

ASIAN EXPO IR

亞洲綜合度假休閒產業博覽會

EXPO 展覽會：

MAY 7-9, 2025 | THE VENETIAN MACAO COTAI EXPO
2025 年 5 月 7-9 日 | 澳門威尼斯人金光會展

SUMMIT 峰會：

MAY 6-8, 2025 | GALAXY INTERNATIONAL CONVENTION CENTER
2025 年 5 月 6-8 日 | 澳門銀河國際會議中心

ASIAN IR SUMMIT AT-A-GLANCE

亞洲綜合度假休閒產業峰會議程一覽



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ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Theme: Integrated Resorts and Hospitality Industry

Focus

聚焦綜合度假休閒產業

Venue: Galaxy International Convention Center, 2F, Ballroom 18-19
澳門銀河國際會議中心, 2樓, 會議廳 18-19

Time 時間	Topic / Guest	主題 / 嘉賓
14:30 - 15:00	Keynote Address Speaker: <ul style="list-style-type: none">Maria Helena de Senna Fernandes Director, Macao Government Tourism Office	主題演講 演講嘉賓: <ul style="list-style-type: none">文綺華 澳門特別行政區政府旅遊局局長
15:10 - 15:50	Asian IR Market Overview Speaker: <ul style="list-style-type: none">Brian Wyman Partner, The Innovation GroupDavid Rittvo Director of Asian Development, The Innovation Group	亞洲綜合度假休閒產業市場展望 演講嘉賓: <ul style="list-style-type: none">布萊恩·韋曼 The Innovation Group 合夥人
15:50 - 16:10	Tea Break	茶歇



Tuesday, May 6
週二, 5月6日



Time 時間	Topic / Guest	主題 / 嘉賓
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16:10 - 17:00	<p>Opportunities and Challenges of Bringing Non-gaming Components to IRs in Asia</p> <p>Moderator:</p> <ul style="list-style-type: none">• Brian Wyman Partner, The Innovation Group <p>Panelists:</p> <ul style="list-style-type: none">• Wade Howk COO, Inspire Entertainment• Jeffrey Kiang Equity Analyst, CLSA• Ángel Sueiro COO, PH Resorts Group	<p>亞洲綜合度假休閒產業非博彩項目發展的機遇和挑戰</p> <p>主持人:</p> <ul style="list-style-type: none">• 布萊恩·韋曼 The Innovation Group 合夥人
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ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Theme: Hot and Future Technology for IR and Hospitality Industry

IR 及休閒產業營運新科技

Venue: The Venetian Macao (am), Galaxy International Convention Center (pm)
澳門威尼斯人 (上午), 澳門銀河國際會議中心 (下午)

Time 時間	Topic / Guest	主題 / 嘉賓
10:00 - 10:40	Keynote Address <ul style="list-style-type: none">Mr. Francis Lui Chairman of Galaxy Entertainment Group	主題演講 <ul style="list-style-type: none">呂耀東先生 銀河娛樂集團主席
11:00 - 11:45	Opening Ceremony Main Stage, Hall B, The Venetian Macao Cotai Expo	開幕典禮 澳門威尼斯人金光會展 展館 B 主舞臺
12:00 - 14:00	Networking Luncheon	交流午宴



Wednesday, May 7
週三, 5月7日



Time 時間

Topic / Guest

主題 / 嘉賓

14:00 - 14:30 Future Trends of IR Technology

The battle to win customers' hearts and minds is no longer simply about your product or your services, it's about the experience you provide your customers with. Experience is what keeps the customer coming back. In today's world, technologically savvy customers demand a level of personalization that isn't easy to realize. Thankfully, there are new tools, like generative AI, voice AI, chatbots and virtual assistants, large language models, RAGs, and AI Agents, that allow companies to connect with their customers like never before. How do these technologies work, how do they fit together, and how can integrated resorts use them to increase customer personalization? This session pulls back the curtain on today's AI tools, the good, the bad, the must-haves as well as the overhyped that aren't worth the money. Attendees will learn how IRs utilize Gen AI, LLMs, Voice AI, and agentic AI to understand and contextualize the customer experience. Today, IRs need to understand what customers want now while anticipating what they'll want in the future.

