief Financial Officer of Wynn Macau, Limited and is responsible for the Company's finance functions, including financial planning and analysis, accounting, tax, treasury, capital markets, investor relations and risk management. Prior to this position, Mr. Karr was the Senior Vice President of Corporate Finance and Treasurer of Wynn Resorts in Las Vegas, where he was responsible for corporate finance, treasury, capital markets, strategic financing, and mergers and acquisitions. Before joining Wynn Resorts, Mr. Karr held investment banking positions at Deutsche Bank and Goldman Sachs, where he advised clients in the real estate, gaming and lodging sectors on mergers and acquisitions, capital markets activity and strategic transactions. Mr. Karr holds a Bachelor of Arts in International Relations from the University of Southern California as well as an MBA in Finance and Real Estate from The Wharton School of the University of Pennsylvania.



# 哈米什·基思
# Hamish Keith

EXO旅遊集團首席執行官
Chief Executive Officer of EXO Travel Group

哈米什・基思現任EXO旅遊集團首席執行官。EXO旅遊是亞洲頂尖的目的地管理公司之一，業務遍及亞洲及北非共12個目的地。他在區域旅遊業擁有超過三十年的領導經驗，並在推動體驗式、高端及可持續旅遊方面發揮關鍵作用。

作為首席執行官，哈米什帶領 EXO 旅遊在東南亞進行策略性擴展，並進軍日本與韓國，同時在摩洛哥及埃及設立營運據點。在他的領導下，集團始終積極推動環境管理與社會責任。2023年，EXO旅遊成為亞洲首家獲得 B Corp 認證的大型目的地管理公司，為旅遊業的問責制、社會可持續發展及環境治理樹立更高標準。

哈米什是負責任旅遊與區域合作的熱忱倡導者，經常參與國際產業論壇，就供應鏈韌性、可持續經濟增長及目的地管理的未來等重要議題發表見解。他持續推動創新，將文化遺產保存、社區賦權與真實旅遊體驗緊密結合。

Hamish Keith is the CEO of EXO Travel, one of Asia's premier Destination Management Companies operating across 12 destinations in Asia and North Africa. With over three decades of leadership in the regional travel sector, Hamish has played a pivotal role in pioneering experiential, high-end, and sustainable tourism.

As CEO, Hamish has led EXO Travel's strategic expansion across Southeast Asia into Japan and South Korea, as well as establishing operations in Morocco and Egypt. Under his direction, the group has consistently championed environmental stewardship and social responsibility. In 2023, EXO achieved a landmark milestone by becoming the first major DMC in Asia to earn B Corp Certification, establishing higher benchmarks for accountability, social sustainability, and environmental governance in the travel industry.

A passionate advocate for responsible tourism and regional collaboration, Hamish regularly contributes to international industry forums, addressing critical issues such as supply chain resilience, sustainable economic growth, and the future of destination management. He continues to drive innovation at the intersection of cultural heritage preservation, community empowerment, and authentic travel experiences.



## 高添文
## Tim Kelly

澳門新濠天地總裁
Property President, City of Dreams, Macau

高添文先生為澳門新濠天地總裁。高先生在豪華酒店及度假村管理方面擁有豐富經驗，現負責統籌澳門新濠天地的策略規劃、營運、業務發展及特別項目。

加入新濠前，高先生曾於杜拜出任Kerzner International旗下Atlantis Global之總裁，負責統籌該公司於多個地區的策略發展，包括策劃並領導Atlantis The Royal成功開業，該項目其後獲選為「全球50最佳酒店」之一。在高先生的領導下，Atlantis Dubai發展成為享負盛名的美食目的地，匯聚眾多名廚餐飲品牌。此前，高先生亦曾於澳門永利皇宮及拉斯維加斯美高梅大酒店擔任高級管理職務。

Timothy M. Kelly is Property President of City of Dreams, Macau. Tim brings with him extensive experience in luxury hospitality and resort management, and oversees strategy, operations, commercial and special projects at City of Dreams, Macau.

Previously, Tim was President of Atlantis Global for Kerzner International in Dubai. In this role, Tim oversaw the strategic direction for the company's development across multiple locations, including creating and leading the launch of Atlantis The Royal which was recognized as one of the "World's 50 Best Hotels". His leadership transformed Atlantis Dubai into a renowned destination for gastronomy to feature the largest collection of celebrity chef brands. Prior to this, Tim also held senior roles at Wynn Palace Macau and MGM Grand Las Vegas.



# 金大顯
# Kim Dae-hyun

韓國文化體育觀光部副部長
Vice Minister, Ministry of Culture,
Sports and Tourism of Republic of Korea

金大顯閣下自2025年8月起擔任大韓民國文化體育觀光部副部長。他於1993年通過第37屆行政高等考試後展開公職生涯。

在2005至2008年期間，他被借調至世界旅遊組織（現聯合國世界旅遊組織）擔任官員。其後他於2017至2018年，出任2018年平昌冬奧會及冬殘奧會組織委員會文化活動局局長。此後他獲委任多項要職，包括於2020年出任文化體育觀光部媒體政策局局長、2021年出任文化體育觀光部宗教事務次官，以及於2023年出任韓國國家藝術學院秘書長。

他擁有延世大學公共行政學士學位，以及美國中密芝根大學休閒娛樂碩士學位。他亦曾榮獲第四級勤政勳章。

H.E. Mr. Dae-hyun Kim has served as Vice Minister of Culture, Sports and Tourism of the Republic of Korea since August 2025. He began his career in public service after passing the 37th Higher Civil Service Examination in 1993.

From 2005 to 2008, he served as an officer on secondment to the World Tourism Organization (now UN Tourism). He later served as Director General for Cultural Events at the PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games from 2017 to 2018. His subsequent appointments included Director General of the Media Policy Bureau at the Ministry of Culture, Sports and Tourism (MCST) in 2020, Deputy Minister for Religious Affairs at MCST in 2021, and Secretary General of the National Academy of Arts in 2023.

He holds a B.A. in Public Administration from Yonsei University and an M.A. in Recreation and Leisure from Central Michigan University in the United States. He is a recipient of the Order of Service Merit (4th Class).



# 貢維列
# Kong Vireak

亞洲文化遺產保護聯盟秘書長
Secretary-General,
Alliance for Cultural Heritage in Asia
柬埔寨文化藝術部副國務秘書
Undersecretary of State,
Ministry of Culture and Fine Arts, Cambodia

貢維列先生來自柬埔寨，現任亞洲文化遺產保護聯盟秘書長、柬埔寨文化藝術部副國務秘書。

獲柬埔寨金邊皇家藝術大學考古學學士、法國巴黎社會科學高等研究院人類學藝術碩士學位。2008年進入柬埔寨皇家藝術大學工作，先後任文學事務辦公室主任、副校長。2013年任柬埔寨國家博物館館長，2020年任柬埔寨文化遺產總司副總司長。2023年1月起，任柬埔寨文化藝術部副國務秘書。

2023年4月當選為亞洲文化遺產保護聯盟秘書長。

Mr. Kong Vireak of Cambodia currently serves as Secretary-General of Alliance of Cultural Heritage in Asia and Under Secretary of State at the Ministry of Culture and Fine Arts of Cambodia.

He holds a bachelor's degree in archaeology from the Royal University of Fine Arts in Phnom Penh and a master's degree in anthropology of art from the School for Advanced Studies in the Social Sciences in Paris. He joined the Royal University of Fine Arts in 2008, where he served successively as Director of the Office of Academic Affairs and Vice Rector. In 2013, he was appointed Director of the National Museum of Cambodia, and in 2020, Deputy Director-General of the General Department of Cultural Heritage. He has served as Under Secretary of State at the Ministry of Culture and Fine Arts since January 2023.

In April 2023, he was elected Secretary-General of ACHA.



# 愛琳娜・昆圖拉
# Elena Kountoura

歐洲議會議員
Member of the European Parliament (MEP)
歐洲議會交通與旅遊委員會副主席
Vice-Chair of the Committee on Transport and Tourism (TRAN)

愛琳娜・昆圖拉現任歐洲議會交通及旅遊委員會（TRAN）副主席、婦女權利及性別平等委員會（FEMM）委員，以及預算委員會（BUDG）與區域發展委員會（REGI）候補委員。

自2019年當選歐洲議會議員以來，她的議會工作重點集中於交通、旅遊、區域發展及性別平等等領域。此前，她曾於2015年1月至2019年5月擔任希臘旅遊部長。

2004年至2019年間，她曾六度當選希臘議會議員，代表雅典第一選區。從政前，她曾在國際時尚界擁有豐富經歷，其後擔任全國性雜誌的發行人與總監。此外，她也曾是希臘田徑國家隊成員，在跳高及100公尺跨欄項目中獲得全國冠軍，創下希臘國家紀錄，並在國際賽事中取得優異成績。

愛琳娜・昆圖拉畢業於雅典國立卡波蒂斯坦大學，取得體育教育與運動科學學位，並能使用希臘語、英語、法語及西班牙語四種語言。

Member of the European Parliament 2019-2029. Elena Kountoura is Vice-Chair of the European Parliament's Committee on Transport and Tourism (TRAN), a member of the Committee on Women's Rights and Gender Equality (FEMM), and a substitute member of the Committees on Budgets (BUDG) and Regional Development (REGI).

Elected to the European Parliament since 2019, she has focused her parliamentary work on transport, tourism, regional development, and gender equality. Previously Elena Kountoura served as Greece's Minister of Tourism from January 2015 to May 2019.

She was a member of the Hellenic Parliament from 2004 to 2019, having been elected six times in the first district of Athens. Before entering politics, she had an international career in the global fashion industry and later worked as a publisher and director of national magazines. She was also a national champion in the high jump and in100-metre hurdles, representing Greece as a member of the national track and field team, setting Greek national records and earning international distinctions.

Elena Kountoura holds a degree in Physical Education and Sport Science from the National and Kapodistrian University of Athens, and speaks four languages: Greek, English, French and Spanish.



## 林衍傑
## Vic Lam

橫琴粵澳深度合作區產業發展局旅遊會展處處長
Head of the Tourism and MICE Division, Industrial Development Bureau of Guangdong-Macao In-Depth Co-operation Zone in Hengqin

林衍傑先生，現任橫琴粵澳深度合作區產業發展局旅遊會展處處長，擁有二十五年旅遊、會展行業資深經驗，專業基礎深厚、知識背景多元。

他持有旅遊管理、法學學士學位及工商管理、公共管理碩士學位，跨學科背景使其在旅遊目的地推廣和文旅產業發展領域具備全面並深刻的專業視野。

他曾先後任職於澳門兩家航空公司，後於2007年進入澳門特區旅遊局工作，曾負責內地與國際旅遊推廣及統籌舉辦各類大型活動，深入掌握旅遊產業鏈各環節核心，為後續深耕旅遊與會展產業領域奠定堅實基礎。

目前，他主要負責合作區旅遊會展產業發展相關工作，重點推進橫琴國際休閒旅遊島建設、旅遊宣傳推廣、會展、培訓及行業管理等公共事務，助力推動澳門經濟適度多元發展。

Mr. Vic Lam is a seasoned tourism and MICE professional with a distinguished career spanning for 25 years. His strong academic background, which includes a BTM, LLB, MBA, and MPA, gives him a wide-ranging view on destination marketing and economic development.

He built his deep understanding of the travel industry from the inside out, with a foundational background in the aviation sector working for two prestigious carriers in Macao SAR before joining in Macao Government Tourism Office since 2007. He was in the role of tourism promotion in Mainland and international markets, as well as a coordinator of organizing big events. His profound understanding of the core elements across the tourism industrial chain has laid a solid foundation for his continued dedication to the tourism and MICE industries.

Now, Mr. Lam applies his expertise to the public sector as the Head of the Tourism and MICE Division in the Industrial Development Bureau of Guangdong-Macao In-Depth Co-operation Zone in Hengqin. His broad experience covers the strategic promotion of the destination and the organization of high-profile tourism and MICE events, driving growth and partnership in one of the region's most dynamic economic zones.



## 李軍
## Kevin Lee

美高梅酒店集團亞太有限公司高級副總裁
Senior Vice President of MGM Hospitality Asia Pacific Limited

李軍先生2009年加入集團，現任高級副總裁，管理項目發展、品牌戰略和設計工程多個部門。

他帶領發展團隊，近年來在深圳、上海、三亞、珠海、杭州、陵水等地簽約多個標誌性的品牌酒店項目。同時，設計工程團隊在他的領導下，基於品牌標準和項目特點，為這些項目提供高水準定制化的技術支持工作，近年相繼成功開業了珠海美高梅華府酒店、深圳美高梅酒店、上海西岸美高梅酒店、青島美高梅酒店和青島美高梅華府酒店，深圳、北京、上海和陵水的美高梅酒店和美高梅美幻酒店也將陸續開業。在他的推動下，集團旗下的以美高梅品牌為核心的系列酒店品牌的體系建設亦得到了全面的發展。

李軍先生擁有同濟大學建築學學士學位和清華大學MBA學位。

Kevin Lee joined the Group in 2009 and currently serves as Senior Vice President. In this role, he provides overall leadership and strategic oversight for the Group's business development, brand strategy, design and construction functions.

