

ASIAN EXPO IR

亞洲綜合度假休閒產業博覽會

MAY 12-14, 2026 | 2026年5月12-14日
THE VENETIAN MACAO | 澳門威尼斯人

Asian IR Expo 2026 Summit Guide 峰會手冊

CO-LOCATED WITH
同期舉辦

G2E ASIA
亞洲國際娛樂展



PRESENTED BY
承辦方



AMERICAN
GAMING
ASSOCIATION

ORGANIZED BY
主辦方



In the business of
building businesses

ABOUT AISAN IR EXPO AND SUMMIT

關於亞洲綜合度假休閒產業博覽會及峰會

ASIAN EXPO IR

亞洲綜合度假休閒產業博覽會

Aligned with Macao SAR's policy of "Moderate Economic Diversification," and in response to the rapidly evolving Asian tourism market, the Asian IR Expo and Summit will be the premier event for the Asian integrated resorts industry — exploring sustainable development paths for the tourism industry in Asia-Pacific region and Macau. Featuring content on travel, technology, sports, art, and entertainment, the event will offer a unique atmosphere to network, conduct business, and learn the latest industry trends.

亞洲綜合度假休閒產業博覽會及峰會目標是緊跟時代發展脈搏，聚焦亞太地區旅遊經濟多元發展的基調和步伐，為亞洲旅遊度假休閒產業創造一個商業交流合作的新平台。博覽會由旅遊展區、科技展區、體育、文化藝術及娛樂展區等主要細分板塊組成，進一步豐富亞太地區綜合度假村的旅遊產品，引導綜合度假村走向健康可持續發展的道路。

CONFERENCE AT A GLANCE

研討會一覽

CONFERENCE LOCATION	峰會地點
Main conference room: Sicily 2401-2502, L1, The Venetian Macao	主會議室： 澳門威尼斯人1樓，西西里會議廳 2401-2502

DAY 1: TUESDAY, MAY 12	第一天:5月12日 週二
Conference hours: 10:00 - 15:50	峰會時間： 10:00 - 15:50
Networking Luncheon: 12:30 - 14:00	交流午宴： 12:30 - 14:00

DAY 2: WEDNESDAY, MAY 13	第二天:5月13日 週三
Conference hours: 14:00 - 16:30	峰會時間： 14:00 - 16:30
Networking Luncheon: 12:30 - 14:00	交流午宴： 12:30 - 14:00

DAY 3: THURSDAY, MAY 14	第三天:5月14日 週四
Conference hours: 10:00 - 16:25	峰會時間： 10:00 - 16:25
Networking Luncheon: 12:30 - 14:00	交流午宴： 12:30 - 14:00

Note conference finishing times and luncheon times may be subject to adjustment. Please check on site.

敬請留意，峰會結束時間和午餐時間可能會視乎實際情況有所調整。

CONFERENCE ORGANIZER

會議主辦方



ABOUT RX (REED EXHIBITIONS)

關於勵展博覽集團 (RX)

RX (Reed Exhibitions) is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

For more information, visit www.rxglobal.com

RX 致力於為個人、社區和組織建立業務。該公司通過結合數據和數字產品來提升活動的影響力，幫助客戶在 25 個國家或地區多達 42 個行業領域的 350 多場活動中了解市場、採購產品並完成交易。

RX 熱衷於對社會產生積極影響，並完全致力於為所有員工創造一個包容性的工作環境。RX 是 RELX 的一部分，RELX 是一家為專業和商業客戶提供基於信息的分析和決策工具的全球提供商。

欲了解更多信息，請訪問 www.rxglobal.com。

CONFERENCE ORGANIZER

會議主辦方



AMERICAN
GAMING
ASSOCIATION

ABOUT THE AMERICAN GAMING ASSOCIATION (AGA) 關於美國博彩業協會 (AGA)

As the national trade group representing the U.S. casino industry, the American Gaming Association (AGA) fosters a policy and business environment where legal, regulated gaming thrives. The AGA's diverse membership of commercial and tribal casino operators, sports betting and iGaming companies, gaming suppliers, and more lead the \$329 billion industry and support 1.8 million jobs across the country.

For more information, visit www.americangaming.org

美國博彩業協會是美國最大的全國性貿易組織，代表著價值 3,290 億美元的美國博彩業，支持了全美 180 萬個博彩業工作崗位。美國博彩業協會 (AGA) 會員包括商業性和區域性賭場運營商、博彩供應商和其他與博彩行業相關的公司企業。美國博彩業協會 (AGA) 的使命即建立符合當代賭場博彩行業發展需求和挖掘巨大經濟價值目標的健全政策和法規。

欲了解更多信息，請訪問 www.americangaming.org



INDUSTRY PARTNER

行業支持單位

MICSA

澳門國際文化及體育產業協會
Macao International Culture and Sports
Industries Association

MACAO INTERNATIONAL CULTURE AND SPORTS INDUSTRIES ASSOCIATION (MICSA)

澳門國際文化及體育產業協會

The Macao International Culture and Sports Industries Association (MICSA) is committed to fostering innovation and integration within the cultural and sports sectors, while establishing a global cooperation platform.

Our vision is to unite top talent and high-quality projects, thereby enhancing and upgrading the industry chain. We aim to promote sustainable development across the sectors of art, entertainment, and sports, injecting new vitality into the global cultural and sports industries and creating greater value and opportunities.

澳門國際文化及體育產業協會致力於推動文化與體育產業的創新與融合，打造全球化的合作平台。我們願景是通過匯聚頂尖人才與優質項目，促進產業鏈的完善與升級，推動藝術、娛樂及體育領域的可持續發展，為全球文化體育產業注入新活力，創造更多價值與機遇。

INDUSTRY PARTNER

行業支持單位



MM MARKETING COMMUNICATION CONSULTING LTD. 美亞市場傳達顧問有限公司

MM Marketing Communication Consulting Ltd. is a Macau-based firm offering comprehensive business consultancy and a full range of professional marketing and event services. Drawing on extensive local market knowledge and a global network, the company provides strategic, creative solutions with proven track records working with international brands across various industries.