Speaker:

- **Andrew Pearson**
Managing Director, Intelligencia Limited

休閒產業科技的未來發展趨勢

贏得顧客青睞的關鍵，早已不再只是產品或服務本身，而是整體的顧客體驗。體驗才是讓顧客持續回訪的關鍵所在。在當今這個科技意識強烈的時代，顧客對個人化服務的需求日益提高，而這種程度的個人化並不容易實現。所幸，新興科技工具如生成式 AI、語音 AI、聊天機器人與虛擬助理、大型語言模型 (LLMs)、檢索增強生成 (RAGs) 以及 AI 智能代理等，讓企業能以前所未有的方式與顧客建立連結。

這場研討會將揭開這些 AI 工具的神秘面紗，分析哪些是真正實用的、哪些是必備工具，又有哪些只是過度炒作、並不值得投資。與會者將了解綜合度假村如何運用生成式 AI、大型語言模型、語音 AI 與智能代理，來深入理解並賦予顧客體驗更多情境與個人化。

如今，綜合度假村不僅要掌握顧客當下的需求，更要能預見未來的期待與趨勢。

演講嘉賓:

- **Andrew Pearson**
Intelligencia Limited 總經理



Wednesday, May 7
週三, 5月7日



Time 時間

Topic / Guest

主題 / 嘉賓

15:20 - 15:40

Tea Break

茶歇

15:40 - 16:30 Round Table: Technology for Boosting IR Marketing

Customer journeys, Generative AI, chatbots, large language models, RAGs, Diffusion Models, AI Agents, Prompt Engineering and Hallucinations – these are all terms being thrown around in the marketing world today, but what do they all mean? How do they fit together and how can they be used by integrated resorts, particularly with the customer journey?

This session pulls back the curtain on today's AI tools, the good, the bad, the must-haves and the overhyped. This session delves into how companies are embracing Gen AI, LLMs, Voice AI, and messaging AI to understand and contextualize customer experiences.

Moderator:

- **Andrew Pearson**
Managing Director, Intelligencia Limited

Panelists:

- **Stephen Tang**
Client Director, Pegasystems
- **Vinzenz Rosa de Pauli**
General Manager, Sofitel Macau

圓桌論壇：如何以科技提升行銷

顧客旅程、生成式 AI、聊天機器人、大型語言模型 (LLMs)、檢索增強生成 (RAGs)、擴散模型、AI 智能代理、提示工程，以及「幻覺」— 這些都是當今行銷領域中熱議的術語，但它們到底是什麼？彼此之間有什麼關聯？綜合度假村又該如何運用這些工具來優化顧客旅程？

本場次將揭開當前 AI 工具的神秘面紗，解析哪些是必備利器、哪些又是被過度炒作的概念。我們將深入探討企業如何善用生成式 AI、大型語言模型、語音 AI 及訊息 AI 來理解並賦予顧客體驗更多脈絡與價值。

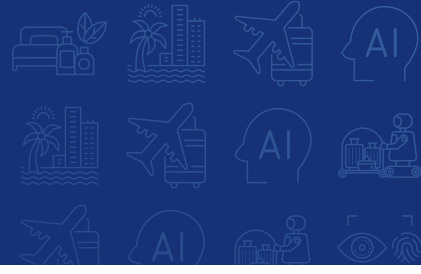
主持人：

- **Andrew Pearson**
Intelligencia Limited 總經理

演講嘉賓：

- **Vinzenz Rosa de Pauli**
Sofitel Macau 酒店總經理





ASIAN IR SUMMIT 亞洲綜合度假休閒產業峰會

Theme: Sportainment / New Era of Entertainment 體育盛事 / 娛樂新紀元

Venue: Galaxy International Convention Center, 2F, Ballroom 18-19
澳門銀河國際會議中心, 2樓, 會議廳 18-19

Part 1: Sportainment 體育盛事

Amid the wave of globalization, the sports industry has emerged as a significant driver of economic growth, cultural exchange, and city branding. Leveraging its unique geographical advantages and rich cultural heritage, Macao is actively positioning itself as a "City of Sports". The Government is dedicated to fostering the deep integration of sports and tourism, aiming to achieve sustainable economic development and elevate the city's global reputation.