Under his leadership, the development team has secured several landmark branded hotel projects in recent years across Shenzhen, Shanghai, Sanya, Zhuhai, Hangzhou, and Lingshui. The design and construction team delivers high-level, customized technical solutions aligned with brand standards and project needs. Over the past few years, several hotels have successfully opened, including MGM Reserve Zhuhai, MGM Shenzhen, MGM Shanghai West Bund, MGM Qingdao, and MGM Reserve Qingdao. More MGM hotels and Mirage by MGM hotels are set to open in Shenzhen, Beijing, Shanghai, and Lingshui in the coming years. With his drive, the Group has significantly advanced the development of its hotel brand portfolio, with MGM at its core.

Kevin Lee holds a Bachelor of Architecture from Tongji University and an MBA from Tsinghua University.



## 李·威廉森
## Lee Williamson

財富雜誌亞洲區編輯總監
Editorial Director, Asia at Fortune

Lee Williamson是《財富》雜誌亞洲區編輯總監，常駐香港。他負責塑造《財富》在亞洲地區的編輯與現場媒體策略，並主管多媒體報道、CEO社群及現場新聞活動。作為屢獲殊榮的媒體領袖和內容策略家，他在亞洲擁有逾15年經驗，曾為高層商業受眾打造具影響力的編輯品牌、活動和社群。加入《財富》之前，他擔任《南華早報》執行總監，主導了該報文化類IP的轉型，包括其旗艦週日雜誌《PostMag》。他還曾於2023年至2025年兩度擔任香港外國記者會主席，並且是WAN-IFRA青年媒體領袖計劃成員。

Lee Williamson is Fortune's Asia editorial director, based in Hong Kong. Williamson shapes Fortune's editorial and live media strategy across the region, with responsibility for multimedia coverage, CEO communities, and live journalism events. An award-winning media leader and content strategist with more than 15 years of experience in Asia, Williamson has built influential editorial brands, events, and communities for senior business audiences. Before joining Fortune, he was an executive director at the South China Morning Post, where he led the transformation of the Post's culture-focused IPs, including its flagship Sunday magazine PostMag. He served two terms as president of the Foreign Correspondents' Club, Hong Kong, from 2023 to 2025, and is a WAN-IFRA Young Media Leaders Fellow.



# 劉拓
# Leo Liu

萬事達卡中國公共事務副總裁
Vice President of Public Sector of Mastercard China

劉拓現任萬事達卡中國公共事務副總裁，負責萬事達卡在中國的公共事務。他與中國政府及在華外國政府機構合作，透過萬事達卡的全球網絡，以及與全球主要銀行和商戶的合作夥伴關係，促進跨境及境內支付業務的發展。

加入萬事達卡之前，他曾任渣打銀行（中國）有限公司政府事務總監，負責推動該行的市場准入策略與工作，協助該行達成多項市場首創的里程碑。在服務渣打前，他與合夥人共同經營一家初創諮詢公司，服務在華的跨國企業客戶。在此之前，他任職於總部位於巴黎的全球環境服務領軍企業威立雅，協助公司制定中國策略並影響相關政策。

劉拓於偉達公共關係顧問公司展開其職業生涯，為中國政府及跨國企業提供政府關係與危機管理諮詢服務，客戶包括北京奧林匹克運動會組織委員會、力拓集團、英國石油、寶潔、百事等。

劉拓擁有中國人民大學國際關係學士及碩士學位。

Leo serves as Vice President of Public Sector at Mastercard. Leading Mastercard's public sector business in China, he works with the Chinese government and foreign governmental institutions in China to facilitate cross-border and domestic payments, by leveraging Mastercard's global networks and partnerships with major banks and merchants around the world.

Before joining Mastercard, he served as Government Affairs Director at Standard Chartered Bank (China) Limited. He drove the bank's strategy and efforts in market access, helping the bank achieve many market-first milestones. Before Standard Chartered, he ran a start-up consulting firm with his partner, serving MNC clients in China. Prior to that, he worked at Veolia, a world leader in environmental services headquartered in Paris, where he helped the company develop its China strategy and influence policies. Leo started his career at Hill and Knowlton, providing government relations and crisis management consulting for Chinese government bodies and MNCs, including the Beijing Olympic Organising Committee, Rio Tinto, BP, P&G, and Pepsi.

Leo obtained his bachelor's and master's degrees from Renmin University, both majoring in International Relations.



## 劉照惠
## Liu Zhaohui

國際山地旅遊聯盟副主席
Vice Chairman of the International Mountain Tourism Alliance (IMTA)

國際山地旅遊聯盟副主席。美國奧克蘭大學語言藝術專業碩士，澳大利亞國立大學訪問學者，西南大學外國語學院英語語言文學博士，教授，碩導，貴州省歐美同學會副會長。曾任興義民族師範學院院長、黨委副書記、貴州師範大學黨委副書記。

Vice Chairman of the International Mountain Tourism Alliance. Master of Arts in Language Arts from Oakland University, USA; visiting scholar at the Australian National University; Ph.D. in English Language and Literature from the College of International Studies, Southwest University; professor; master's supervisor; Vice President of the Guizhou Overseas-Educated Scholars Association. Former President and Deputy Party Secretary of Xingyi Normal University for Nationalities, and former Deputy Party Secretary of Guizhou Normal University.



# 龍永圖
# Long Yongtu

原國家對外經貿部副部長
Former Vice Minister of Ministry of Foreign Trade & Economic Cooperation of China
博鰲亞洲論壇原秘書長
Former Secretary-General of Boao Forum for Asia

龍永圖先生曾於1978至1980年在紐約中國常駐聯合國代表團工作，其後於聯合國開發計劃署紐約總部（1980-1985）任職，並擔任該署駐朝鮮副代表（1985-1986）。1986至1991年出任外經貿部中國國際經濟技術交流中心副主任，1992年起歷任外經貿部國際司司長、部長助理及副部長。

1995至2001年，龍永圖作為首席談判代表，領導並成功完成長達15年的中國加入世貿組織談判。2003年當選博鰲亞洲論壇秘書長，至2018年獲頒論壇榮譽會員。

他曾獲「CCTV2003年度經濟人物」、聯合國秘書長安南頒發的聯合國特別獎，以及比利時國王阿爾貝二世授予的萊奧波德國王勳章。

學術職務方面，龍永圖曾任復旦大學國際關係與公共事務學院院長及國際問題研究院院長，並於北京大學、清華大學等擔任教授，亦應李嘉誠先生邀請出任汕頭大學校董會成員。他經常應邀出席哈佛大學、倫敦經濟學院、新加坡國立大學等機構的研討會。

2006年獲倫敦經濟學院頒授名譽經濟學博士學位，並主編《全球化・世貿組織・中國》及《與龍永圖論道》等多部著作。

Mr. Long Yongtu served in the Permanent Mission of China to the United Nations in New York (1978–1980) and at the United Nations Development Programme headquarters (1980–1985), before becoming the UNDP Deputy Resident Representative in the Democratic People's Republic of Korea (1985–1986). From 1986 to 1991, he was Deputy Director General of the China International Center for Economic and Technical Exchanges under the Ministry of Foreign Trade and Economic Cooperation (MOFTEC). Starting in 1992, he served as Director General of the Department of International Trade and Economic Affairs, Assistant Minister, and Vice Minister of MOFTEC.

From 1995 to 2001, as Chief Representative for Trade Negotiations, he led and successfully concluded China's 15-year WTO accession negotiations. In 2003, he was elected Secretary-General of the Boao Forum for Asia and became an honorary member in 2018.

Mr. Long has received numerous honors, including the "CCTV 2003 Economic Person of the Year", a Special Award presented by UN Secretary-General Kofi Annan, and the Order of Leopold awarded by His Majesty King Albert II of Belgium.

Academically, he served as Dean of the School of International Relations and Public Affairs as well as Dean of the Institute of International Studies at Fudan University. He has also held professorships at Peking University, Tsinghua University, and joined the Shantou University Council at the invitation of Mr. Li Ka-shing. He frequently speaks at international forums hosted by Harvard University, the London School of Economics (LSE), the National University of Singapore, and other leading institutions.

In 2006, Mr. Long received an Honorary Doctorate in Economics from the London School of Economics. He has also authored books such as Globalization, WTO, and China and On the Way with Long Yongtu.



## 盧雍政
## Lu Yongzheng

**中國共產黨貴州省委員會常委、宣傳部部長、教育工委書記**
Member of the Standing Committee, Director of the Publicity Department, and Secretary of the Education Working Committee of the CPC Guizhou Provincial Committee

**盧雍政，男，漢族，1967年9月出生，湖南益陽人，1989年7月參加工作，1986年1月加入中國共產黨，在職研究生學歷，法學博士。現任貴州省委常委、省委宣傳部部長、省委教育工委書記。**

Lu Yongzheng, male, Han ethnicity, was born in September 1967 in Yiyang, Hunan Province. He began his work in July 1989 and joined the Communist Party of China in January 1986. He holds an on-the-job postgraduate qualification and a Doctor of Laws degree. He is currently Member of the Standing Committee of the CPC Guizhou Provincial Committee, Director of the Publicity Department of the CPC Guizhou Provincial Committee and Secretary of the Education Working Committee of the CPC Guizhou Provincial Committee.



## 羅蘇平
## Luo Suping

海南省旅遊投資集團有限公司董事長
Chairman of the board of Hainan Tourism Investment Group Co., Ltd.

羅蘇平，中南大學工學博士，海南自由貿易港C類高層次人才，曾獲海南省科學技術進步獎一等獎，擁有實用新型專利1項。現任海南省旅遊投資集團有限公司董事長，歷任海南省交通工程品質監督管理局局長、洋浦開發建設控股有限公司總經理、洋浦經濟開發區管委會副主任、海南省應急管理廳副廳長、海南省工程諮詢設計集團有限公司董事長。

在洋浦任職期間，他提出「全要素統籌」融資思路，助力產城融合發展。在省應急管理廳任職期間，他統籌強化森林防滅火體系建設，持續優化政務服務水準。

任海南省工程諮詢設計集團董事長期間，面對行業萎縮的嚴峻形勢，他推動業務轉型，打造專案全生命週期服務平台，帶領集團實現逆勢增長，資產總額和淨資產較上任初期分別增長155%和105%；同時，推動諮詢設計產業基地順利封頂，謀劃推進項目投資超2600億元，取得明顯成效。擔任海南旅投董事長以來，他緊扣海南自貿港建設大局，推動企業生產經營企穩向好，積極承接省級重大專案建設，重點佈局海洋旅遊、航太主題公園、離島免稅等業務，全力打造「海陸空」全域旅遊新格局。

Luo Suping holds a Ph.D. in Engineering from Central South University and is a Category C High-level Talent of the Hainan Free Trade Port. He has received the First Prize of the Hainan Provincial Science and Technology Progress Award and holds one utility model patent. He currently serves as Chairman of Hainan Tourism Investment Group Co., Ltd.

He previously held key positions including Director of the Hainan Provincial Transportation Engineering Quality Supervision Bureau, General Manager of Yangpu Development and Construction Holding Co., Ltd., Deputy Director of the Yangpu Economic Development Zone Management Committee, Deputy Director of the Hainan Provincial Department of Emergency Management, and Chairman of Hainan Engineering Consulting & Design Group Co., Ltd.

At Yangpu, he proposed an "all-factor coordination" financing approach that effectively supported industry-city integrated development. While serving at the Hainan Provincial Department of Emergency Management, he coordinated efforts to strengthen the forest fire prevention and control system and continuously improved government services.

As Chairman of Hainan Engineering Consulting & Design Group, he drove business transformation and building a full-life-cycle project platform and led the group to growth of 155% in total assets and 105% in net assets. He also advanced projects exceeding RMB 260 billion in investment.

Since becoming Chairman of Hainan Tourism Investment Group, he has aligned with Hainan Free Trade Port development, stabilized operations, undertaken major provincial projects, and focused on marine tourism, space-themed parks, and offshore duty-free to build an integrated "land-sea-air" tourism framework.