Specializing in the gaming, tourism, lifestyle, sports, entertainment, and cultural sectors, we leverage our deep industry expertise to develop key insights and impactful strategies for clients throughout mainland China and Southeast Asia.

美亞市場傳達顧問有限公司植根澳門，服務輻射至內地及東南亞，為顧客提供商業諮詢以及全方位專業營銷和活動服務。我們憑藉專業知識、本地洞察力和全球網路，為國際品牌在各行業提供具有策略意義的創新解決方案，並擁有卓越的業績記錄。

我們專注於博彩、旅遊、生活方式、體育、娛樂和文化領域，這使我們能夠為客戶提供業務發展的關鍵洞察和策略。運用其專業知識、全球化網絡的本地人才、豐富經驗及嶄新創意為客戶提供商業顧問、全方位的專業市場營銷及活動策劃服務。服務得到不同行業的多個國際品牌客戶認同。



INDUSTRY SUPPORTING PARTNERS AND MEDIA PARTNERS 行業支持單位及合作媒體

SUPPORTING PARTNERS 支持單位

澳門特別行政區
Região Administrativa Especial de Macau
Macao Special Administrative Region



招商投資促進局
Instituto de Promoção do Comércio e do Investimento
Commerce and Investment Promotion Institute



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

OFFICIAL MEDIA PARTNERS 官方媒體夥伴

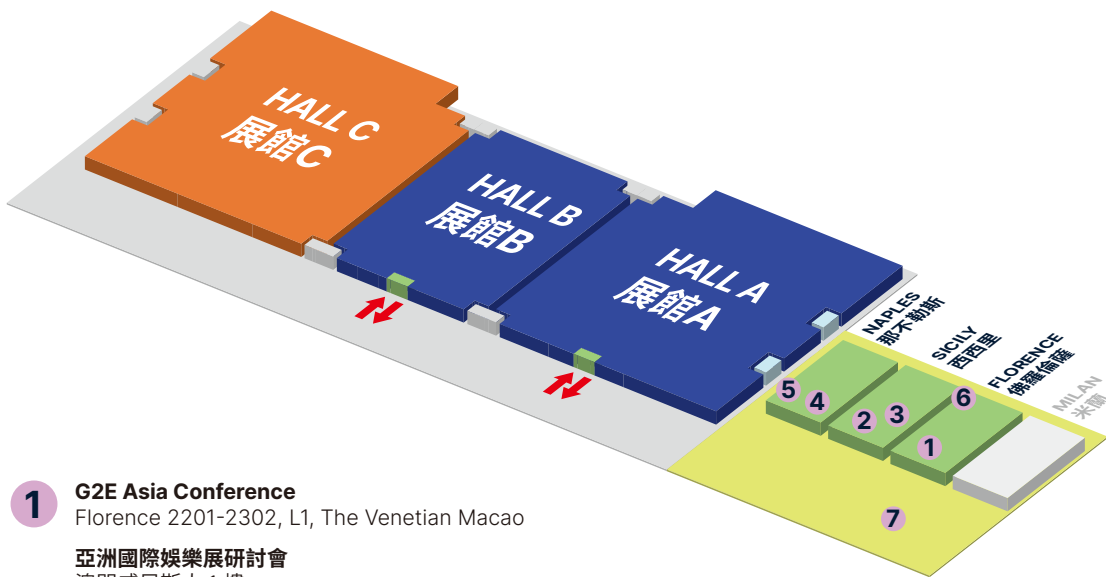


VENUE MAP

場地地圖

L1, THE VENETIAN MACAO

澳門威尼斯人 1樓



- 1 G2E Asia Conference**
 Florence 2201-2302, L1, The Venetian Macao
 亞洲國際娛樂展研討會
 澳門威尼斯人 1樓
 佛羅倫薩會議廳 2201-2302
- 2 Asian IR Summit**
 Sicily 2401-2502, L1, The Venetian Macao
 亞洲綜合度假休閒產業峰會
 澳門威尼斯人 1樓
 西西里會議廳 2401-2502
- 3 Speakers' Lounge**
 Sicily 2403, L1, The Venetian Macao
 演講嘉賓休息室
 澳門威尼斯人 1樓
 西西里會議廳 2403
- 4 Media Center**
 Naples 2601, L1, The Venetian Macao
 媒體中心
 澳門威尼斯人 1樓
 那不勒斯會議廳 2601
- 5 Privileges Concierge**
 Naples 2701, L1, The Venetian Macao
 特邀貴賓接待處
 澳門威尼斯人 1樓
 那不勒斯會議廳 2701
- 6 Conference Luncheon**
 Florence 2305, L1, The Venetian Macao
 研討會交流午餐
 澳門威尼斯人 1樓
 佛羅倫薩會議廳 2305
- 7 Visitor Registration Center**
 觀眾登記處

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Theme: Integrated Resorts and Hospitality Industry

Focus

聚焦綜合度假村與酒店旅遊產業

Venue: Sicily 2401-2502, L1, The Venetian Macao
澳門威尼斯人 1 樓, 西西里會議廳 2401-2502

Time 時間	Topic / Guest	主題 / 嘉賓
10:00 - 10:40	Opening Keynote Speaker: <ul style="list-style-type: none">Grant Chum Chief Executive Officer and Executive Director, Sands China Ltd.	開幕主旨演講 演講嘉賓: <ul style="list-style-type: none">鄭君諾 金沙中國有限公司行政總裁兼執行董事
11:00 - 11:45	Opening Ceremony of G2E Asia and Asian IR Expo 2026 Main Stage, Cotai Expo Hall B, The Venetian Macao	開幕典禮 澳門威尼斯人金光會展, 展館 B, 主舞台
12:00 - 14:00	Networking Luncheon Florence 2305, L1, The Venetian Macao	交流午宴 澳門威尼斯人 1 樓, 佛羅倫薩會議廳 2305



Tuesday, May 12
週二, 5月12日

Time 時間

Topic / Guest

主題 / 嘉賓

14:00 - 14:40

IR & Tourism Industry Market Trends and Outlook – In-depth Insights from the Macau and Mainland China Markets

Integrated resorts (IRs) in Macau are recovering further from the pandemic, with visitor arrivals and gaming revenue posting strong year-on-year growth in 2025. Based on a comprehensive study of Macao and mainland China market data—including operator reports, consumer surveys, and tourism statistics, gaming revenue data—the speaker found four major trends driving the industry: the dominance of premium customers, the growing importance of the silver market, the rising demand for health and wellness, and the mainstreaming of experiential tourism. The session will explore how these trends are reshaping IR strategies and what opportunities they present for destinations beyond Macao.