在全球化的浪潮中,體育產業已成為推動經濟增長、促進文化交流和提升城市形象的重要力量。在峰會舉辦地——澳門,正以其獨特的地理優勢和文化歷史魅力,積極打造“體育之城”,致力於將體育產業與旅遊業深度融合,實現經濟的可持續發展和城市品牌的國際化。

Time 時間	Topic / Guest	主題 / 嘉賓
10:00 - 10:10	<p>Keynote: Transforming Macao into a Renowned "City of Sports" in the Asia-Pacific region.</p> <p>One of Macao's key visions is to integrate the sports industry with the tourism sector, establishing a multifaceted "City of Sports" that blends sports events, leisure entertainment, and cultural exchange. By hosting world-class international sporting events, Macao aims to elevate its global profile, attract international tourists, and drive the growth of its tourism industry. The sharing will explore strategies for integrating sports and tourism, leveraging sports to boost economic diversification, and enhancing Macao's position in the Asia-Pacific market. Additionally, it will focus on improving residents' quality of life by expanding access to sports and fitness opportunities.</p>	<p>主題演講: 打造澳門成為亞太地區著名的“體育之城”</p> <p>澳門的發展願景之一是將體育產業與旅遊業相結合, 打造一個集體育賽事、休閒娛樂、文化交流於一體的綜合性體育之城。通過舉辦國際頂級體育賽事, 澳門希望提升自身的國際知名度, 吸引全球遊客, 促進旅遊業的增長。本次分享將探討如何有效整合體育與旅遊產業, 通過體育促進經濟多元發展, 並提升澳門在亞太地區的市場地位。同時, 還將聚焦如何通過增加體育健身設施來提高澳門居民的生活品質。</p>



Thursday, May 8
週四, 5月8日



Time 時間

Topic / Guest

主題 / 嘉賓

10:10 - 10:55 Enhancing Macao's Position as a Regional and Global "Sportainment" Hub

In the global push for economic diversification, sports and entertainment are increasingly recognized as drivers of growth and innovation. This session will focus on how Macao can leverage its unique cultural and geographical strengths to enhance its position as a leading "Sportainment" hub in the Asia-Pacific region and on the global stage. Panelists will discuss strategies for integrating sports and entertainment to create compelling visitor experiences, attracting international talent and events, and aligning with global trends in sports and entertainment innovation. The discussion will also explore Macao's opportunities to collaborate with regional and international stakeholders to solidify its status as a pivotal hub in this dynamic industry.

Moderator:

- **Jose Carlos Matias**
Director, Macau Business Magazine

Speakers:

- **Kevin Benning**
Senior Vice President and Studio City General Manager, Melco Resorts & Entertainment
- **Jeffrey Jiang**
EVP - Entertainment Services, Galaxy Entertainment Group

如何提升澳門作為區域及國際“體育娛樂”樞紐地位

在全球經濟多元化的背景下，體育與娛樂逐漸成為推動增長與創新的關鍵動力。本環節將聚焦於澳門如何憑藉其獨特的文化及地理優勢，提升其作為亞太區及國際領先“體育娛樂”樞紐的地位。專家將探討整合體育與娛樂以創造引人入勝的遊客體驗的策略，吸引國際人才與項目，以及與全球體育娛樂創新趨勢接軌的方式。會議還將探討澳門如何與區域及國際夥伴合作，把握機遇，鞏固其在該蓬勃產業中的核心地位。

主持人:

- **馬天龍**
《澳門商業雜誌》社長

演講嘉賓:

- **Kevin Benning**
新濠博亞娛樂高級副總裁及新濠影匯項目總經理
- **姜力鐸**
銀河娛樂集團娛樂統籌行政副總裁

10:55 - 11:10 Tea Break

茶歇



ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
11:10 - 11:20	White Paper: Prospects of the Sports Industry Economy <ul style="list-style-type: none">Crystal Wang National Leading Partner, Deloitte China Sports Business	體育產業經濟的展望 <ul style="list-style-type: none">王易 德勤大中國體育產業領導合夥人
11:20 - 12:05	The Globalization Trend of Sportainment <p>Traditional sports events may no longer fully meet the evolving demands of audiences, prompting industry to see breakthroughs and innovations. The "Sports+" model has emerged as a successful approach, blending sports with elements of entertainment and incorporating advanced technological presentation methods. This combination attracts a wider audience, delivers a fresh and engaging interactive experience, and fuels the sustainable development of sports events. This discussion will explore how the "Sports+" model can transform traditional sports into dynamic, multifaceted experiences, the role of technology in enhancing audience engagement, and how collaboration across industries can unlock new opportunities.</p> Moderator: <ul style="list-style-type: none">Jeremy Walker Senior Vice President, Marketing and Event Services, Galaxy Entertainment Group Speakers: <ul style="list-style-type: none">Kevin Chang Senior Vice President and Head of Asia Pacific, UFCHenry Kerins CEO, EASL	體育娛樂的全球化發展趨勢 <p>傳統的體育賽事可能無法完全滿足觀眾的需求，因此體育賽事正在尋求突破創新，行業不斷嘗試與其他領域融合，其中“體育+”模式是一個成功的方向。將體育項目與娛樂元素結合，並加入先進的科技呈現方式，吸引更多觀眾，為他們帶來全新的互動體驗，為體育賽事的持續發展注入動力。本次討論將探討“體育+”模式如何將傳統體育賽事轉變為更多元化及動感的體驗，科技在提升觀眾參與度中的關鍵作用，以及跨界合作如何創造新機遇。</p> 主持人: <ul style="list-style-type: none">韋卓文 銀河娛樂集團市場及活動策劃高級副總裁 演講嘉賓: <ul style="list-style-type: none">張卓麟 UFC 高級副總裁兼亞太區負責人李小龍 東亞超級聯賽首席執行官
12:05 - 14:00	Networking Luncheon	交流午宴





Thursday, May 8
週四, 5月8日

Theme: Sportainment / New Era of Entertainment **體育盛事 / 娛樂新紀元**

Venue: Galaxy International Convention Center / 澳門銀河國際會議中心

Part 2: New Era of Entertainment 娛樂新紀元

Cutting-edge technologies such as digital technology and AI are driving industrial transformation, fostering diversification of entertainment content and elevating audience experiences. Globalization accelerates the fusion of entertainment and culture, shaping a distinctive global entertainment style. At this stage, the entertainment industry faces new opportunities and challenges, requiring continuous innovation and collaboration to ensure sustainable development. This discussion will explore how the entertainment industry can adapt and work collaboratively across sectors to deliver richer and more captivating experiences for audiences.

數字技術、AI 等前沿科技引領產業革新，推動娛樂內容多樣化與體驗升級。全球化加速娛樂文化融合，形成獨特全球娛樂風貌。此階段，娛樂產業面臨新機遇與挑戰，需不斷創新、合作，促進可持續發展。我們將討論娛樂產業應如何應對，與各界協同合作，為觀眾帶來更豐富、更精彩的娛樂體驗。

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
14:00 - 14:20	From Seoul to the world: Data-Driven Evolution of K-Pop <p>K-pop's journey from the vibrant streets of Seoul to global arenas is a testament to its dynamic evolution. Initially propelled by captivating performances and dedicated fanbases, the genre has embraced technological advancements to refine its global strategy.</p> <p>Platforms like K-Pop Radar have revolutionized how we understand fan engagement, offering real-time analytics on social media trends and fanbase growth. This data-centric approach enables precise festival lineups and targeted promotional campaigns. Simultaneously, platforms such as Weverse and Ktown4u empower fans to directly influence content creation and distribution, fostering a participatory culture.</p> <p>This keynote will delve into how big data and fan-driven platforms are not just supporting but actively shaping the future of K-pop, heralding a new era where fans and data collaboratively drive the industry's direction.</p>	從首爾到世界:K-Pop 的數據驅動演變 <p>K-Pop 從首爾的街頭走向世界舞台，展現了其不斷演變的活力。最初依靠引人入勝的表演和忠實的粉絲群體，如今該流派已擁抱技術進步，優化其全球戰略。</p> <p>像 K-Pop Radar 這樣的平臺革新了我們對粉絲參與度的理解，提供社交媒體趨勢和粉絲群體增長的即時分析。這種以數據為中心的方法使得音樂節陣容和宣傳活動更加精準。同時，Weverse 和 Ktown4u 等平臺使粉絲能夠直接影響內容創作和分發，培養了參與式文化。</p> <p>本次主題演講將深入探討大數據和粉絲驅動平臺如何不僅支援，而且積極塑造 K-Pop 的未來，開啟一個粉絲與數據共同引領行業方向的新時代。</p>
	Moderator: <ul style="list-style-type: none">Namkung Dan CEO, Eternal Editions	主持人: <ul style="list-style-type: none">南宮壇 Eternal Editions 代表