# 呂寧
# Lv Ning

北京第二外國語學院旅遊科學學院院長、教授
Dean and Professor of the School of Tourism Sciences, Beijing International Studies University

呂寧，北京第二外國語學院旅遊科學學院院長、教授，北京市青年教學名師，旅遊教育傑出青年教師。主要研究旅遊經濟與政策、紅色旅遊、休閒經濟與新業態、入境旅遊。兼任北京旅遊學會副會長兼秘書長、中國旅遊協會旅遊教育分會副主任委員、中國旅遊協會紅色旅遊分會執行副主任委員、北京旅遊發展研究基地常務副理事長，烏茲別克斯坦“絲綢之路”旅遊管理方向博士生導師。

主持國家社科基金重大項目子課題2項，以及省部級和部委委託課題40餘項；主持國家旅遊及休閒標準3項，出版專著、主編報告多部，發表CSSCI/SCI等論文數十篇，連續入選全國高被引學者。多項諮政報告獲省部級採納批示。牽頭建設數位文旅新專業、入境遊服務與管理微專業，推動中俄旅遊教育大學聯盟、中阿文化和旅遊合作研究中心及聯合國世界旅遊組織合作碩士專案，長期組織全國大學生紅色旅遊創意策劃大賽。致力於以國際視野推動文旅人才培養、學科建設與中外人文交流。

In my role as Professor and Dean of the School of Tourism Sciences, Beijing International Studies University, my research centers on tourism economics and policy, red tourism, leisure economy, and inbound tourism. I also serve as Vice President and Secretary-General of the Beijing Tourism Society, Vice Chair of the Tourism Education Branch and Executive Vice Chair of the Red Tourism Branch of the China Tourism Association, and doctoral supervisor in tourism management in Uzbekistan.

Over the past years, my research has involved two subprojects of National Social Science Fund major projects and over 40 provincial/ministerial and commissioned projects, with three national tourism and leisure standards chaired. Publications include monographs, edited reports, and dozens of CSSCI/SCI papers; multiple advisory reports have been adopted by provincial/ministerial authorities. My work has helped launch digital cultural tourism and inbound tourism micro-programs, the China-Russia Tourism Education University Alliance, the China-Arab Cultural and Tourism Cooperation Research Center, and a UN Tourism collaborative master's program. My commitment is to international tourism talent development, discipline building, and people-to-people exchanges.



## 毛嘯
## Mao Xiao

上海錦江國際酒店股份有限公司董事兼首席執行官
Director & CEO of Shanghai Jinjiang International Hotels Co., Ltd.
上海錦江聯采供應鏈有限公司董事兼首席執行官
Director & CEO of Shanghai Jin Jiang United Procurement Supply Chain Co., Ltd.

毛嘯，現任上海錦江國際酒店股份有限公司董事、首席執行官，負責公司的整體發展戰略、業務規劃及整體運營，帶領錦江酒店持續推進高質量發展、深化全球化佈局，持續提升核心競爭力與行業影響力；同時擔任上海錦江聯采供應鏈有限公司董事兼首席執行官。

毛嘯長期任職於錦江國際集團，曾任上海錦江國際股份有限公司副總裁、錦江國際酒店管理有限公司首席執行官，深圳錦江酒店管理有限公司高級副總裁，Keystone Lodging Holdings Limited副總裁，武漢錦江國際大酒店有限公司總經理、執行董事，錦江酒店資產管理公司副總裁等職位。

其職業履歷覆蓋酒店開發及運營、財務管控、資產管理、供應鏈整合等多個核心領域，兼具戰略視野與精細化管理能力，擅長以財務視角驅動企業效率提升，在多品牌、跨區域、國際化的酒店集團管理方面積累了深厚經驗。

Mr. Mao Xiao currently serves as Director and Chief Executive Officer of Shanghai Jin Jiang International Hotels Co., Ltd, where he oversees overall development strategy, business planning and general operations. Under his leadership, Jin Jiang Hotels continues to pursue high-quality development, deepen its global footprint, and continuously enhance its core competitiveness and industry influence. He also serves as Director and Chief Executive Officer of Shanghai Jin Jiang United Procurement Supply Chain Co., Ltd.

Mao Xiao has long been with Jin Jiang International Holdings Co., Ltd. He previously held senior roles including VP of Shanghai Jin Jiang International Hotels Co., Ltd., CEO of Jin Jiang International Hotel Management Co., Ltd., SVP of Shenzhen Jin Jiang Hotel Management Co., Ltd., VP of Keystone Lodging Holdings Limited, GM and Executive Director of Wuhan Jin Jiang International Hotel Co., Ltd., and VP of Jin Jiang Hotel Asset Management Company, among other roles.

His professional experience spans multiple core areas including hotel development and operations, financial control, asset management and supply chain integration. Possessing both strategic vision and refined management capabilities, he excels at driving operational efficiency improvement from a financial perspective, and has built profound expertise in managing multi-brand, cross-regional and international hotel groups.



# 安妮塔·門迪華達
# Anita Mendiratta

聯合國世界旅遊組織秘書長特別顧問
Special Advisor to the Secretary-General of UN Tourism
ANITA MENDIRATTA & ASSOCIATES 創始人兼總裁
Founder and President of ANITA MENDIRATTA & ASSOCIATES

當全球最重要的對話需要的不僅是主持，更需要公信力、外交智慧、戰略洞察力，以及團結各方領導共同追求目標時，安妮塔·門迪華達（Anita Mendiratta）便在此領域備受尊崇。

作為ANITA MENDIRATTA & ASSOCIATES的創辦人兼總裁，以及聯合國世界旅遊組織秘書長特別顧問，安妮塔是旅遊、航空、領導力與可持續發展領域全球公認的戰略顧問與思想領袖。三十多年來，她足跡遍及100多個國家，對塑造旅行、航空與旅遊業未來的力量擁有獨到見解。

無論是在國際舞台、全球媒體，還是董事會會議室，安妮塔都被信任主持真正重要的對話。她與部長、首席執行官交流，在高管論壇中挑戰既有觀點，為知名廣播機構提供專業評論，並在幕後為決策者提供建議，以豐富的互動帶來啟發。

她享譽國際的著作《領導力的召喚：在危機時刻釋放內心深處的領導者》，探討領導者在關鍵時刻所需的勇氣、清晰、同情與人性。

她與聯合國世界旅遊組織、世界銀行、世界旅遊及旅行業理事會（WTTC）、國際航空運輸協會（IATA）、世界經濟論壇（WEF）、航空運輸行動小組（ATAG）及國際大會與會議協會（ICCA）的合作，加上在BBC、Bloomberg、CNBC、Sky News France24等媒體的廣泛出鏡，使她成為值得信賴的全球聲音，並榮獲「旅遊界最有影響力女性」、「旅行／酒店業25位最具啟發性高管」及「2025年值得關注的25位高管」等認可。

When the world's most important conversations require more than moderation - when they demand credibility, diplomacy, strategic insight and the ability to unite leaders around shared purpose - Anita Mendiratta takes the stage.

Founder and President of ANITA MENDIRATTA & ASSOCIATES (AM&A) and Special Adviser to the Secretary-General of UN Tourism, Anita is a globally recognised strategic advisor and thought leader across tourism, aviation, leadership and sustainable development. For more than three decades, across 100+ countries, she holds a distinctive perspective on the forces shaping the future of travel, aviation and tourism.

Importantly, Anita is trusted to lead conversations that matter -on the international stage, across global media and around the board table. Whether engaging Ministers and CEOs, challenging perspectives in executive forums, providing informed commentary to leading broadcasters, or advising decision-makers behind closed doors, she brings inspiration through rich engagement.

Her internationally acclaimed book, The Call to Leadership: Unlocking the Leader Within in Times of Crisis, reflects this philosophy, exploring the courage, clarity, compassion and humanity required of leaders when circumstances demand their very best.

Her advisory work with UN Tourism, the World Bank, WTTC, IATA, WEF, ATAG and ICCA, combined with her international media presence across BBC, Bloomberg, CNBC, Sky News, France24 and others, has established Anita as a trusted global voice. Firmly embedded within the global leadership community, Anita's influence has earned her recognition as one of the 'Most Influential Women in Tourism', 'Top 25 Inspirational Executives in Travel/Hospitality', and 'Top 25 Executives to Watch in 2025'.



## 吳惠嫻
## Ng Wai Han

澳門特別行政區政府經濟財政司司長
Secretary for Economy and Finance of the Macao Special Administrative Region Government
世界旅遊經濟論壇執行主席
Executive Chairman of the Global Tourism Economy Forum

吳惠嫻，1976年出生於澳門。中山大學法學院法學學士和刑法學碩士。現為澳門特別行政區政府經濟財政司司長，同時為橫琴粵澳深度合作區執行委員會主任。

1999年進入公職，於勞工暨就業司擔任高級技術員職務。2013年11月起，先後擔任勞工事務局研究及資訊廳研究處處長、勞動監察廳勞資權益處處長、勞動監察廳廳長、副局長。2020年6月起，先後擔任行政公職局副局長、局長。2025年5月起擔任博彩監察協調局局長。

2024年獲委任為澳門特別行政區第六任行政長官選舉管理委員會委員和第八屆立法會選舉管理委員會委員。

Ms Ng Wai Han was born in Macao in 1976. She holds a Bachelor of Laws and a Master of Criminal Law from the Law School of Sun Yat-sen University. She currently serves as Secretary for Economy and Finance of the Macao Special Administrative Region Government and Director of the Executive Committee of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin.

She joined the Macao public service in 1999 as a senior technician at the Labour Affairs Bureau. From November 2013, she successively served as Head of the Research Section in the Bureau's Research and Information Technology Department, Head of the Labour and Employment Rights Section in the Labour Inspection Department, Head of the Labour Inspection Department, and Deputy Director of the Labour Affairs Bureau. In June 2020, she was appointed Deputy Director and subsequently named Director of the Public Administration and Civil Service Bureau. In May 2025, she was appointed Director of the Gaming Inspection and Coordination Bureau.

In 2024, she was appointed a member of the Electoral Affairs Commission for the Sixth-term Chief Executive Election of the Macao SAR. In 2025, she was appointed a member of the Electoral Affairs Commission for the Eighth Legislative Assembly Election.



# 吳敞熙
# Henry Oh

亞太旅遊協會主席
Chairman of Pacific Asia Travel Association (PATA)
Global Tour, Ltd 董事長
Chairman of Global Tour, Ltd

吳敞熙先生現任亞太旅遊協會（PATA）主席，在該協會擁有近四十年深厚資歷，在全球旅遊觀光業具備豐富的領導經驗。他曾五度出任PATA董事會成員，以其深厚的機構知識、注重協作的領導風格，以及致力推動亞太地區建構更緊密互聯、具韌性及可持續發展的旅客經濟而備受肯定。

除PATA職務外，吳敞熙先生亦擔任Global Tour, Ltd.董事長。該公司成立於1960年，為韓國首家民營旅行社，並於1962年加入PATA，成為協會最早期的成員之一。自2010年接任董事長以來，他帶領公司轉型為業務涵蓋出境遊、入境遊、會展獎勵旅遊及體育旅遊的多元化旅遊企業。在其領導下，公司屢獲國內外殊榮，包括韓國政府頒發的「二千萬美元出口獎」，以及於柏林國際旅遊展頒發的「旅遊先驅獎」。

吳敞熙先生在公共服務及體育旅遊領域亦貢獻良多。他現任江原道名譽知事，並曾擔任韓國雪車及鋼架雪車協會主席。他曾是2018年平昌冬季奧運會國際關係委員會成員，亦曾於國際青年商會及Skal International韓國分會擔任領導職務。他曾任韓國旅行社協會（KATA）主席，以及2028洛杉磯奧運會韓國女子沙灘排球委員會主席。

Henry Oh, Jr. serves as Chairman of the Pacific Asia Travel Association (PATA), bringing nearly four decades of active involvement with the Association and extensive leadership experience across the global travel and tourism industry. Having served five terms on the PATA Board, he is recognised for his deep institutional knowledge, collaborative leadership style, and steadfast commitment to advancing a more connected, resilient, and sustainable visitor economy throughout the Asia Pacific region.

In addition to his role at PATA, Henry is Chairman of Global Tour, Ltd. Founded in 1960 as the Republic of Korea's first private travel agency, it is also one of PATA's earliest members, having joined the Association in 1962. Since assuming the company's chairmanship in 2010, he has guided its transformation into a diversified travel enterprise spanning outbound, inbound, MICE, and sports tourism. Under his stewardship, the company has received numerous national and international recognitions, including the Korean Government's "20 Million Dollar Award" and the "Tourism Pioneer Award" presented at ITB Berlin.