Speakers:

- **Zhonglu Zeng**
President, Asia-Pacific Association for Gambling Studies

綜合度假與旅遊產業市場趨勢及展望 —— 基於澳門與中國內地市場的深度洞察

澳門的綜合度假村正從疫情中進一步復蘇，2025年遊客到訪量和博彩收入均實現強勁的同比增長。基於對澳門及中國內地市場資料（包括運營商報告、消費者調查、遊客統計數據和博彩數據）的全面研究，演講者總結了推動行業發展的四大趨勢：高端客戶的主導地位、日益重要的銀髮市場、持續增長的健康需求，以及體驗式旅遊的主流化。本次分享將探討這些趨勢如何重塑綜合度假村的戰略，以及它們為澳門以外目的地帶來的機遇。

演講嘉賓：

- **曾忠祿教授**
亞太博彩研究學會會長

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
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15:00 - 15:50	Round Table Session - Redefining the Integrated Resort with Non-Gaming Innovation	圓桌會議 - 綜合度假村非博彩創新發展
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With gaming supply in the Asia-Pacific region expected to remain relatively stable for the next 2-4 years, the competitive landscape has shifted from focusing on capacity growth to emphasizing operational excellence and diversifying portfolios. This round table will bring together senior operators from Vietnam and the Philippines to discuss how integrated resorts are maximizing asset yield without the addition of new gaming floors. We will investigate three main imperatives: filling hotel rooms and increasing occupancy in a market with limited supply, boosting per-guest spending across various categories, and managing this complexity without reducing profit margins. Panelists will tackle topics such as labor economics, technological enhancements, guest segmentation, changing dynamics in Meetings, Incentives, Conferences, and Exhibitions (MICE), and the ongoing considerations of gaming versus non-gaming trade-offs.

Moderator:

- **David Rittvo**
Principal, Tailored Hospitality Advisors

Panelists:

- **Alan Teo**
CEO, Hoiana Resort & Golf
- **Shirley Tam**
Executive Vice President - Casino Marketing, Okada Manila

鑑於亞太地區的博彩供應量預計在未來 2 至 4 年間將保持相對穩定，競爭格局已從側重容量增長轉向強調營運卓越與投資組合多元化。本場圓桌會議將匯聚來自越南與菲律賓的高階營運商，共同探討綜合度假村如何在不增設新博彩場地的前提下，將資產收益最大化。我們將探討三大核心課題：在供應有限的市場中提升酒店客房入住率；提高各消費類別的每位賓客消費額；以及在不壓縮利潤率的同時，有效管理這些複雜業務。與會專家將深入探討勞動力經濟學、技術升級、賓客細分策略、會議、獎勵旅遊、會議及展覽 (MICE) 領域的動態變化，以及博彩與非博彩業務間權衡取舍的持續考量。

主持人:

- **David Rittvo**
Tailored Hospitality Advisors
首席顧問

演講嘉賓:

- **Alan Teo**
Hoiana Resort and Golf
首席執行官
- **Shirley Tam**
Okada Manila
賭場行銷執行副總裁



Wednesday, May 13
週三, 5月13日

Theme: Future Technology for IR and Hospitality Industry 綜合度假休閒產業營運新科技

Venue: Sicily 2401-2502, L1, The Venetian Macao
澳門威尼斯人1樓, 西西里會議廳 2401-2502

Time 時間	Topic / Guest	主題 / 嘉賓
12:30 - 14:00	Networking Luncheon Florence 2305, L1, The Venetian Macao	交流午宴 澳門威尼斯人1樓, 佛羅倫薩會議廳 2305

14:00 - 14:40 **The AI-Driven Traveler: From Trip Planning to Sustainable Choices**

As AI reshapes hospitality, understanding its impact on consumer behavior is essential. This presentation explores recent research on how artificial intelligence influences traveler decision-making, from initial trip planning to prosocial and pro-environmental behaviors. By examining these psychological shifts, we uncover what these changes mean for the industry's future. Attendees will gain actionable insights into how hospitality firms can leverage these behavioral trends for strategic planning, aligning their business and sustainability goals with the evolving, AI-driven modern traveler.

Speaker:

- **Sungwoo Choi**
Assistant Professor, The Chinese University of Hong Kong

由人工智慧驅動的旅客: 從行程規劃到到可持續的選擇

隨著人工智慧重塑酒店業, 理解其對消費者行為的影響至關重要。這場會議將探討近期研究, 闡述人工智慧如何影響旅客的決策過程, 從最初的行程規劃到利他行為及環保行為。透過剖析這些心理層面的轉變, 我們將揭示這些變化對產業未來的意義。與會者將獲得可付諸實行的洞見, 了解酒店企業如何運用這些行為趨勢進行戰略規劃, 使其商業目標與可持續發展目標, 與這些由人工智慧驅動、不斷演變的現代旅客需求相契合。

演講嘉賓:

- **崔成宇**
香港中文大學
助理教授

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
14:50 - 15:30	Power Up Customer Journey for Hospitality with AI Speakers: <ul style="list-style-type: none">Jimmy Pak Regional Solutions Strategy Lead, Twilio APJ, Twilio	利用AI提升酒店業客戶體驗 演講嘉賓: <ul style="list-style-type: none">Jimmy Pak Twilio 亞太區解決方案策略領導
15:30 - 15:50	Tea Break	茶歇
15:50 - 16:30	New Form of Immersive Entertainment Speaker: <ul style="list-style-type: none">Alex Zhu Founder and CEO, Vista/Robo Space	沉浸式娛樂新形態 演講嘉賓: <ul style="list-style-type: none">朱永強 威信傳播 / 樂博空間 創始人兼首席執行官



Thursday, May 14
週四, 5月14日

Theme: Sports Fusion: Where Culture, Technology, and Commerce Redefine the Future of Entertainment 體育融合：以文化、科技與商業重塑娛樂新未來

Venue: Sicily 2401-2502, L1, The Venetian Macao
澳門威尼斯人1樓, 西西里會議廳 2401-2502

This day we will explore the dynamic intersections of sports with tourism, technology, fan engagement, and emerging trends like sustainability. Hosted in Macao, a hub for sports tourism, the event aims to bring together industry leaders, investors, operators, academics, athletes, and enthusiasts for insightful discussions, networking, and actionable takeaways.

