

# OFFICIAL PROGRAMME 官方日程表 as at 18 February 2020












3 – 5 August 2020 | Shanghai Convention & Exhibition Center of International Sourcing 上海跨国采购会展中心 (SHCEC)











● Exhibitor 参展商  
 ● MICE Buyers 行业买家  
 ● Association Buyers 协会买家  
 ● Media 媒体  
 ● Trade Visitors 行业来宾  
 ● Corporate Buyers 企业买家  
 ● Conference Delegate 参会代表

Time 时间	Event 活动	
<b>2 August 2020, Sunday   2020 年 8 月 2 日, 星期天</b>		
1030 – 1700hrs	<b>Registration For Exhibitors, Buyers, Media &amp; Speakers</b> 参展商、买家、媒体和演讲嘉宾签到  <i>Exhibition Hall Lobby, Level 1, SHCEC and Official Hotels</i> 上海跨国采购会展中心 1 层以及官方酒店	<span style="color: red;">●</span> <span style="color: blue;">●</span> <span style="color: cyan;">●</span> <span style="color: green;">●</span> <span style="color: orange;">●</span>
1030 – 1730hrs	<b>Special Design Booth Set Up Only 展台搭建 (仅限特装展位)</b>  <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	Contractors & Exhibitors only 仅限搭建商, 展商
<b>3 August 2020, Monday   2020 年 8 月 3 日, 星期一</b>		
0830 – 1730hrs	<b>Booth Set Up 展台搭建</b>  <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	Contractors & Exhibitors only 仅限搭建商, 展商
0800 – 1200hrs	<b>Pre-Show Shanghai City Tour</b> 展前上海城市观光	<span style="color: blue;">●</span> <span style="color: cyan;">●</span> <span style="color: green;">●</span> <span style="color: orange;">●</span> Pre-registration Required 预先注册
0900 – 1700hrs	<b>Registration For Exhibitors, Buyers, Media &amp; Speakers</b> 参展商、买家、媒体和演讲嘉宾签到  <i>Exhibition Hall Lobby, Level 1, SHCEC and Official Hotels</i> 上海跨国采购会展中心 1 层以及官方酒店	<span style="color: red;">●</span> <span style="color: blue;">●</span> <span style="color: cyan;">●</span> <span style="color: green;">●</span> <span style="color: orange;">●</span>
1400 – 1500hrs	<b>IT&amp;CM China and CTW China 2020 Official Press Conference</b> <b>2020 年中国 (上海) 国际会奖旅游博览会与中国国际商旅大会官方联合新闻发布会</b>  <i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	<span style="color: green;">●</span>
1500 – 1620hrs	<b>Say Hi To Everyone 向大家问好!</b> <ul style="list-style-type: none"> <li>Event Briefing 展会介绍</li> <li>Networking Coffee Break 交流茶歇</li> <li>Interactive Ice Breaker 破冰活动</li> </ul> <i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	<span style="color: red;">●</span> <span style="color: blue;">●</span> <span style="color: cyan;">●</span> <span style="color: green;">●</span> <span style="color: orange;">●</span>
1620 – 1625hrs	<b>Welcome Remarks 欢迎致辞</b>  <b>Darren Ng</b> , Managing Director, TTG Asia Media 黄汉明, 亚洲传媒有限公司董事总经理  <i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	<span style="color: red;">●</span> <span style="color: blue;">●</span> <span style="color: cyan;">●</span> <span style="color: green;">●</span> <span style="color: orange;">●</span>
1630 – 1730hrs	<b>Keynote Address 主题会议</b> <b>Beyond 2020: Ensuring the growth and sustainability of China's MICE industry</b>  With the specter of a slower national economy and tougher global business outlook this year, how can China keep the growth humming and ensure the long-term business sustainability of the MICE industry? How is the country facing up to the challenges of digital transformation, training and education, development and urbanization as well as integrating and aligning exhibition activities with major industries from the cities	<span style="color: red;">●</span> <span style="color: blue;">●</span> <span style="color: cyan;">●</span> <span style="color: green;">●</span> <span style="color: orange;">●</span>