Henry has also made significant contributions to public service and sports tourism. He serves as Honorary Governor of Gangwon Province and previously chaired the Korea Bobsleigh & Skeleton Federation. He was a member of the International Relations Committee for the PyeongChang 2018 Winter Olympic Games and has held leadership positions with Junior Chamber International and Skal International Korea. He currently serves as Immediate Past Chairman of the Korea Association of Travel Agents (KATA) and Chairman of Korea Women's Beach Volleyball for the Los Angeles 2028 Olympic Games.



# 王俊億
# Chin-Ee Ong

澳門旅遊大學創意旅遊與智慧科技學院教授
Professor of Faculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism

王俊億教授是文化遺產管理與旅遊領域的國際知名學者，以其在亞太地區及其他地區的研究、教學與政策參與方面的領導力而著稱。他曾為文化領域的國際組織主持評估任務，是中國地理學會文化地理專業委員會委員，並在聯合國教科文組織遺產培訓、ATLAS及亞太批判旅遊研究中擔任重要角色。王教授是《Tourist Studies》（Sage Publications）主編、《Hospitality and Society》（Intellect Books）榮譽主編，並擔任多本頂尖期刊的編輯委員會成員。他的研究探討遺產與旅遊如何受到權力、認同、記憶、物質性與遊客體驗的形塑，研究範圍涵蓋澳門、中國、東南亞及歐洲。他在頂尖期刊上發表了大量論文，參與編寫聯合國教科文組織及聯合國亞太經社會的培訓手冊，並為Routledge出版的《Cultural Tourism》第四版（2026年）合著者。

Professor Chin Ee Ong is an internationally recognised scholar in cultural heritage management and tourism, known for his leadership in research, teaching, and policy engagement across Asia-Pacific and beyond. He has led evaluative missions for international organisations in the domain of culture, is a member of the China National Cultural Geography Committee, and has played key roles in UNESCO heritage training, ATLAS, and Critical Tourism Studies Asia-Pacific. Prof Ong is Editor-in-Chief of Tourist Studies (Sage Publications), Editor Emeritus of Hospitality and Society (Intellect Books), and serves on several leading journal editorial boards. His research explores how heritage and tourism are shaped by power, identity, memory, materiality, and visitor experience, with work spanning Macau, China, Southeast Asia, and Europe. He has published widely in top journals, contributed UNESCO and UNESCAP training manuals, and is co-author of the Fourth Edition of Routledge volume Cultural Tourism (2026).



# 邱凱
# Qiu Kai

唐山宴、河頭老街創始人
Founder of Tangshan Banquet & Hetou Old Street

邱凱，男，滿族，1987年生，凱歌兒集團創始人、河頭老街，唐山宴兩大標桿文旅項目創始人。現任河北省第十四屆人大代表、中國旅遊協會企業家委員會委員，唐山市青年企業家協會會長。

作為國內存量資產文旅活化領域的實踐者，邱凱2018年主導策劃設計運營唐山宴，將爛尾的商場改造為年接待550萬人次的城市文化客廳，在全國範圍內形成了著名的“唐山宴現象”、“唐山宴模式”，探索出低效存量資產通過文旅商融合實現價值再造的城市更新模式。

2023年，操盤河頭老街項目，盤活擱置十餘年的仿古閒置街區，打造千萬級客流的沈浸式文旅目的地，預計2026年接待遊客量超1200萬人次，外地遊客占比超90%，實現傳統文化激活、存量資產盤活、城市消費帶活，形成”一個景區帶動一座城市文旅發展”的示範效應。

2026年，他在全國文旅行業率先推出“不滿意全額退款”服務承諾，推動文旅行業服務體系革新；秉持“成大器，靠德行；發真心，幹實事”的經營理念，探索文旅企業兼顧商業價值與人文價值的可持續發展路徑，其項目模式被國內多地考察借鑑。

Qiu Kai, male, Manchu ethnicity, born in 1987, is the founder of Kaige'er Group and the creator of two landmark cultural tourism projects: Hetou Old Street and Tangshan Banquet. He currently serves as a deputy to the 14th Hebei Provincial People's Congress, a member of the Entrepreneur Committee of the China Tourism Association and president of the Tangshan Youth Enterprise Association.

A practitioner in the revitalization of underutilized assets through cultural tourism, Qiu Kai led the planning and operation of Tangshan Banquet in 2018, transforming a stalled, half-built shopping mall into an urban cultural hub that now welcomes 5.5 million visitors a year. The project has given rise to the nationally renowned "Tangshan Banquet Phenomenon" and "Tangshan Banquet Model," pioneering an urban renewal model that regenerates the value of underutilized assets through the integration of culture, tourism, and commerce.

In 2023, he steered the Hetou Old Street project, reviving an antique-style street that had stood idle for over a decade and turning it into an immersive cultural tourism destination drawing over 10 million visitors. It is projected to receive more than 12 million visitors in 2026, with over 90% of them out-of-town travelers. By revitalizing traditional culture, unlocking underutilized assets, and energizing urban consumption, the project has demonstrated how "one scenic area can lift the cultural tourism development of an entire city."

In 2026, he became the first in China's cultural tourism industry to introduce the service pledge "Not satisfied? A full refund," driving a transformation of the industry's service standards.



# 瑪麗貝爾・羅德里格斯
# Maribel Rodriguez

世界旅遊及旅行業理事會目的地執行副總裁
Executive Vice President of Destinations,
World Travel & Tourism Council (WTTC)

瑪麗貝爾・羅德里格斯於國際旅遊觀光產業深耕30載，在航空、酒店、旅遊目的地發展及跨國組織等領域累積了深厚的行政與領導經驗。她自2026年4月起出任世界旅遊及旅行業理事會目的地執行副總裁，負責領導該組織在目的地夥伴關係、投資、競爭力、目的地永續管理與公私營合作方面的全球策略。

自1996年入行以來，瑪麗爾曾於英國航空、瑞安航空、Travelodge和世界旅遊及旅行業理事會擔任高級職位。在世界旅遊及旅行業理事會效力的10年間，她曾任高級副總裁，並於2021年出任署理行政總裁。此外，她亦曾擔任沙特阿拉伯旅遊發展基金顧問，為當地的旅遊投資、目的地開發及國際合作提供專業建議。

瑪麗貝爾亦是Women Leading Tourism（女性領導旅遊）的創辦人兼總裁，經常應邀於各大國際級行業論壇演講。她於2024年獲《福布斯女性》評為西班牙旅遊界30位最具影響力的女性，並於2026年登上《ELLE》雜誌。瑪麗貝爾擁有ICADE高級管理人員工商管理碩士學位，能操西班牙語、英語、葡語、法語和荷蘭語。

Maribel Rodríguez is an accomplished tourism executive with three decades of international leadership experience across aviation, hospitality, destination development and global organisations. Since April 2026, she has served as Executive Vice President – Destinations at the World Travel & Tourism Council (WTTC), where she leads the organisation's global strategy for destination partnerships, investment, competitiveness, destination stewardship and public-private collaboration.

Since beginning her career in 1996, Maribel has held senior positions at British Airways, Ryanair, Travelodge Hotels and WTTC. During her previous decade-long tenure at WTTC, she served as Senior Vice President and as Acting CEO in 2021. She previously advised Saudi Arabia's Tourism Development Fund on tourism investment, destination development and international partnerships.

Maribel is the President and Founder of Women Leading Tourism and a frequent speaker at major international industry forums. Forbes Women named her one of Spain's 30 Most Influential Women in Tourism in 2024, and she was featured by ELLE in 2026. She holds an Executive MBA from ICADE and speaks Spanish, English and Portuguese, with conversational French and Dutch.



# 傑佛瑞·大衛·薩克斯
# Jeffrey D. Sachs

美國經濟學家
World-renowned Economics Professor
哥倫比亞大學地球研究所可持續發展中心主任
Director of the Center for Sustainable Development at Columbia University

薩克斯以解決極端貧困、氣候變遷、國際債務與金融危機、國家經濟改革及疫情防控等複雜挑戰的策略而廣受肯定。

他現任哥倫比亞大學可持續發展中心主任，並擁有該校最高學術榮譽「大學教授」職銜。2002至2016年曾擔任哥倫比亞大學地球研究所所長。薩克斯同時擔任聯合國可持續發展解決方案網絡主席、能源轉型工程師委員會共同主席、梵蒂岡宗座社會科學院院士、聯合國寬頻發展委員會委員，以及聯合國秘書長安東尼奧·古特雷斯的可持續發展目標倡導者。2001至2018年間，他先後擔任科菲·安南、潘基文及安東尼奧·古特雷斯三位聯合國秘書長的特別顧問。

薩克斯著有多本暢銷書，包括三本《紐約時報》暢銷作品：《終結貧困》（2005）、《共同財富：擁擠星球的經濟學》（2008）及《文明的代價》（2011）。

他於2022年獲頒唐獎「永續發展獎」，並於2015年共同獲藍星球獎。曾兩度入選《時代》雜誌全球百大最具影響力人物，並獲46個榮譽博士學位、法國榮譽軍團勳章及愛沙尼亞十字勳章等殊榮。

加入哥倫比亞大學前，他在哈佛大學任教逾二十年，最後擔任蓋倫·斯通國際貿易教授。薩克斯出生於美國密西根州底特律，於哈佛大學取得學士、碩士及博士學位。

Sachs is widely recognized for bold and effective strategies addressing extreme poverty, climate change, international debt and financial crises, national economic reforms, and the control of pandemic diseases.

He is Director of the Center for Sustainable Development at Columbia University, where he holds the rank of University Professor, the university's highest academic rank. From 2002 to 2016, he directed the Earth Institute at Columbia. Sachs is President of the UN Sustainable Development Solutions Network, Co-Chair of the Council of Engineers for the Energy Transition, academician of the Pontifical Academy of Social Sciences at the Vatican, Commissioner of the UN Broadband Commission for Development, and SDG Advocate for UN Secretary-General António Guterres. From 2001 to 2018, he served as Special Advisor to UN Secretaries-General Kofi Annan, Ban Ki-moon, and António Guterres.

Sachs has authored and edited numerous books, including three New York Times bestsellers: The End of Poverty (2005), Common Wealth: Economics for a Crowded Planet (2008), and The Price of Civilization (2011).

He is the 2022 recipient of the Tang Prize in Sustainable Development and co-recipient of the 2015 Blue Planet Prize. Twice named among Time magazine's 100 most influential world leaders, Sachs has received 46 honorary doctorates, the French Legion of Honor, and the Order of the Cross from Estonia.

Before joining Columbia, he spent over twenty years as a professor at Harvard University, most recently as the Galen L. Stone Professor of International Trade. A native of Detroit, Michigan, he earned his B.A., M.A., and Ph.D. degrees at Harvard.



# 文綺華
# Maria Helena de Senna Fernandes

**澳門特別行政區政府旅遊局局長**
Director of Macao Government Tourism Office of the Macao Special Administrative Region
**世界旅遊經濟論壇副主席**
Vice Chairman of
Global Tourism Economy Forum (GTEF)

1988 年加入澳門旅遊司（現為澳門特別行政區政府旅遊局），當時主要負責有關旅遊局的海外市場工作，多年來曾協調舉辦及組織參與多個本地及海內外重要的旅遊展覽、會議、研討會及推廣活動等。 1998 年9 月獲委任為副局長、2012 年12 月就任局長，並於2016 年獲澳門特別行政區政府頒發旅遊功績勳章。現時擔任下列澳門特區政府屬下委員會之委員：旅遊發展委員會、經濟發展委員會、文化發展諮詢委員會、城市規劃委員會及投資委員會等。另，為聯合國教科文組織創意城市網絡項目主要聯絡人，以及亞太旅遊協會終身會員。

Ms. Maria Helena de Senna Fernandes came on board the Marketing Department of the Macao Government Tourism Office (MGTO) in 1988, and throughout the years organized and participated in various local, Mainland and overseas tourism exhibitions, conferences, seminars and promotional activities. In September 1998, she became Deputy Director, carrying on her dedication to destination marketing, and was appointed as MGTO Director in December 2012, before receiving the Medal of Merit for Tourism from the Macao Special Administrative Region Government in 2016. She is a current member of the following committees of the Macao SAR Government: Tourism Development Committee, Economic Development Committee, Cultural Development Consultative Committee, Urban Planning Committee and Investment Committee. She also acts as Macao SAR (China) Focal Point to the UNESCO Creative Cities Network, and a life member of the Pacific Asia Travel Association (PATA).