這日會議我們會深討探討體育與旅遊、科技、粉絲互動的有機融合，並聚焦可持續發展等前沿趨勢。會議落戶澳門這座體育旅遊的樞紐，匯聚全球產業領袖、投資者、場館運營方、學界專家、知名運動員及體育愛好者，通過專業深度研討、高效資料對接與實踐經驗分享，為所有與會者帶來前瞻行業洞見與可落地的實操策略。

Time 時間	Topic / Guest	主題 / 嘉賓
10:00 - 10:20	Opening Keynote Speaker: <ul style="list-style-type: none">Mario Yau Kwan Ho Chairman and Co-CEO of NIP GROUP INC., Co-Owner and Managing Partner of the Boston Celtics	主題演講 演講嘉賓: <ul style="list-style-type: none">何猷君 星競威武集團董事長兼聯席首席執行官, NBA 波士頓凱爾特人共同所有人

10:25 - 11:10	Sports Empowers Tourism: Traffic Conversion & Long-Term Brand Operation <p>Against the backdrop of a booming tourism market, this panel brings together industry stakeholders to analyze the role of major sports events in boosting tourism development. Experts will share insights on how bundled sports-travel experiences and cross-border promotional campaigns effectively drive regional tourism flows, with each participant offering their perspectives on leveraging sports events to fuel tourism growth.</p>	體育賦能旅遊：流量轉化與品牌永續 <p>在旅遊市場持續回暖的背景，本場討論聚焦大型體育賽事對旅遊發展的推動作用。與談嘉賓將分享體育旅遊套裝及跨境推廣如何有效帶動區域旅遊流量，並探討體育活動驅動旅遊成長與品牌經營的實務策略。</p>
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ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
10:25 - 11:10	<p>Moderator:</p> <ul style="list-style-type: none">• Glenn McCartney Associate Professor in Integrated Resort and Tourism Management, University of Macau <p>Speakers:</p> <ul style="list-style-type: none">• Cheng Wai Tong Deputy Director, Macao Government Tourism Office• Philip Mok Honorary Deputy Secretary General, Sports Federation & Olympic Committee of Hong Kong, China	<p>主持人:</p> <ul style="list-style-type: none">• 默希濂 澳門大學綜合度假村與旅遊管理學系副教授 <p>演講嘉賓:</p> <ul style="list-style-type: none">• 程衛東 澳門特別行政區政府旅遊局副局長• 莫君逸 中國香港體育協會暨奧林匹克委員會義務副秘書長

11:15 - 11:40 Fireside Chat: Reinventing Sports Through Technology

Sports technology is entering a new phase where AI-powered analytics, automated video content, wearable performance tools, and smart venue systems are reshaping how athletes train and how organizations operate. This session explores how innovation—from real-time data intelligence to scalable content automation—is transforming performance, fan engagement, and monetization across the sports ecosystem.

Moderator:

- **Peggy Tng**
Regional Lead, APAC, Global Sports Innovation Center (GSIC) powered by Microsoft

Speaker:

- **Zhao Yang**
Head of Commercial, China, WSC Sports

爐邊對談: 科技重塑體育新未來

本場爐邊對談聚焦新一代體育科技如何重塑產業生態，涵蓋 AI 分析、自動化內容生成、穿戴式裝置及智慧場館應用，探討科技如何提升運動表現、球迷互動及商業變現能力。

主持人:

- **Peggy Tng**
Global Sports Innovation Center (GSIC) powered by Microsoft 亞太區區域主管

演講嘉賓:

- **趙陽**
WSC Sports 中國區負責人



Thursday, May 14
週四, 5月14日

Time 時間	Topic / Guest	主題 / 嘉賓
11:40 - 11:55	Tea Break	茶歇

11:55 - 12:30 Sports IP in Hong Kong & Macao: Strategies for Successful Market Entry

This session focuses on the strategic considerations behind bringing sports IPs into Hong Kong and Macao, emphasizing the importance of selecting capable local hosts and executing effective localization tactics. Discussion will cover how strong local partners enhance stakeholder coordination, streamline operations, and adapt event formats to regional preferences—ensuring smoother execution and stronger commercial outcomes.

Moderator:

- **Ma Kai**
Head of Commercial Partnerships, China, East Asia Super League

Speakers:

- **Feng Huan Huan**
CEO, F-Sports Promotions Limited
- **Henry Kerins**
Founder and CEO, East Asia Super League

體育IP 港澳落地:市場進入與在地化關鍵策略

本場探討體育 IP 進入香港與澳門市場的關鍵策略，聚焦本地主辦方的選擇與在地化執行。內容將分享本地合作夥伴如何協助協調持份者、優化營運流程，並將體育 IP 有效轉化為符合港澳市場的成功項目。

主持人:

- **馬愷**
東亞超級聯賽中國區商業合作負責人

演講嘉賓:

- **封歡歡**
鋒體育推廣有限公司總裁
- **李小龍**
東亞超級聯賽創始人及首席執行官

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
12:30 - 14:00	Networking Luncheon Florence 2305, L1, The Venetian Macao	交流午宴 澳門威尼斯人 1 樓，佛羅倫薩會議廳 2305

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14:00 - 14:50 **Beyond the Game: The Fusion of Sports, Culture & Entertainment**

This session explores the dynamic intersection of entertainment, culture, and the sports industry, highlighting how these elements synergistically enhance the overall experience for athletes, fans and stakeholders. As sports evolve into multifaceted spectacles, the integration of entertainment plays a pivotal role in shaping fan engagement and loyalty. It examines case studies demonstrating how cultural phenomena, including social media trends and celebrity involvement, influence sports marketing strategies and event programming.