	<i>Amara Signature Shanghai</i> 上海安曼纳卓悦酒店	
1830 – 2100hrs	<b>IT&amp;CM China and CTW China 2020 Joint Opening Ceremony and Welcome Dinner</b> <b>2020 年中国（上海）国际会奖旅游博览会暨中国国际商旅大会联合开幕典礼及欢迎晚宴</b> <i>Shanghai Marriott Hotel Parkview</i> 上海宝华万豪酒店	●●●●● Entry by badges/ Invite only 凭参会证入场/仅限 邀请代表
<b>-End of the day 结束日程-</b>		
<b>4 August 2020, Tuesday   2020 年 8 月 4 日, 星期二</b>		
0900 – 1700hrs	<b>Registration For Exhibitors, Buyers, Media, Speakers &amp; Trade Visitors</b> <b>参展商、买家、媒体、演讲嘉宾和专业观众签到</b> <i>Exhibition Hall Lobby, Level 1, SHCEC 上海跨国采购会展中心 1 层</i>	●●●●● ●●
0900 – 1150hrs	<b>Exhibition and Appointment Sessions 展览及约谈时间</b> <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	●●●●● ●●
0900 – 1000hrs	<b>Association Day – Forum 1 协会日——会议 1</b> <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	●●●
0930 – 1730hrs	<b>IT&amp;CM China Future Leaders Forum In Partnership with IMEX-MPI 未来领导人论坛</b> <i>Room 3M1, Level 3, SHCEC 上海跨国采购会展中心 3 层, 3M1 会议室</i>	Invited delegates only 受邀代表
1000 – 1030hrs	<b>Networking Morning Tea Break 交流茶歇</b> <i>Buyers' Lounge, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, 买家休息室	●●●
1015 – 1115hrs	<b>Exhibition Walkabout 1 展馆导览 1</b> <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	●●●
1130 – 1150hrs	<b>Brand Showcase Presentations 品牌推介会 1 (MICE)</b> <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	●●●●●
	<b>Brand Showcase Presentations 品牌推介会 1 (TECH)</b> <i>MICE Innovation Hub Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	●●●●●
	<b>Buyer Procurement Showcase 买家采购专场 1</b> <i>Presentation Area 2, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	●●●●●
1200 – 1345hrs	<b>Networking Hosted Luncheon 交流午餐</b> <i>Buyers' Lounge, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, 买家休息室	●●●● Media, buyer badge & voucher only 凭餐卷入场或凭买 家, 媒体证
1400 – 1750hrs	<b>Exhibition and Appointment Sessions 展览及约谈时间</b> <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	●●●●● ●
1400 – 1420hrs	<b>Brand Showcase Presentations 品牌推介会 2 (MICE)</b> <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	●●●●●

	<b>Brand Showcase Presentations 品牌推介会 1 (TECH)</b> <i>MICE Innovation Hub Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	● ● ● ● ●
	<b>Buyer Procurement Showcase 买家采购专场 2</b> <i>Presentation Area 2, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	● ● ● ● ●
1425 – 1445hrs	<b>Brand Showcase Presentations 品牌推介会 3 (MICE)</b> <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	● ● ● ● ●
	<b>Brand Showcase Presentations 品牌推介会 3 (TECH)</b> <i>MICE Innovation Hub Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	● ● ● ● ●
	<b>Buyer Procurement Showcase 买家采购专场 3</b> <i>Presentation Area 2, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	● ● ● ● ●
1450 – 1510hrs	<b>Brand Showcase Presentations 品牌推介会 4 (MICE)</b> <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	● ● ● ● ●
	<b>Brand Showcase Presentations 品牌推介会 4 (TECH)</b> <i>MICE Innovation Hub Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	● ● ● ● ●
	<b>Buyer Procurement Showcase 买家采购专场 4</b> <i>Presentation Area 2, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	● ● ● ● ●
1515 – 1615hrs	<b>Exhibition Walkabout 2 展馆导览 2</b> <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	● ● ●
1615 – 1645hrs	<b>Networking Afternoon Tea Break 交流茶歇</b> <i>Buyers' Lounge, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, 买家休息室	● ● ●
1630 – 1650hrs	<b>Brand Showcase Presentations 品牌推介会 5 (MICE)</b> <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	● ● ● ● ●
	<b>Brand Showcase Presentations 品牌推介会 5 (TECH)</b> <i>MICE Innovation Hub Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	● ● ● ● ●
	<b>Buyer Procurement Showcase 买家采购专场 5</b> <i>Presentation Area 2, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	● ● ● ● ●
1650 – 1710hrs	<b>Brand Showcase Presentations 品牌推介会 6 (MICE)</b> <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	● ● ● ● ●