## 孫亨太
## HyungTae Son

哈拿多樂旅遊香港有限公司董事
Director, HanaTour Hongkong Co. Ltd.
香港商哈拿多樂旅行社有限公司台灣分公司董事
Chairman of
HanaTour Hongkong Co. Ltd. Taiwan Branch

HyungTae Son現任HanaTour香港董事總經理兼HanaTour台灣董事長。他在HanaTour擁有逾二十年經驗，並具備深厚的國際市場專業背景，負責領導公司在香港、台灣、澳門及華南地區的商業策略與區域發展。

憑藉豐富的區域領導經驗，他透過整合區域營運及跨境合作，連接韓國出境旅遊市場與大中華區各旅遊目的地。他致力提升旅遊供應鏈韌性，為旅客、當地合作夥伴及旅遊目的地創造可持續價值，並推動人工智能的實際應用，以提升營運效率及應對市場變化的能力。他能以英語、普通話、日語及韓語工作，有助於直接與不同市場的合作夥伴溝通，並以深入本地市場的視角推動區域旅遊發展。

HyungTae曾於與聯合國世界旅遊組織合作舉辦的論壇發表主題演講，亦曾為國家旅遊機構授課，並定期透過媒體分享對區域旅遊趨勢的見解。他持有旅遊及酒店管理碩士學位，目前正在波士頓大學修讀工商管理碩士課程

HyungTae Son is Managing Director of HanaTour Hong Kong and Chairman of HanaTour Taiwan.

With more than 20 years of experience at HanaTour and extensive expertise in international markets, he leads the company's commercial strategy and regional growth across Hong Kong, Taiwan, Macao, and Southern China.

His regional leadership connects South Korea's outbound travel market with destinations across Greater China through integrated regional operations and cross-border partnerships. His work focuses on strengthening supply chain resilience, creating sustainable value for travelers, local partners, and destinations, and applying AI to improve operational efficiency and responsiveness to changing market conditions. His ability to work in English, Mandarin, Japanese, and Korean enables him to engage directly with partners across diverse markets and bring a locally grounded perspective to regional tourism development.

HyungTae has delivered keynote addresses at forums organized in partnership with UN Tourism, delivered lectures for national tourism organizations, and made regular media appearances to share perspectives on regional tourism trends. He holds a master's degree in Tourism and Hospitality Management and is completing an MBA at Boston University.



## 特蕾莎·西萊斯
## Teresa Siles Suárez

西班牙駐廣州總領事館旅遊處旅遊參贊
（華南地區、香港及澳門）
Counsellor for Tourism
(South China, Hong Kong & Macau), Consulate General of Spain in GuangZhou Tourism Office

特蕾莎・西萊斯（Teresa Siles）女士，是西班牙公共行政部門的一名高級官員，在國內及海外均累積了豐富的管理經驗。

自2024年9月起，特蕾莎・西萊斯女士擔任西班牙駐廣州總領事館旅遊參贊。此前，她曾擔任西班牙國家公共管理研究所國際關係主任。

她曾先後擔任西班牙駐布魯塞爾歐盟代表團公共行政參贊、西班牙預報局行政主任、西班牙駐華大使館教育處秘書長，以及西班牙赤道幾內亞技術合作辦公室總協調員等職務。

Teresa Siles Suárez is a senior official in the Spanish public administration with extensive experience in management positions both nationally and internationally.

Nowadays, she is the Counsellor for Tourism at the Spanish Consulate in Canton (China), and her previous position was as Director of International Relations at the National Institute of Public Administration of Spain.

She has also been Counsellor for Public Administrations at the Permanent Representation of Spain to the EU in Brussels (Belgium), Director of Administration at the Spanish Forecast Agency, General Secretary of the Spanish Education Office in Beijing (China), General Coordinator of the Spanish Technical Cooperation Office in Equatorial Guinee, or Deputy Head of Unit at the General Direction for the Civil Service, amongst others.



## 蘇國新
## Su Guoxin

中信歐洲控股有限公司董事長
Chairman of the Board of Directors of
CITIC Europe Holdings a.s.

蘇國新先生，研究生學歷，文學碩士學位和工商管理碩士，現任中信歐洲控股有限公司董事長。曾任中信集團辦公室副主任、同時兼任中信集團董事長及中信銀行董事長秘書、中信銀行副總裁、中信集團業務協同部總經理。

Mr. Su Guoxin holds a postgraduate degree, a Master of Arts, and an MBA. He is currently Chairman of the Board of Directors of CITIC Europe Holdings a.s. He previously served as Deputy Director of the General Office of CITIC Group, Secretary to the Chairman of CITIC Group and the Chairman of China CITIC Bank, Vice President of China CITIC Bank, and General Manager of the Business Coordination Department of CITIC Group.



# 仝騰
# Tyrion Tong

阿里巴巴集團公共事務副總裁
Vice President of Public Affairs of Alibaba Group

仝騰，現任阿里巴巴集團公共事務副總裁，分管飛豬旅行公共事務、政企合作、社會責任及全球化推廣工作。

2006年至2014年，在江蘇徐州等地政府辦、商務局工作，擔任地方政府首批電商處處長，培育中國首個“淘寶村”，推動農村電商“沙集模式”獲溫家寶總理簽批;入選《江蘇電商產業發展規劃》專家組及全國人大《電子商務法》專家組成員。

2015年至2022年，歷任阿里巴巴集團戰略發展部總監、副總經理、 總經理，負責集團與地方政府的戰略合作與落地，深度參與健康碼、城市大腦等政企合作試點。

2022年至2023年5月，任阿里巴巴集團公共事務副總裁兼“助力共同富裕”小組秘書長，統籌集團共同富裕規劃、建設與運營。

Mr. Tyrion Tong is currently the Vice President of Public Affairs of Alibaba Group, overseeing Fliggy's public affairs, government-enterprise cooperation, corporate social responsibility, and global promotion.

From 2006 to 2014, he worked in the municipal government offices and bureaus of commerce in Xuzhou and other areas in Jiangsu Province. As one of the first Directors of the E-Commerce Division in local government, he helped cultivate China's first "Taobao Village" and promoted the "Shaji Model" of rural e-commerce, which received official endorsement from former Premier Wen Jiabao. He also served as an expert member of the Jiangsu E-Commerce Industry Development Plan expert group and the National People's Congress E-Commerce Law expert group.

From 2015 to 2022, he joined Alibaba Group and successively served as Director, Deputy General Manager, and General Manager of the Strategic Development Department. He was responsible for strategic cooperation and project implementation with local governments, and played a key role in pilot projects such as the Health Code and City Brain initiatives.

From 2022 to May 2023, he served as Vice President of Public Affairs at Alibaba Group and Secretary-General of the Common Prosperity Initiative, leading the planning, development, and operations of the Group's Common Prosperity programs.



# 余詩敏
# Stephanie U

**澳門特別行政區招商投資促進局招商投資及經貿拓展事務廳代高級經理**
Acting Senior Manager of Investment Promotion and Commerce Development Affairs Department, Commerce and Investment Promotion Institute of the Macao SAR (IPIM)

余詩敏，澳門特別行政區招商投資促進局招商投資及經貿拓展事務廳代高級經理。曾先後擔任市場推廣處經理、招商及投資促進處經理。數據科學理學碩士、工商管理學士、國際商業分析師(PMI-PBA)。

現主要負責宣傳和推廣澳門特別行政區的投資政策及營商環境，並協助投資者在澳門落實投資計劃，以及協助企業對外拓展市場等促進招商引資的工作。

招商投資促進局負責招商引資、協助企業開拓市場、推動會展產業發展、促進中國與葡語國家之間經貿交流與合作、輔助中國與葡語國家經貿合作論壇（澳門）常設秘書處的工作等。

Stephanie U is currently the Acting Senior Manager of Investment Promotion and Commerce Development Affairs Department of the Commerce and Investment Promotion Institute of Macao SAR (IPIM). Previously, served respectively as the manager of the Market Promotion Division and Investment Promotion Division. She has obtained Master of Science in Data Science, Bachelor of Business Administration, Professional in Business Analysis (PMI-PBA).

At present, she is primarily responsible for work related to the promotion of investment policies and business environment of Macao, including the assistance to investors in implementing their investment plans in Macao and to enterprises in expanding their markets, thereby promoting investment attraction.

IPIM, whose main responsibilities are attracting investment, assisting companies in exploring new markets, promoting the development of the convention and exhibition industry, promoting economic and commercial exchange and cooperation between China and Portuguese-speaking Countries, and supporting the Permanent Secretariat of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), among others.



# 德西烏斯·瓦爾莫比達
# Decius Valmorbida

艾瑪迪斯信息科技公司旅遊業務總裁
President of Travel, Amadeus IT Group

Decius Valmorbida自2020年8月起擔任艾瑪迪斯（Amadeus）旅遊業務總裁，亦是艾瑪迪斯執行委員會成員。在其領導下，艾瑪迪斯致力連繫全球旅遊生態系統，與航空公司、機場、旅遊銷售商、鐵路公司及企業緊密合作。Decius負責監管具競爭力解決方案的開發工作，以及旅遊產業價值鏈上支付項目的管理與運作事宜。他專注於創新、數據洞察並擅於靈活應變，務求讓每個人在任何地方都能享有更美好的旅遊體驗。

在艾瑪迪斯任職的20多年間，Decius曾擔任多項管理要職。其職涯起步於拉丁美洲，逐步晉升至領導環球市場營銷與分銷，並於2017年接掌旅遊分銷業務並加入執行委員會。其最矚目的成就，是在旅遊部門推動了以客為本的組織架構，並落實推行艾瑪迪斯旅遊平台，帶動艾瑪迪斯分銷業務增長。

在加入艾瑪迪斯之前，Decius曾在AT&T及安永等企業累積了超過10年的資訊科技管理經驗。

Decius擁有里約熱內盧天主教大學電腦科學學士學位、巴西聖保羅Insper學院工商管理碩士學位，並完成了哈佛商學院的高階企業管理課程（General Management Program）。

Decius為巴西及西班牙公民，曾於4個國家居住及工作，能操英語、西班牙語、法語及葡萄牙語。

Decius Valmorbida is President of Travel at Amadeus, a role held since August 2020 and as a member of the Amadeus Executive Committee. Under Decius' leadership, Amadeus connects the global travel ecosystem - working with airlines, airports, travel sellers, rail companies, and corporations. Decius oversees the development of competitive solutions, the management and processing of payments across the travel value chain, and has a focus on innovation, data insights, and agility to make the experience of travel better for everyone, everywhere.

During more than 20 years at Amadeus, Decius has held a range of management positions. Starting in the LATAM region, Decius advanced to lead Global Marketing Distribution, and in 2017 took over the Travel Distribution business, joining the Executive Committee. Most notably, Decius implemented a more customer focused organization across the Travel unit and oversaw the deployment of the Amadeus Travel Platform to grow Amadeus' distribution business.

Prior to Amadeus, Decius worked in IT management roles for over 10 years in companies including AT&T and Ernst & Young.

Decius has a degree in Computer Science from the Pontifical Catholic University of Rio de Janeiro, an MBA from Insper Institute in Sao Paulo, Brazil, and completed the General Management Program at Harvard Business School.

A Brazilian and Spanish citizen, Decius has lived and worked in four countries and speaks English, Spanish, French, and Portuguese



## 紀睿德
## Gerard Walker

澳娛綜合度假股份有限公司首席酒店、
餐飲及設施業務總監
Chief Hospitality Officer of SJM Resorts, S.A.

澳娛綜合度假股份有限公司首席酒店、餐飲及設施業務總監紀睿德，負責集團旗下酒店、餐飲及設施之策略制定及業務管理，推動服務創新與卓越營運，為賓客締造非凡度假體驗。

紀睿德擁有逾28年亞洲酒店管理經驗，曾任職希爾頓、雲頂世界及吉隆坡EQ酒店等國際品牌，主導大型項目轉型、服務提升及增長規劃。他憑藉深厚專業知識，以創新思維及人才培育持續重塑款客之道。

Gerard Walker is Chief Hospitality Officer of SJM Resorts, S.A.. He oversees the company's hospitality portfolio, leading strategy and operations across hotels, food and beverage, and facilities management, while driving service innovation, operational excellence, and elevated guest experiences across SJM's resort destinations.

With more than 28 years of hospitality leadership experience across Asia, Gerard has built a distinguished career shaping high-performing hospitality businesses and luxury guest experiences. Prior to joining SJM, he held senior leadership positions with globally recognized brands including Hilton, Resorts World Genting, and EQ Kuala Lumpur Hotel, where he led large-scale operational transformation, service excellence initiatives, and commercial growth strategies.

Drawing on deep expertise in hotel operations, food and beverage, guest experience, and integrated resort management, Gerard is passionate about redefining hospitality through innovation, people development, and service excellence in one of the world's most dynamic tourism markets.