Moderator:

- **Glenn McCartney**
Associate Professor in Integrated Resort and Tourism Management, University of Macau

Speakers:

- **Jeffrey Jiang**
Executive Vice President of Entertainment Services, Galaxy Entertainment Group
- **Robbie McRobbie**
General Manager, Sports Content & Development, Kai Tak Sports Park

超越賽場：體育、文化與娛樂的融合新格局

本場次探討娛樂、文化與體育產業的深度融合，說明體育如何轉化為多元體驗型內容。透過案例分享，解析社群趨勢與名人效應如何影響體育行銷策略、賽事內容設計，以及粉絲參與與忠誠度的提升。

主持人：

- **默希濂**
澳門大學綜合度假村與旅遊管理學系副教授

演講嘉賓：

- **姜力鐸**
銀河娛樂集團娛樂統籌行政副總裁
- **麥偉彬**
啟德體育園體育內容及發展總經理



Thursday, May 14
週四, 5月14日

Time 時間	Topic / Guest	主題 / 嘉賓
14:50 - 15:10	Tea Break	茶歇
15:10 - 15:30	Data-Driven Sports Tourism: Key Trends & Destination Growth Strategies <p>Powered by Google's global search and user behavior data, this session explores how sports tourism has evolved from pure spectating to integrated experiences. It highlights regional consumer preferences, tech-enabled trends, and actionable strategies for destinations to convert event traffic into sustainable growth—equipping industry stakeholders with concise, data-backed insights.</p> <p>Speaker:</p> <ul style="list-style-type: none">Adrian Lee Head of Sales, Google Customer Solutions, Hong Kong & Macau, Google	數據驅動的體育旅遊: 核心趨勢與目的地增長策略 <p>本場次結合 Google 全球搜尋與用戶行為數據, 解析體育旅遊如何從單一觀賽轉向整合式體驗發展。內容將分享區域消費偏好、科技驅動趨勢, 並提供實務策略, 協助目的地將賽事流量有效轉化為長期、可持續的旅遊成長。</p> <p>演講嘉賓:</p> <ul style="list-style-type: none">Adrian Lee Google 香港及澳門客戶解決方案銷售主管
15:35 - 16:25	Closing Session: Next Chapter for APAC Sports: Trends, Opportunities & Priorities <p>A high-level dialogue on emerging industry trends, international partnerships, and long-term sustainability. Speakers explore actionable pathways for stakeholders in APAC.</p> <p>Moderator:</p> <ul style="list-style-type: none">Unmish Parthasarathi Founder & Executive Director, Picture Board Partners	共望亞太體育新未來: 趨勢洞察、機遇與策略重點 <p>本場高階對話聚焦產業新興趨勢、國際合作機遇與長期永續發展方向, 嘉賓將從亞太視角出發, 分享具體且可執行的策略路徑, 為不同持份者勾勒未來合作與成長的關鍵布局。</p> <p>主持人:</p> <ul style="list-style-type: none">Unmish Parthasarathi Picture Board Partners 創始人兼執行董事

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
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15:35 - 16:25

Speakers:

- **Che Kuong Hon**
Chairman of the Executive Committee,
General Association of World Sports
Federations
- **David He**
Vice President – Entertainment Business
Development, Sands China Ltd.
- **Sun Qiao**
Vice President, Partnerships - APAC, CAA
Sports

演講嘉賓:

- **謝廣漢**
世界體育聯合會總會執委會主席
- **賀曉**
金沙中國有限公司娛樂統籌部
業務拓展副總裁
- **孫喬**
CAA Sports 亞太區合作夥伴
發展副總裁



SPEAKERS PROFILE

講者簡介



Zhonglu Zeng 曾忠祿

Professor

Asia-Pacific Association for Gambling Studies

亞太博彩研究學會教授

Professor Zhonglu Zeng is the President of the Asia-Pacific Association for Gambling Studies and Editor-in-Chief of *Global Gaming & Tourism Research*, published by Macao Polytechnic University (MPU). Over the past 25 years, he has conducted extensive academic research in the fields of gaming and tourism, with publications in both English and Chinese. His current research interests include the microeconomics of gambling, industry trends, corporate social responsibility of gaming operators in Macau, and the characteristics of VIP players from Mainland China.

曾忠祿教授目前為亞太博彩研究學會會長，澳門理工大學主辦的《世界博彩與旅遊研究》的主編。從2002年以來，一直在研究澳門和世界其他地方的博彩產業，在國內外學術期刊發表了大量論文。關注的重點包括博彩微觀經濟學，博彩產業發展趨勢，澳門博彩企業的社會責任，中國內地博彩貴賓客人的特征等等。

SPEAKERS PROFILE

講者簡介



David Rittvo

Principal

Tailored Hospitality Advisors

首席顧問

David Rittvo is a principal advisor specializing in integrated resort development, gaming feasibility analysis, and strategic market entry across Asia Pacific and North American markets. He recently led the market analysis team for New York's Downstate gaming licenses (awarded late 2025), positioning him at the forefront of one of North America's most competitive licensing processes.

His Asia Pacific portfolio includes landmark projects with Mori Building Company (Japan), Grand Ho Tram Resort (Vietnam), and Crown Sydney (Australia). At Caesars Entertainment, David served as VP of Development, leading Virginia's competitive market entry. Earlier, as an executive at The Innovation Group, he spent eight years on international business development across Asia, working on gaming and integrated resort projects in Japan, Australia, the Philippines, Laos, Vietnam, Korea, and Macau.

David holds an MBA in Hospitality Finance and Investments from the University of Denver and is based in Austin, Texas.