	<b>Brand Showcase Presentations 品牌推介会 6 (TECH)</b>  <i>MICE Innovation Hub Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	
	<b>Buyer Procurement Showcase 买家采购专场 6</b>  <i>Presentation Area 2, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	
-End of the day 结束日程-		
<b>5 August 2020, Wednesday   2020 年 8 月 5 日, 星期三</b>		
0900 – 1700hrs	<b>Registration For Exhibitors, Buyers, Media, Speakers &amp; Trade Visitors</b> 参展商、买家、媒体、演讲嘉宾和专业观众签到  <i>Exhibition Hall Lobby, Level 1, SHCEC 上海跨国采购会展中心 1 层</i>	
0900 – 1150hrs	<b>Exhibition and Appointment Sessions 展览及约谈时间</b> <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	
0900 – 1000hrs	<b>Association Day – Forum 2 协会日——会议 2</b>  <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	
1000 – 1030hrs	<b>Networking Morning Tea Break</b> 交流茶歇  <i>Buyers' Lounge, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, 买家休息室	
1015 – 1115hrs	<b>Exhibition Walkabout 3 展馆导览 3</b>  <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	
1130 – 1150hrs	<b>Brand Showcase Presentations 品牌推介会 7 (MICE)</b>  <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	
	<b>Brand Showcase Presentations 品牌推介会 7 (TECH)</b>  <i>MICE Innovation Hub Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	
	<b>Buyer Procurement Showcase 买家采购专场 7</b>  <i>Presentation Area 2, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	
1200 – 1345hrs	<b>Networking Hosted Luncheon 交流午宴</b>  <i>Buyers' Lounge, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, 买家休息室	 Media, buyer badge & voucher only 凭餐卷入场或凭买家, 媒体证
1400 – 1750hrs	<b>Exhibition and Appointment Sessions 展览及约谈时间</b> <i>Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅</i>	
1400 – 1420hrs	<b>Brand Showcase Presentations 品牌推介会 8 (MICE)</b>  <i>Presentation Area 1, Exhibition Hall, Level 1, SHCEC</i> 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	

	<b>Brand Showcase Presentations 品牌推介会 8 (TECH)</b> MICE Innovation Hub Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	
	<b>Buyer Procurement Showcase 买家采购专场 8</b> Presentation Area 2, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	
1425 – 1445hrs	<b>Brand Showcase Presentations 品牌推介会 9 (MICE)</b> Presentation Area 1, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	
	<b>Brand Showcase Presentations 品牌推介会 9 (TECH)</b> MICE Innovation Hub Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	
	<b>Buyer Procurement Showcase 买家采购专场 9</b> Presentation Area 2, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	
1450 – 1510hrs	<b>Brand Showcase Presentations 品牌推介会 10 (MICE)</b> Presentation Area 1, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, Presentation Area 1	
	<b>Brand Showcase Presentations 品牌推介会 10 (TECH)</b> MICE Innovation Hub Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, MICE Innovation Hub	
	<b>Buyer Procurement Showcase 买家采购专场 10</b> Presentation Area 2, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, Presentation Area 2	
1515 – 1615hrs	<b>Exhibition Walkabout 2 展馆导览 4</b> Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅	
1615 – 1645hrs	<b>Networking Afternoon Tea Break 交流茶歇</b> Buyers' Lounge, Exhibition Hall, Level 1, SHCEC 上海跨国采购会展中心 1 层, 展厅, 买家休息室	
-End of the day 结束日程-		