Thursday, May 8
週四, 5月8日



Time 時間

Topic / Guest

主題 / 嘉賓

14:20 - 14:40

Unlocking Potential: A Collaborative Roadmap for Macau to Realize Its Vision as the "Asian Las Vegas"

Macau has grand visions for being an international entertainment attraction, "the Asian Las Vegas". So why aren't we there yet? There are a number of barriers preventing the required alchemy for this dream to be realised. There are processes and constructs set up by the city that hinder show making, and the integrated resorts need to understand that becoming an international destination is not a competition but a team effort. In this talk, Anna Robb outlines a potential road map for the Macau community to achieve their international attraction goals.

- **Anna Robb**
Executive Producer, Our Legacy Creations

釋放潛力：澳門實現“亞洲拉斯維加斯”願景的合作路線圖

澳門致力於成為國際娛樂勝地，但實現這一夢想面臨挑戰。城市設立流程和結構需要優化以促進演出製作，同時綜合度假村應明白成為國際旅遊目的地是團隊努力而非競爭。Anna 在演講中概述了澳門社區實現國際吸引力目標的潛在路線圖。

- **Anna Robb**
Our Legacy Creations 執行製作人

14:40 - 15:00 Tea Break

茶歇



ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
15:00 - 15:45	Cross-industry Innovation in Global Entertainment Integration, and the Applications of Big Data and AI In the era of globalization, the entertainment industry is undergoing unprecedented cultural integration. Creating new opportunities and challenges for innovation. This discussion explores how to effectively combine diverse cultural elements with cutting-edge technologies such as big data and AI to create entertainment products with global appeals. It will further examine strategies for positioning these products in the highly competitive international marketplace, including leveraging digital platforms, optimizing cross-cultural communications, and fostering collaborations across borders. The session will also touch on how much innovation can drive sustainable developments in the entertainment sector while enhancing its cultural and economic impact worldwide. Moderator: <ul style="list-style-type: none">Steven Wang Founder & CEO, Mars Culture Speakers: <ul style="list-style-type: none">Ben Wong CMO of Greater China, GoogleIvy Wong CEO, VS Media Limited	全球娛樂融合的跨界創新，以及大數據與人工智慧的應用 在全球化的背景下，娛樂產業正經歷著前所未有的文化融合，為創新帶來了新的機遇與挑戰。本次討論將探討如何有效結合多元文化元素與大數據、人工智慧等前沿技術，共同創造出具有全球吸引力的娛樂產品。還深入研究這些產品在競爭激烈的國際市場中的定位策略，包括利用數字平台、優化跨文化交流與促進跨國合作。討論還將涉及此類創新如何推動娛樂產業的可持續發展，並增強其在文化與經濟層面全球影響力。 主持人: <ul style="list-style-type: none">王金一 火星文化創始人兼首席執行官 演講嘉賓: <ul style="list-style-type: none">黃介中 谷歌大中華區首席市場官Ivy Wong 金媒體有限公司首席執行官



Thursday, May 8
週四, 5月8日



Time 時間

Topic / Guest

主題 / 嘉賓

15:45 - 16:30

Shaping Macao as a Regional and International Entertainment Hub

Given Macao's unique position as an international tourism city, this discussion will explore how the entertainment industry can leverage diversification and internationalization strategies to establish Macao as a leading entertainment hub in the region and beyond. Topics include government policy support, expanding new forms of entertainment, attracting internationally renowned talents, and strengthening cultural exchange and cooperation with other countries and regions. Additionally, the discussion will examine how Macao can enhance regional partnerships, integrate advanced technologies, and position itself as a dynamic and sustainable destination in the global entertainment landscape.

Moderator:

- **Anna Robb**
Executive Producer, Our Legacy Creations

打造澳門成為區域及國際娛樂樞紐

結合澳門作為國際旅遊城市的獨特地位，本次論壇將探討如何通過多元化和國際化戰略，將澳門打造為區域及全球領先的娛樂樞紐。議題包括政府的政策支持、拓展新的娛樂形式、吸引國際知名演藝人才，以及加強與其他國家和地區的文化交流與合作。此外，還將討論如何增強區域合作夥伴關係、整合先進技術，以及將澳門定位為全球娛樂版圖中充滿活力且可持續發展的目的地。

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