David Rittvo 是一位首席顧問 (Principal Advisor)，專精於綜合度假村開發、博彩可行性分析，以及亞太與北美市場的策略性市場進入。

他近期領導紐約州下州博彩牌照（於 2025 年底頒發）的市場分析團隊，使其站在北美最具競爭力的牌照申請流程前沿。

在亞太區，他的專案組合包括日本森大廈公司 (Mori Building Company)、越南 Grand Ho Tram Resort，以及澳洲 Crown Sydney 等地標性項目。

在 Caesars Entertainment 任職期間，David 擔任開發副總裁，主導維吉尼亞州的競爭性市場進入。更早之前，他在 The Innovation Group 擔任高階主管，八年間專注於亞洲的國際業務拓展，參與日本、澳洲、菲律賓、寮國、越南、韓國及澳門的博彩與綜合度假村專案。

David 擁有丹佛大學 (University of Denver) 酒店財務與投資 MBA，現居於美國德州奧斯汀。



SPEAKERS PROFILE

講者簡介



Alan Teo

Chief Executive Officer
Hoiana Resort and Golf
首席執行官

Alan Teo is the Chief Executive Officer of Hoiana Resort & Golf, Vietnam's premier luxury integrated resort, a position he assumed in February 2025. He brings decades of senior leadership experience across world-class integrated resorts in Singapore and the Philippines.

Known for his proven expertise in managing multi-business-unit operations, Alan has consistently driven strong financial performance and operational excellence. He is recognized for his strategic vision, commitment to customer satisfaction, and dedication to fostering collaboration and inclusion.

Alan holds a degree from the National University of Singapore and a Master of Business Administration from IE Business School.

At Hoiana, Alan leads a USD 4 billion integrated resort development encompassing over 1,200 hotel keys, world-class dining, gaming, and the Hoiana Shores Golf Club — the sole golf course in Vietnam named among the Top 100 Golf Courses in the world by Today's Golfer Magazine.

Alan Teo 是 Hoiana Resort & Golf 的執行官，這是越南首屈一指的豪華綜合度假村，他於 2025 年 2 月上任。Alan 擁有數十年在新加坡與菲律賓世界級綜合度假村的高階領導經驗。

憑藉在多業務單位營運管理上的專業，Alan 持續推動強勁的財務表現與卓越的營運成果。他以具前瞻性的戰略視野、對顧客滿意度的承諾，以及致力於促進協作與包容而廣受認可。

Alan 畢業於新加坡國立大學，並取得 IE 商學院的工商管理碩士學位。

在 Hoiana, Alan 領導一項總投資達 40 億美元的綜合度假村開發計畫，涵蓋超過 1,200 間客房、世界級餐飲、娛樂遊戲，以及 Hoiana Shores Golf Club——這是越南唯一入選 Today's Golfer Magazine 全球百大高爾夫球場的球場。

SPEAKERS PROFILE

講者簡介



Shirley Tam

Executive Vice President - Casino Marketing
Okada Manila
賭場行銷執行副總裁

Shirley Tam is a respected casino-marketing leader with more than two decades of experience across North America and Asia's most competitive integrated resorts. Her career began at Caesars Windsor in Canada, followed by roles in Macau with The Venetian, Galaxy Entertainment Group, and Wynn, where she led pre-opening initiatives, loyalty and database strategy, and revenue-driving programs. She later onboarded as VP of Marketing for Genting Hong Kong before joining Okada Manila in 2018 as SVP for Premium Marketing. After a brief sabbatical to pursue culinary studies in London, Shirley returned to the IR sector in 2025 as Chief Casino Marketing Officer of INSPIRE Entertainment Resort in South Korea. In September 2025, she rejoined Okada Manila as Executive Vice President for Casino Marketing, bringing expertise in database analytics, reinvestment strategy, and market development. Known for her data-driven approach and leadership, Shirley remains one of the Asia-Pacific region's most accomplished casino-marketing executives.

Shirley Tam 是一位備受尊敬的賭場行銷領袖，擁有逾二十年的經驗，足跡遍及北美及亞洲最具競爭力的綜合度假村。她的職業生涯始於加拿大的 Caesars Windsor，之後在澳門的威尼斯人、銀河娛樂集團及永利任職，期間主導了開業前的籌備工作、會員忠誠計劃與資料庫策略，以及推動收入的各類計劃。其後，她出任香港雲頂的市場推廣副總裁，並於 2018 年加入菲律賓的奧克達馬尼拉，擔任高端市場推廣資深副總裁。之後她曾短暫休假，前往倫敦修讀烹飪課程，並於 2025 年重返綜合度假村行業，出任南韓 INSPIRE 娛樂度假村的首席賭場行銷官。2025 年 9 月，她重返奧克達馬尼拉，擔任賭場行銷執行副總裁，帶來在資料庫分析、再投資策略及市場拓展方面的專業知識。憑藉數據導向的思維及卓越的領導力，Shirley 仍然是亞太區最具成就的賭場行銷高管之一。



SPEAKERS PROFILE

講者簡介



Professor Sungwoo Choi is an Assistant Professor in the School of Hotel and Tourism Management at the CUHK Business School, The Chinese University of Hong Kong. He received his BA from Kyung Hee University, Korea, and his MS and PhD from Pennsylvania State University, U.S.A. Professor Sungwoo Choi's research on service innovation primarily focuses on how emerging technologies—particularly AI and service robots—reshape consumer experiences, employee roles, and service outcomes in hospitality and tourism contexts.

Choi Sungwoo 崔成宇

Assistant Professor
The Chinese University of Hong Kong
香港中文大學助理教授

Professor Sungwoo Choi 是香港中文大學商學院酒店與旅遊管理學院的助理教授。他在韓國慶熙大學取得學士學位，並於美國賓州州立大學 (Pennsylvania State University) 分別獲得碩士與博士學位。

他的研究專注於服務創新，特別關注新興科技——尤其是人工智慧與服務機器人——如何重塑顧客體驗、員工角色以及服務成果，並在酒店與旅遊產業的情境中產生深遠影響。

這樣的定位讓他成為探索科技與服務交叉領域的重要學者，推動業界理解並應用 AI 與機器人技術來提升服務品質與效率。

SPEAKERS PROFILE

講者簡介



Jimmy Pak

Regional Solutions Strategy Lead, Twilio APJ

Twilio

亞太區解決方案策略領導

Jimmy Pak is a Regional Solutions Strategy Lead at Twilio and a multiple-time award winner with over 20 years of experience helping APJ enterprises transform their business through advanced technology. He specializes in the intersection of Communications, Data, and AI, helping organizations move beyond fragmented interactions to build a unified, intelligent customer engagement strategy.