# 王磊
# Wang Lei

方天聖華數字科技集團創始人
Founder of Ftsino Digital Technology

創始人王磊，是中華文化大模型開創者，全球「文明開源計劃」倡導者，業內知名整合營銷專家。曾服務於3家500強企業，同時也是暢銷書《元宇宙是什麼》的作者，是元宇宙AIGC時代數字文旅新業態的開創者與領跑者，目前落地了黃山、普陀山、青城山、皇城相府等知名5A景區，也是國內落地5A景區最多的元宇宙公司。公司案例入選「工業和信息化部辦公廳 教育部辦公廳文化和旅遊部辦公廳 國家廣播電視總局辦公廳 國家體育總局辦公廳」聯合發布的2023虛擬現實先鋒應用案例。

23年6月30日舉辦了「旅遊文化鑒賞中華行」發布會，得到了安徽和黃山省市領導以及諸多老師學者的大力支持，並作為執行方選拔首屆中國文化宣傳大使。

24年兩會期間，獲得北京地鐵14條線的車門廣告資源並推出微探APP，25年開始全國數百場演唱會的VIP門票資源支持，穩定運營和維護行業內第一的數百萬高消費力旅遊人群。

Founder Wang Lei is the pioneer of the Chinese cultural large model, the advocate of the global "Civilization Open Source Initiative", and a well-known integrated marketing expert in the industry. He has served 3 Fortune Global 500 enterprises, and is also the author of the bestseller What is the Metaverse. As the pioneer and leader of the new digital cultural tourism business form in the Metaverse AIGC era, he has now implemented projects in well-known 5A scenic spots including Huangshan Mountain, Mount Putuo, Qingcheng Mountain and the Imperial Premier's Mansion, and his company is the metaverse enterprise with the most 5A scenic spot landing projects in China.

The company's case was selected into the 2023 Virtual Reality Pioneer Application Cases jointly released by the General Office of the Ministry of Industry and Information Technology, the General Office of the Ministry of Education, the General Office of the Ministry of Culture and Tourism, the General Office of the National Radio and Television Administration, and the General Office of the General Administration of Sport of China.

On June 30, 2023, the "Cultural Tourism Appreciation China Tour" press conference was held, which received strong support from provincial and municipal leaders of Anhui Province and Huangshan City, as well as many teachers and scholars. As the executive organizer, the event selected the first batch of Chinese Cultural Promotion Ambassadors.

During the 2024 Two Sessions, the company obtained the door advertisement resources of 14 lines of Beijing Subway and launched the Weitan APP. Since 2025, it has secured VIP ticket resource support for hundreds of concerts across the country, stably operating and maintaining the country's top high-consumption tourist group with millions of users.



# 王新軍
# Wang Xinjun

艾威聯合旅遊顧問機構董事長兼首席執行官
President and Chief Executive Officer of
Ivy Alliance Tourism Consulting

王新軍博士現任艾威聯合旅遊顧問機構董事長兼首席執行官。艾威聯合是具有良好品牌聲譽的國際旅遊智庫，以及旅遊目的地營銷和旅遊開發解決方案服務提供者。王博士具有政府、企業和智庫機構等多領域、跨行業的工作背景，1995年任職於中國國家旅遊局旅行社與飯店管理司、質量規範與管理司，負責旅行社和入境出境旅遊的行業監管工作；2001年加入中國康輝旅遊集團任職高級管理層；2006年擔任艾威聯合總經理。

王博士畢業於北京大學，1995年獲得北京大學理學博士學位，是中國最早的以區域旅遊開發與投資為研究方向的博士學位獲得者。王博士對中國入境和出境旅遊市場研究、目的地營銷、旅遊項目開發和投融資有著豐富的經驗。從2019年開始，王博士與世界旅遊經濟研究中心共同合作，策劃發起和籌辦GTEF世界旅遊投融資大會，構建面向全球的旅遊投融資交流合作平台。王博士作為核心專家，曾參與過多部中國旅遊行業法規和行業標準的起草工作。自2010年起，他更是成為聯合國世界旅遊組織專家委員會委員。2026年9月，他出任中青博聯整合營銷顧問股份有限公司獨立董事。

Dr. Wang Xinjun is currently the President and Chief Executive Officer of Ivy Alliance Tourism Consulting, a globally reputable tourism think tank, destination marketing and tourism development solution provider. With extensive, multi-sector and cross-industry working experience in public, private and academic fields, Dr. Wang worked for the Department of Travel Agency and Hotel Management and the Department of Quality Standards and Management of the China National Tourism Administration (CNTA), where he was responsible for regulating the travel agency, inbound and outbound travel industry. In 2001, he joined the China Comfort Tourism Group as a senior executive. In 2006, he joined Ivy Alliance Tourism Consulting.

Earned his doctorate degree in Peking University in 1995, Dr. Wang was the earliest doctoral degree holder in China to focus on regional tourism development and investment. Dr. Wang has extensive experience in China's inbound and outbound tourism market research, tourism destination marketing, project development, investment and financing. In cooperation with the Global Tourism Economy Research Center (GTERC), Dr. Wang initiated and organised the GTEF. Investment & Financing Conference to build an exchanges and cooperation global platform for tourism investment & financing. As a core expert invited by CNTA, Dr. Wang has participated in the drafting of multiple tourism regulations and industry standards for China's tourism industry. He has also been a Member of Panel of Tourism Experts of UN Tourism since 2010. In September 2026, he was appointed an independent director of Bravolinks Integrated Marketing Co., Ltd.



# 文佳宏
# Wen Jiahong

貴州省台江縣委副書記、縣人民政府縣長
Deputy Secretary of the Taijiang County Party Committee, County Magistrate of the People's Government of Taijiang County, Guizhou Province
貴州台江經濟開發區黨工委副書記、管委會主任（兼）
Deputy Secretary of the Party Working Committee and Concurrent Director of the Administrative Committee of the Guizhou Taijiang Economic Development Zone

文佳宏，男，苗族，1980 年 9 月生，大學學歷，法學學士，中共黨員。現任貴州省台江縣委副書記、縣人民政府縣長，貴州台江經濟開發區黨工委副書記、管委會主任（兼）。

作為台江縣高品質發展一線總指揮，統籌全縣經濟發展、專案建設、鄉村振興、文旅產業和園區建設，台江縣 GDP 增速連續18個季度位居全省、全州前列。立足台江厚重民族文化資源，以「村 BA」超級IP為牽引，推動農文旅體商深度融合發展，統籌推進台盤鄉村籃球文化景區提質升級，深挖苗繡、銀飾等非遺產業價值；推動貴州台江經濟開發區，培育綠色循環產業集群，持續鞏固發展百億級園區發展成效；持續發展山地特色農業，統籌民生保障、生態環保與基層治理，推動台江成功入選全國文化產業賦能鄉村振興試點縣，奮力推動台江現代化建設。

Wen Jiahong, male, of the Miao ethnic group, was born in September 1980. He holds a bachelor degree in Laws, and is a member of the Communist Party of China. He currently serves as Deputy Secretary of the Taijiang County Party Committee, County Magistrate of the People's Government of Taijiang County, Guizhou Province, and Deputy Secretary of the Party Working Committee and Concurrent Director of the Administrative Committee of the Guizhou Taijiang Economic Development Zone.

As the front-line commander-in-chief for high-quality development in Taijiang County, he coordinates county-wide economic development, project construction, rural revitalization, the cultural tourism industry, and industrial park development, driving thecounty's GDP growth rate to rank among the top in the province and prefecture for 18 consecutive quarters. Drawing on Taijiang's rich ethnic cultural resources, he has utilized the famous 'CunBA' village basketball tournament as a major calalyst to promote the deep integration of agriculture, culture, tourism, sports, and commerce. Under his leadership, the county has systematically upgraded the Taipan Rural Basketball Cultural Scenic Area and unlocked the economic value of intangible cultural heritage sectors such as Miao embroidery and silver ornaments. He has alsostrengthened the Guizhou Taijiang Economic Development Zone by cultivating green, circular industrial clusters and consolidating it status as a 10-billion-yuan economic zone. Furthermore, he continues to advance mountain-featured agriculture while coordinating public welfare, environmental protection, and local governance, which successfully positioned Taijiang as a national pilot county for cultural industry-empowered rural revitalization and propelled the county's overall modernization forward.



# 王英偉
# Wilfred Wong

金沙中國有限公司行政副主席
Executive Vice Chairman of Sands China Ltd.

王英偉博士現任金沙中國有限公司行政副主席，並於2015年11月加入公司出任總裁。他同時擔任金沙中國多家附屬公司董事，包括威尼斯人澳門股份有限公司。

王博士的專業生涯橫跨公營及私營機構，擁有逾51年豐碩務實的管理經驗。早年服務於香港特別行政區政府，曾出任副公務員事務司及工業署副署長等重要職務；其後投身商界，於多家從事房地產發展及建築業務的香港上市公司擔任高級管理職位。

多年來，王博士積極投身公共事務，曾擔任香港基本法諮詢委員會委員、香港特別行政區籌備委員會及預備工作委員會委員，並曾任港區全國人大代表。他亦曾出任香港藝術發展局主席，其後擔任香港藝術發展基金諮詢委員會主席；現為香港電影發展局主席及香港文化委員會副主席，致力推動香港文化藝術及創意產業發展。

在澳門方面，王博士曾獲澳門特別行政區政府委任為旅遊發展委員會委員以及文化產業委員會委員，並現任澳門博彩法研究會名譽會長，積極參與澳門旅遊及文化產業發展。

為表彰其多年來對公共事務的傑出貢獻，香港特別行政區政府先後向王博士頒授銀紫荊星章、金紫荊星章及大紫荊勳章。

王博士曾於英國牛津大學及香港中文大學接受教育，並擁有香港大學社會科學學士及美國哈佛大學公共管理碩士學位。

Dr. Wilfred Wong is the Executive Vice Chairman of Sands China Ltd., joining the company in November 2015 as its president. He is also a director of various Sands China subsidiaries, including Venetian Macau Limited.

He has over 51 years of extensive management experience in the public and private sectors. He served in the Hong Kong government, including as Deputy Secretary of Civil Service and Deputy Director-General of Industry. In the private sector, he headed a number of Hong Kong listed companies in the property development and construction business sectors. His extensive public service to Hong Kong has included: member of the Basic Law Consultative Committee; member of the Preliminary Working Committee and the Preparatory Committee for establishing the Hong Kong SAR; Deputy to China's National People's Congress; chairman of the Hong Kong Arts Development Council and subsequently its Arts Development Fund Advisory Committee; current chairman of the Hong Kong Film Development Council; and current vice chairman of the Hong Kong Culture Commission. He served the Macao SAR as member of the Tourism Development Committee and the Committee of Cultural Industries. He is Honorary President of the Macau Research Association for Macau Gaming Law.

The Hong Kong SAR government awarded him the Silver Bauhinia Star, Gold Bauhinia Star and Grand Bauhinia medal for public service.

Dr. Wong was educated at Harvard University (MPA), the University of Oxford, the University of Hong Kong (BSocSc) and the Chinese University of Hong Kong.



# 徐秉璜
# Andrew Xu

**地中海度假集團聯席總裁兼首席增長官**
Co-President and Chief Growth Officer of Club Med Lifestyle Group

徐秉璜先生於2009年加入復星集團，牽頭負責海外投資板塊業務，全程主導地中海俱樂部（Club Med）的戰略制定、項目落地與全球市場開拓工作，並於2013至2015年推動完成復星對地中海俱樂部的整體收購。

Andrew在復星旅遊文化集團先後擔任全球投資董事總經理、復星旅文執行總裁兼聯席首席財務官，並於2015年兼任地中海俱樂部董事會董事，與全球及中國區團隊保持深度協作，推動業務協同發展。2021年，Andrew出任地中海俱樂部中國區首席執行官，2024年升任全球副首席執行官。2026年起，進一步肩負全球首席增長官一職，負責戰略與資本市場、全球開發，並兼管全球市場營銷及數字技術等板塊。

Mr. Xu Bingbin (Andrew) joined Fosun Group in 2009, where he took the lead in overseeing the overseas investment business. He was fully involved in and led the strategic planning, project implementation, and global market expansion of Club Med, and from 2013 to 2015, he drove and completed Fosun's acquisition of Club Med.

Andrew successively served as Managing Director of Global Investments and Executive President & Co-Chief Financial Officer of Fosun Tourism Group. In 2015, he also became a member of the Board of Directors of Club Med, working closely with the global and China teams to drive business synergies and development. In 2021, Andrew became CEO of Club Med China, and in 2024, he was promoted to Deputy CEO of Club Med Global. From 2026, he took on the additional role of Chief Growth Officer, overseeing Strategy & Capital Markets and Global Development, while also managing the Global Marketing and Digital Technology functions.