By leveraging Twilio's leading communication APIs and the power of real-time data, Jimmy empowers businesses to deploy AI-driven experiences that are both personalized and scalable. His career is defined by a track record of aligning complex technical architectures—developed through leadership roles at Salesforce, Oracle, and IBM—with the high-level business outcomes required by today's C-Suite. Jimmy is dedicated to turning technical innovation into a sustainable competitive advantage for every customer he serves.

Jimmy Pak 是 Twilio 的亞太區解決方案策略主管 (Regional Solutions Strategy Lead)，同時也是多次獲獎的技術領導者，擁有超過 20 年的經驗，致力於幫助亞太區企業透過先進科技推動業務轉型。

他的專業核心在於 通訊、數據與人工智慧的交叉領域，協助企業突破零散的互動模式，建立統一且智能化的客戶互動策略。藉由 Twilio 領先的通訊 API 與即時數據能力，Jimmy 幫助企業部署 AI 驅動的個人化且可擴展的體驗。

在職涯中，他曾在 Salesforce、Oracle 與 IBM 擔任領導職位，累積了將複雜技術架構與高階商業成果相結合的豐富經驗。他的工作重心在於將技術創新轉化為企業的永續競爭優勢，並持續推動客戶在數位轉型中保持領先。

這樣的定位凸顯了 Jimmy 在 AI、數據與通訊整合上的專業，以及他在亞太區企業數位化進程中的關鍵角色。



SPEAKERS PROFILE

講者簡介



Alex Zhu 朱永強

The Founder and CEO of Vista/Robo Space
Vista Creation / Robo Space
威信傳播 / 樂博空間的創始人兼首席執行官

Zhu Yongqiang, founder and chairman of Vista Creation and Robo Space

Mr. Zhu Yongqiang graduated from Peking University and holds an MBA from Peking University and Northwestern University's Kellogg School of Management. He previously worked at CA Technology, the world's largest management software company, and has extensive technical and management experience. He has been deeply involved in the fields of event communication and creative technology for nearly 20 years, leading the development of China's event industry, especially in the innovative integration of creativity, experience, and technology. In the past four years, the company he founded, Vista Creation Communication, has rapidly emerged as a new leader in China's event communication industry, setting multiple records such as achieving over 100 million yuan in revenue in the shortest time and holding the top position in new energy vehicle launch events. His

clients include leading enterprises such as BMW, NIO, XPeng, AITO, Voyah, AITO, Ford, DeepBlue, AMD, and 360, covering industries such as automobiles, IT, and the Internet. Before founding Vista Creation Communication, Zhu Yongqiang served as the CEO and president of Xinuo Communication Group, helping it become the largest leading institution in China's event communication industry within ten years. In 2021, Zhu Yongqiang was honored as "Person of the Year in Chinese Communication." In 2023, Zhu Yongqiang founded the AI robot technology brand Robo Space, and in 2024, he opened the world's first AI immersive robot bar in the North Bund of Shanghai.

SPEAKERS PROFILE

講者簡介

朱永強，威信傳播和樂博空間創始人兼董事長

朱永強先生畢業于北京大學，獲北京大學、美西北大學 Kellogg 工商管理碩士學位，曾任職於全球最大的管理軟件公司 CA Technology，擁有豐富的技術和管理經驗。他在活動傳播與創意科技領域深耕近 20 年，引領了中國活動行業的發展，尤其在創意、體驗與技術的融合創新方面具有深刻的洞察和獨到的見解。在過去四年間，他創立的 Vista 威信傳播一躍成為中國活動傳播行業的新領軍者，創造了最快營收破億、新能源汽車發佈會佔有率第一等多項紀錄，服務客戶包括 BMW、蔚來、小鵬、問界、嵐圖、阿維塔、福特、深藍、AMD、360 等頭部企業，覆蓋汽車、IT、互聯網等多個行業。在威信傳播成立前朱永強在信諾傳播集團擔任 CEO 及總裁，十年間幫助信諾傳播成為中國活動傳播行業最大的領軍機構。2021 年，朱永強榮獲“中國傳播年度人物”。2023 年朱永強創立 AI 機器人科技品牌 Robo Space，並於 2024 年在上海北外灘開設全球第一家 AI 沉浸式機器人酒吧。



SPEAKERS PROFILE

講者簡介



Mario Yau Kwan Ho 何猷君

Chairman and Co-CEO of NIP GROUP INC.,
Co-Owner and Managing Partner of the Boston
Celtics

星競威武集團董事長兼聯席首席執行官
NBA 波士頓凱爾特人共同所有人

Mario Ho, the co-founder, chairman and co-chief executive officer of NIP Group (NIPG, NASDAQ), is the CEO of the company's Eastern business. Through the company's IPO in 2024, Mario became the youngest ever Asian founder of a US-listed company.

Mario founded Victory Five (V5) and the Macau Esports Federation in 2018 and serves as Chairman of both entities. As a partner of iDreamsky (01119.HK), Mario led the games publishing company to a successful listing on the Hong Kong Stock Exchange, becoming the youngest executive ever to ring the bell in Hong Kong. In 2021, Mario led the merger of V5 and eStar Esports, creating the largest Chinese esports company. In 2023, he led the merger of ESV5 and Ninjas in Pyjamas, which remains the largest international merger in the esports industry. In 2025, he became co-owner and a member of the managing board of the Boston Celtics.

Mario received his bachelor's degree in management science from the Massachusetts Institute of Technology in 2016.