# 徐紅罡
# Xu Honggang

中山大學旅遊學院院長、教授
Professor, Dean of School of Tourism Management,
Sun Yat-Sen University

徐紅罡教授的研究領域主要是可持續旅遊。她發表了100多篇期刊論文，包括TM、ATR和JOST。她是國際旅遊研究院的成員。她也是中國旅遊地理委員會主席和國際地理大會體育休閒與旅遊委員會副主席。徐紅罡教授是聯合國世界旅遊組織可持續發展觀測點管理與監測中心的關鍵專家，支持對黃山世界遺產地和西遞、宏村世界遺產地的監測。她因在旅遊地理研究方面的貢獻獲得了美國地理協會旅遊委員會的Roy Wolfe Award(亞洲首位）。

Prof. Xu's research fields are mainly in sustainable tourism. She has published over 100 journal papers, including TM, ATR and JOST. She is a Fellow of International Academy of Tourism Study. She is also the Chairperson of Chinese Tourism Geography Commission and Vice Chair of Sport Leisure and Tourism Commission of international Geography Congress. Prof. Xu is a key expert in the Monitoring Centre for UN Tourism Sustainable Tourism Observatories (MCSTO) and supports the monitoring of Huangshan world heritage site and Xidi and Hongcun world heritage site. She obtained Roy Wolfe Award from Tourism commission of American Geography Association for contribution in tourism geography researches.



# 徐京
# Xu Jing

聯合國世界旅遊組織亞太地區部原主任
Former Regional Director for Asia and the Pacific of World Tourism Organization (UN Tourism)
世界旅遊經濟研究中心副主席
Vice Chairman of Global Tourism Economy Research Centre (GTERC)

徐京 2004 年至 2020 年擔任聯合國世界旅遊組織（UNWTO）亞太部主任，並於 2014 至 2017 年兼任該組織全體大會及執委會執行幹事。

自2021年起，他出任總部設在澳門的世界旅遊經濟研究中心副主席，該中心是世界旅遊經濟論壇的秘書處。

他同時擔任國際山地旅遊聯盟（IMTA）個人理事及專家委員會委員（2017 年至今）。自 2020 年起，徐京成為湄公河旅遊諮詢小組（MeTAG）的成員。

自2024年起，徐京還擔任總部位於馬德里的國際美食旅遊網絡 FIBEGA 的顧問委員會成員。

在教育方面，徐京先生畢業於北京第二外國語學院英語專業，並獲英國薩里大學旅遊管理理學碩士學位。

職業生涯早期，他曾在中國原國家旅遊局（CNTA）負責國際關係工作，隨後於 1992 年加入位於馬德里的世界旅遊組織，擔任亞太部官員。

在學術領域，他曾任香港中文大學兼職教授，並在馬來西亞泰萊大學、上海旅遊高等專科學校、海南大學、蘇州大學、中山大學等院校擔任名譽教授或顧問職務。

目前，他的研究重點包括聯合國可持續發展目標（SDGs）在旅遊業的實施，以及亞洲地區的旅遊發展與目的地市場政策。

Xu Jing served as Regional Director for Asia and the Pacific at the World Tourism Organization (UNWTO) from 2004 to 2020, and concurrently as Executive Secretary of the UNWTO General Assembly and Executive Council between 2014 and 2017.

Since 2021, he has been Vice Chairman of the Global Tourism Economy Research Centre (GTERC), the Secretariat of the Global Tourism Economy Forum, headquartered in Macao.

He also serves as a Board Member and Expert Committee Member of the International Mountain Tourism Alliance (IMTA) since 2017. In 2020, he joined the Mekong Tourism Advisory Group (MeTAG) as a member.

Since 2024, Xu Jing has further taken on the role of Advisory Board Member of FIBEGA, the International Gastronomy Tourism Network headquartered in Madrid.

He graduated from Beijing International Studies University and received a Master of Science degree in Tourism Management from the University of Surrey in the United Kingdom.

Early in his career, he worked in international relations at the former China National Tourism Administration (CNTA). He later joined the World Tourism Organization in Madrid in 1992 as an officer in the Regional Representation for Asia and the Pacific.

In academia, he has served as an adjunct professor at The Chinese University of Hong Kong and has been appointed Honorary Professor or Advisor at Taylor's University in Malaysia, Shanghai Institute of Tourism, Hainan University, Soochow University, Sun Yat-sen University, among others.

His current research interests focus on the implementation of the UN Sustainable Development Goals (SDGs) in tourism, as well as tourism development and destination marketing policies in Asia.



# 楊舒
# Yang Shu

鳳凰衛視新聞主播
TV presenter for Phoenix TV

楊舒，中英雙語節目主持人，鳳凰衛視新聞主播，《鳳凰全球連線》及《時事直通車》主持。

楊舒畢業於美國哥倫比亞大學國際公共事務學院政治經濟發展專業碩士、香港浸會大學財經新聞專業碩士、中國傳媒大學英語播音主持專業學士、哈佛大學社會創新專案 Seed Fellow。

楊舒擁有十多年資深主持經歷，2005年底加盟鳳凰前，楊舒曾經擔任中央電視台《希望英語》主持人、國際頻道《天涯共此時》外景主持人，加盟鳳凰後2007年開始主持皇牌新聞節目《鳳凰早班車》，青春逼人的氣質，俐落明朗的主持風格，為晨早新聞節目注入朝氣與新活力。

螢幕之外，楊舒也深入第一線採訪報道了多項重大國際事件，包括2008年前赴美國華盛頓全程報導美國總統奧巴馬就職典禮，2012年被派往倫敦直擊報導英國威廉王子與凱特王妃世紀大婚，其主持的《全媒體全時空》欄目，更於2014年獲得美國芝加哥電影節銀獎。

Shu Yang is an award-winning TV presenter for Phoenix TV and news anchor of Phoenix TV flagship daily news show "Phoenix Evening Express". She also hosts daily news discussion shows "News Talk" and "Global Online".

Prior to Phoenix TV, she served as a TV presenter for China Central Television (CCTV) where she started her career as a TV host for Outlook, one of China's first TV English learning programs and also as a TV presenter for CCTV international.

After joining Phoenix TV, she has demonstrated strong interests and expertise in international affairs. She had traveled to Washington D.C to cover the presidential inauguration ceremony of Barack Obama, and traveled to London to cover the royal wedding of Prince William and Catherine Middleton.

Shu has been awarded Best News Anchor of the Year in 2007 and 2012 in Phoenix TV, while the program she co-hosts, Omnimedia, has been awarded Silver Plaque at Chicago Film Festival. Shu holds a master's degrees from Columbia University, School of International and Public Affairs, and a master's degree from Hong Kong Baptist University. She graduated from Communication University of China with a bachelor's degree in International Journalism. She's also a Harvard University SEED fellow, a project aiming to cultivate youth leaders in social innovation.



# 于鈞瑞
# Arthur Yu

**華住集團首席財務官**
CFO of H World Hotels Limited

于鈞瑞先生擁有英國劍橋大學賈奇商學院高級工商管理碩士學位，是英國皇家特許管理會計師公會資深會員。

現任華住集團首席財務官；加入華住前，曾先後在英國電信集團、捷豹路虎、寶尊電商等國內外企業擔任總裁、首席財務官等重要職務。

具備豐富的一線業務及財務管理經驗。

He holds an Executive Master of Business Administration (EMBA) from Cambridge Judge Business School, University of Cambridge, and is a Fellow of the Chartered Institute of Management Accountants (CIMA).

He currently serves as Chief Financial Officer of H World Group. Prior to joining H World, he held senior leadership positions—including President and Chief Financial Officer—at leading Chinese and international companies such as BT Group, Jaguar Land Rover, and Baozun.

He brings extensive hands-on experience spanning business operations and financial management.



# 俞錦方
# Yu Jinfang

金洲集團兼雲南湄公河集團、
湄公河旅遊股份有限公司董事長
Chairman of Kingland Group, Yunnan Mekong Group, and Mekong Tourism Co., Ltd.

俞錦方深耕商海數十年，作為一名退伍軍人，他從未停止書寫心中的報國情懷和綠色夢想。從接手瀕臨倒閉的村辦企業，到潛心經營，將其發展為中國製造業、民營企業雙500強的金洲集團，他打造出國內首家以焊接鋼管為主業的A股上市企業。

三十年來，他紮根西南邊陲，秉持保護性開發理念，創辦湄公河旅遊股份有限公司，開發運營二十餘個文旅項目，成長為雲南文旅行業龍頭企業之一，先後獲評“雲南省愛國擁軍模範單位”、“中國旅遊產業影響力年度社會責任企業”、“新時代經濟文旅產業十大科技創新力企業”等榮譽稱號。

俞錦方熱心公益、踐行社會責任，深耕擁軍事業，發起老兵關愛活動、設立老兵創扶基金、普及國防教育。同時積極投身捐資助學、抗震救災、疫情防控、扶危濟困等公益事業。如今，他依舊初心不改、砥礪前行，助力文旅產業新舊動能轉換，持續為文旅行業創造差異化供給，賦能行業高品質發展。

A veteran entrepreneur with decades of experience, Yu Jinfang consistently upholds his patriotism and green development philosophy. He turned a struggling village enterprise into Kingland Group, one of China's Top 500 manufacturing and private enterprises, and built the country's first A-share listed company specializing in welded steel pipes.

For 30 years, He has been working hard in the southwestern border of China. Adopting protective development strategies, he founded Mekong Tourism Co., Ltd. and launched over 20 cultural tourism projects, forming a leading regional tourism enterprise that has received multiple provincial and national honors for industry innovation and social responsibility.

Yu Jinfang is deeply committed to public welfare and social responsibility, dedicating himself to supporting the military community by organizing veteran care initiatives, establishing a veteran entrepreneurship and support fund, and promoting national defense education. He also actively participates in charitable endeavors such as educational donations, earthquake disaster relief, epidemic prevention and control, and aiding those in need. Today, he remains steadfast in his original aspirations, forging ahead to facilitate the transition between old and new growth drivers in the cultural and tourism industry. Continuously creating differentiated offerings for the sector, he empowers high-quality development in the cultural and tourism industry.



# 俞敏洪
# Yu Minhong

新東方教育科技集團創始人、董事長
Founder, Chairman of
New Oriental Education & Technology Group
新東方文旅集團董事長
Chairman of New Oriental Cultural Tourism Group
東方甄選創始人、董事長兼首席執行官
Founder, Chairman and CEO of East Buy Holding Limited

俞敏洪，江蘇江陰人，新東方創始人。1985年畢業於北京大學西語系並留校任教。1991年從北大辭職，1993年創辦北京新東方學校，是中國英語學習和留學教育的推動者和引領者。2006年帶領新東方在美國紐約證交所上市，2019年帶領新東方在線在香港證交所上市。2021年12月推出直播帶貨新平台“東方甄選”，用“知識帶貨”開創電商直播帶貨新格局。

2008年俞敏洪被民政部授予“中華慈善獎”。2018年被國務院扶貧辦授予“全國脫貧攻堅獎·奉獻獎”，同年被中央統戰部、全國工商聯推薦為“改革開放40年百名傑出民營企業家”。

俞敏洪曾任11屆、12屆、13屆全國政協委員，現任新東方教育科技集團董事長、第十三屆民盟中央教育委員會主任、全國工商聯知名企業委員會秘書長、全聯民辦教育出資者商會理事長、中國民辦教育協會副會長。

Yu Minhong, a native of Jiangyin, Jiangsu, is the founder of New Oriental. He graduated from at Peking University's Department of Western Languages in 1985 and remained as a teacher. He resigned in 1991 and founded Beijing New Oriental School in 1993, becoming a leading figure in China's English-language learning and study-abroad education. In 2006 he led New Oriental to list on the New York Stock Exchange; in 2019 he led Koolearn to list on the Hong Kong Stock Exchange. In December 2021 he launched the livestreaming platform East Buy, pioneering"knowledge-powered" e-commerce.

He received the China Charity Award from the Ministry of Civil Affairs of the People's Republic of China in 2008. In 2018, he was awarded the National Poverty Alleviation Award for Dedication by the State Council Leading Group Office of Poverty Alleviation and Development. Also in 2018, he was named one of the "100 Outstanding Private Entrepreneurs in the 40 Years of Reform and Opening-up" by the United Front Work Department of the CPC Central Committee and the All-China Federation of Industry and Commerce.

Yu served as a member of the 11th, 12th, and 13th National Committee of the Chinese People's Political Consultative Conference (CPPCC) . He is currently Chairman of New Oriental Education & Technology Group, Director of the Education Committee of the 13th Central Committee of the China Democratic League, Secretary-General of the Renowned Entrepreneurs Committee of the All-China Federation of Industry and Commerce, Chairman of the China Education Investors Chamber of Commerce, and Vice President of the China Association for Non-Government Education.



# 張朝枝
# Zhang Chaozhi

復旦大學旅遊學系執行主任
Executive Dean of The Department of Tourism, Fudan University

張朝枝教授現任復旦大學特聘教授，復旦大學旅遊學系執行主任，復旦大學遺產活化與旅遊可持續發展研究中心主任。主要研究興趣包括旅遊目的地管理、旅遊可持續發展、遺產旅遊研究。

張教授長期致力於推動可持續領域的人才培養與理論研究工作，擔世界經濟論壇、聯合國教科文組織等多個國際組織和國家部委的專家委員，並在大熊貓國家公園、西藏雅魯藏布江大峽谷等地區探索遺產教育與社區生計可持續的實踐路徑。

Professor Zhang Chaozhi is currently a Distinguished Professor at Fudan University, Executive Director of the Department of Tourism at Fudan University, and Director of the Center for Heritage Revitalization and Sustainable Tourism Development at Fudan University. His main research interests include tourism destination management, sustainable tourism development, and heritage tourism research.

Professor Zhang has long been dedicated to advancing talent cultivation and theoretical research in the field of sustainability. He serves as an expert committee member for several international organizations—including the World Economic Forum and UNESCO—as well as for national ministries and commissions. Furthermore, he has been exploring practical pathways for heritage education and sustainable community livelihoods in areas such as the Giant Panda National Park and the Yarlung Tsangpo Grand Canyon in Tibet.



# 張旭
# Leo Zhang

**攜程集團副總裁、目的地合作總經理**
Vice President & General Manager of Destination Cooperation Department of Trip.com Group

張旭先生加入攜程以來，長期深耕政府合作業務，秉承“以客戶為中心”的原則，以團隊間緊密無縫的合作機制、一絲不苟的敬業精神、真實誠信的合作理念、多贏的夥伴式合作體系，與客戶共同創造最大價值。其所領導的目的地合作部已與全國31個省市自治區、近200個目的地在城市品牌推廣、跨界資源整合、智慧旅遊建設、產業轉型升級等領域達成深度戰略合作，助力目的地文旅產業高品質發展。

自2018年至2022年期間，張旭先生連續三年推動“世界文化旅遊大會”在西安成功舉辦，與成都、上海、西安、重慶、長沙、溫州、長春等多個城市聯合推出“TF旅行者大會”系列活動，與陝西、河南、海南等多個目的地開展國際推廣 ， 促進入境遊發展，推動“水韻江蘇文旅消費推廣季”行銷活動開展，並於2020-2022疫情期間，積極回應集團“旅遊復興V計畫” ，其團隊在助力國內旅遊疫後復蘇進程中發揮了極為關鍵的作用。

同時，張旭先生還擔任“新疆文化和旅遊產業集群建設”政策諮詢專家、中國法國工商會（CCIFC）顧問 、江蘇文旅產業高質量發展智庫專家和杭州市旅遊協會副會長。2024 年起，其帶領團隊致力於中法旅遊年等一系列中外文化交流活動，推動中國的入境遊市場持續、健康、快速地發展以及中國與世界各國之間的文化交流和友好合作。

Under Leo Zhang’s leadership, the Destination Cooperation Department follows a customer-centric approach and has built a seamless team cooperation mechanism based on professionalism, integrity, and win-win partnerships to deliver maximum value for clients.

The department has established deep strategic cooperation with nearly 200 destinations across 31 provinces, municipalities, and autonomous regions, focusing on city brand promotion, cross-border resource integration, smart tourism development, and industrial transformation and upgrading to support the high-quality growth in the cultural tourism sector.

From 2018 to 2022, Leo successfully organized the World Culture and Tourism Conference in Xi’an for three consecutive years and launched the Traveler’s Forum series in collaboration with cities including Chengdu, Shanghai, Xi’an, Chongqing, Changsha, Wenzhou, and Changchun. He also advanced international promotions with Shaanxi, Henan, and Hainan to boost inbound tourism, and drove the “Jiangsu Culture and Tourism Consumption Promotion Season.” During the epidemic, his team played a key role in supporting the Group’s Tourism Revival V Plan and domestic tourism recovery.

Leo currently serves as a policy advisory expert for Xinjiang’s Culture and Tourism Industry Cluster Development, an advisor to the French Chamber of Commerce & Industry in China (CCIFC), Think Tank Expert for High-Quality Development of Jiangsu’s Culture and Tourism Industry and Vice Chairman of the Hangzhou Tourism Association. Since 2024, he has led initiatives such as the China-France Tourism Year, promoting the healthy development of China’s inbound tourism market as well as cultural exchanges worldwide.



# 周鋒
# Fred Zhou

美高梅酒店集團亞太有限公司總裁、董事
President and Board Director of
MGM Hospitality Asia Pacific Limited

周鋒先生是美高梅酒店集團亞太有限公司總裁、董事，全面負責美高梅在中國內地的戰略、運營、酒店及新業務開發。美高梅酒店集團亞太有限公司是美高梅中國控股有限公司全資子公司，也是美高梅國際酒店集團成員企業。

周鋒先生於2007年加入美高梅國际酒店集團，歷任業務開發副總裁、中國區首席代表、高級副總裁、中國區總裁。作為美高梅進入中國內地市場的創始成員之一，周鋒先生曾任釣魚台美高梅酒店集團總裁、董事，並於2026 年領導成立美高梅酒店集團亞太有限公司。

在加入美高梅之前，周鋒先生就職於美國第二大房地產投資信託公司Trizec Properties，擔任集團運營部執行總監。

周鋒先生在美國伊利諾伊理工大學（IIT）獲得城市與區域規劃碩士學位，之後又在美國西北大學凱洛格管理學院攻讀了工商管理碩士課程。他還擁有中國華中科技大學的建築學學士學位。

周先生熱心公益，兼任美獅東方長期公益行動(M Culture) 創始主席，推動美高梅在中國內地的企業社會責任與社區公益專案。

Fred Feng Zhou is President and Board Director of MGM Hospitality Group (Asia Pacific), overseeing all aspects of MGM's strategy, operations, hospitality and business development in the Chinese mainland.

Fred has been with MGM Resorts since 2007, serving as Vice President of Business Development, Chief Representative for China, Senior Vice President and President of China Hospitality. As a founding member of MGM's entry into the Chinese mainland market, he previously served as President and Board Director of Diaoyutai MGM Hospitality, and in 2026 led the establishment of MGM Hospitality Group (Asia Pacific).

Before joining MGM Resorts, Mr. Zhou was Executive Director of National Operations at Trizec Properties, the second-largest REIT in the U.S.

Fred earned a master's degree in City & Regional Planning from Illinois Institute of Technology (IIT), and further studied in MBA program at Kellogg School of Management at Northwestern University. He also holds a Bachelor of Architecture degree from Huazhong University of Science and Technology in China.

He also chairs M Culture, MGM's signature long-term cultural initiative, advancing the company's CSR and community engagement across the Chinese mainland.

# 海南不止於海

Hainan is more than just the sea

一張機票即可解鎖熱帶秘境
一場說走就走的熱帶海島之約

Unlocking a tropical paradise in one flight
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三亞・蜈支洲島
Sanya Wuzhizhou Island



## 海南自由貿易港

北緯 18° 10′ ~ 20° 10′
東經 108° 37′ ~ 111° 03′

- 中國陸地面積最小而海洋面積最大的省份
- 中國最南端的省份
- 中國唯一的熱帶海島省份
- 約 200 萬平方公里海域
- 1944 公里蔚藍海岸線
- 4269 平方公里雨林秘境
- 988 公里環島旅遊公路
- 466 公里環熱帶雨林國家公園旅遊公路
- 81 座 1000 以上山峰
- 年平均氣溫 24.9℃

## Hainan Free Trade Port

Location: 18° 10′N ~ 20° 10′N,
108° 37′E ~ 111° 03′E

- China's smallest province by land, yet the largest by sea area
- China's southernmost province
- China's only tropical island province
- Approximately 2 million km² of waters
- 1,944 km of stunning coastline
- 4,269 km² of tropical rainforest
- 988 km of the Hainan Coastal Scenic Highway
- 466 km of the Tropical Rainforest National Park Scenic Road
- 81 peaks rising above 1,000 meters
- Average annual temperature: 24.9° C



# 山海為卷，
# 赴一場海島終極浪漫

# Where Mountains and Seas Unfold — An Ultimate Island Romance

海南環島旅遊公路
Hainan Coastal Scenic Highway

# HAINAN 海南

在北緯18°的黃金風景線上，海南島如一枚遺落人間的翡翠，靜臥於南中國海的萬頃碧波之上，年平均24.9°C的溫潤氣候，讓這裏成為全球珍稀的“全年無冬”熱帶海島。這片跨越熱帶與亞熱帶的土地，以約200萬平方公里的遼闊海域為襟，以4269平方公里的雨林秘境為袖，將自然與人文鑄為獨一無二的海島傳奇，向世界發出跨越山海的邀請。

世界那麼大，海南在等你。

Along the golden 18°N scenic belt, Hainan Island lies like a jade jewel upon the vast blue waters of the South China Sea. With a mild annual average temperature of 24.9°C, it is one of the world's rare tropical islands where winter never truly arrives. Spanning the meeting point of the tropics and subtropics, this land framed by nearly 2 million square kilometers of surrounding seas and shelters 4,269 square kilometers of tropical rainforest, weaving nature and culture into a one-of-a-kind island legend and extending an invitation across mountains and seas to the world.
The world is so big, and Hainan is waiting for you.

“酷遊海南”
旅文公共服務平台

Please scan the QR code with your phone to get more travel information about Hainan.

International version

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ESPAÑA




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2. Ávila / 阿维拉
3. Baeza / 巴埃萨
4. Cáceres /卡塞雷斯
5. Córdoba / 科尔多瓦
6. Cuenca / 昆卡
7. Ibiza / 伊维萨
8. Mérida / 梅里达
9. Salamanca / 萨拉曼卡
10. San Cristobal de la Laguna / 圣克里斯托瓦尔•德拉•拉古纳
11. Santiago de Compostela / 圣地亚哥•德•孔波斯特拉
12. Segovia / 塞戈维亚
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拥有欧洲最珍贵且保护最完好的生态区。
这片绵延2,000多公里的海岸与乡村，汇集了悬崖、山峦、森林、河流、沙滩与深谷，横跨大西洋与比斯开湾之间，被称为“**绿色西班牙**”。
无论骑马、乘船还是沿古罗马之路徒步，都能尽情领略四地各具特色的自然之美，您准备好来探索了吗？

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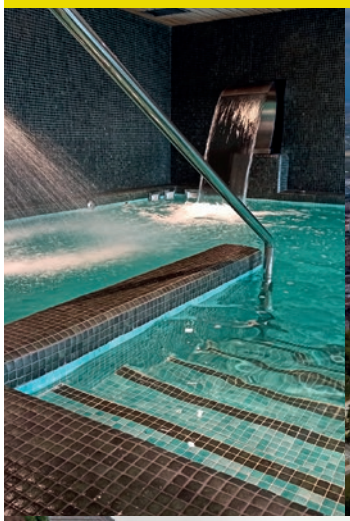
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Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers




## 反應熱烈 展期延至

Exhibition Extended by Popular Demand Until

## 2026.11.29

**展覽地點** | Exhibition Venue

## 金沙藝廊 澳門四季名薈六樓

Sands Gallery, Level 6,
The Grand Suites at Four Seasons

**開放時間** | Opening Hours

**11:00 ~ 19:00**

主辦: Organiser: 金沙中國 Sands China Ltd.

支持單位: Supporting Entities: 澳門特別行政區政府文化局 INSTITUTO CULTURAL do Governo da Região Administrativa Especial de Macau; 澳門特別行政區政府旅遊局 DIRECÇÃO DOS SERVIÇOS DE TURISMO MACAO GOVERNMENT TOURISM OFFICE

學術支持: Academic Support: 澳門博物館 MUSEU DE MACAU; 澳門檔案館 ARQUIVO DE MACAU; 澳門科技大學圖書館; 澳門科技大學 人文藝術學院

設計製作: Design and Production: 澳門佳作 MACAU CHARACTERS

策展人: Curator: 吳衛鳴 Ung Vai Meng

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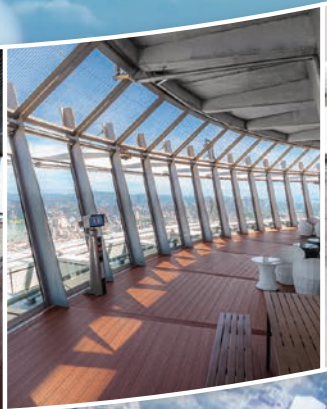
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