何猷君掌舵的星競威武集團 (NASDAQ:NIPG)，是一家以電子競技俱樂部業務為核心，電競賽事、數字體育人才經紀、遊戲發行等多元化業務並行發展的全球性綜合數字娛樂集團。2024年7月26日，星競威武集團在納斯達克證券交易所掛牌上市，何猷君成為亞洲最年輕的納斯達克上市公司創始人。

作為中國數字娛樂產業的先鋒和探索者，何猷君和星競威武集團始終致力於推動行業的創新和發展，助力中國電競和體育產業走向全球，並在實踐中逐步形成了一條可持續的發展新思路。作為新時代的創業者，何猷君生於港澳、創業於內地，始終在推動港澳與內地青年交流合作方面不斷努力。

何猷君曾入選 2024 “福布斯中國 30 Under 30 榜單”、南方週末 “年度影響力人物”、2023 《財富》年度 “中國 40 位 40 歲以下商界精英” 榜單等。2025 年 8 月 19 日，成為 NBA 球隊 “凱爾特人” 隊股東及共同所有人，並擔任董事管理委員會成員。

SPEAKERS PROFILE

講者簡介



Professor McCartney has worked in different operational, strategic and consultancy roles within the tourism, hospitality, and gaming industry in Macao and other Asian regional countries. An acknowledged global expert on integrated resorts, destination marketing and management as well as casino and event tourism, he is the author of numerous academic journal articles and professional journal and media commentaries on these subjects and is the author of two best-selling texts on tourism and events management in Asia published by McGraw-Hill. He was awarded an MBE (Member of the Most Excellent Order of the British Empire) in 2016.

Glenn McCartney 默希濂

Associate Professor in Integrated Resort and
Tourism Management
University of Macau
澳門大學綜合度假村與旅遊管理學系副教授

默希濂教授曾在澳門及其他亞洲地區國家旅遊、酒店及博彩行業擔任營運、策略及顧問等不同職位。作為綜合度假村、目的地營銷管理及博彩與會展旅遊的全球公認專家，他撰寫多篇相關學術期刊文章、專業期刊及媒體評論，並出版麥格勞希爾出版社兩本亞洲旅遊與會展管理暢銷教科書。2016年獲頒MBE「大英帝國員佐勳章」。



SPEAKERS PROFILE

講者簡介



Cheng Wai Tong 程衛東

Deputy Director
Macao Government Tourism Office
澳門特別行政區政府旅遊局副局長

Cheng Wai Tong has been Deputy Director at Macao Government Tourism Office (MGTO) since March 2014. He supervises Destination Marketing Department and Organizational Planning and Development Department at MGTO.

CHENG joined the Macao SAR Government in 2000 and served as Head of Organizational Planning and Development Department (former Research and Planning Department) of MGTO from 2006 to 2014.

Currently, he also acts as a member of Tourism Development Committee, MGTO coordinator for Macao's civil protection system and Macao Grand Prix Organizing Committee.

CHENG got a Master Degree of Engineering in Building and Planning from the National Taiwan University. He worked as a correspondent for a leading media in Hong Kong and an Urban Planner in Taipei before joining the Macao SAR Government.

程衛東，2014年3月起擔任澳門特別行政區政府旅遊局副局長，管理下轄的旅遊推廣廳和組織計劃及發展廳。

於2000年加入澳門特區政府，從事研究和規劃工作。2006至2011年擔任澳門特區政府旅遊局研究暨計劃廳廳長，2011至2014年擔任組織計劃及發展廳廳長，管理研究計劃處和資訊處。

現時，亦在澳門特區政府內擔任旅遊發展委員會委員、民防架構旅遊局協調員、澳門格蘭披治大賽車組織委員會委員等。

程衛東擁有經濟學和城市規劃學背景，獲台灣大學工學碩士學位。加入政府工作前，曾在香港和台灣擔任記者、城市研究和規劃工作。

SPEAKERS PROFILE

講者簡介



Kwan Yat, Philip Mok 莫君逸

Honorary Deputy Secretary General
Sports Federation & Olympic Committee of Hong
Kong, China
中國香港體育協會暨奧林匹克委員會義務副秘書長

Mr. Philip Mok is the Vice Chairman of Verde Garment Manufacturing Limited, a position he has held since 2002. His academic foundations include a Bachelor of Science in Biomedical Engineering from Johns Hopkins University and an MBA from MIT.

Over the years, Mr. Mok actively engaged with and contributed to a wide array of sports organizations, demonstrating a deep-seated commitment to their missions.

Mr. Mok is a respected figure in sports governance, serving as Hon. Deputy Secretary General of the Sports Federation & Olympic Committee of Hong Kong, China, and as a Board Member for the International and Asian Tennis Federations.

He has also led the Hong Kong, China Tennis Association as President and contributed to numerous influential committees, including the University Grants Committee, World Wide Fund For Nature Hong Kong.

Recognized with the Chief Executive's Commendation for Community Service in

2020, Mr. Mok's extensive experience in leadership, strategic planning, and stakeholder engagement across both business and sports organizations.

莫君逸先生自 2002 年起擔任樂活製衣有限公司副主席。他擁有約翰霍普金斯大學生物醫學工程理學士學位和麻省理工學院工商管理碩士學位，為他的職業生涯奠定了紮實的學術基礎。

多年來，莫先生積極參與並貢獻於各類體育組織，展現了對體育事業的深厚承諾。他如今是體育界備受尊敬的領導人物，擔任中國香港體育協會暨奧林匹克委員會義務副秘書長，以及國際網球聯合協會董事。他曾擔任香港網球總會會長，並為大學教育資助委員會，世界自然基金會香港分會等眾多具影響力的委員會貢獻力量。

莫先生因其傑出的社區服務貢獻，於 2020 年榮獲行政長官社區服務獎狀。他在商業和體育組織中豐富的領導、策略規劃及利益相關者溝通經驗，為我們在亞洲 IR 領域的探討提供了寶貴的視角。



SPEAKERS PROFILE

講者簡介



Peggy Tng

Regional Lead, APAC

Global Sports Innovation Center (GSIC) powered by Microsoft

亞太區區域主管

Peggy comes with a wealth of expertise and experience in the sports industry having worked in the public sector for more than 10 years. Her key focus areas are in sports management, events management, leadership & organization development, athlete management and use of sports technology for industry transformation.

Peggy belongs to the pioneering batch that set up the Singapore Sports School. With Sport Singapore, her contributions revolved around Singapore Sports Institute, Major Events and driving the transformation of Singapore's sports industry. Moving on to the private sector, Peggy had the privilege of reuniting with her ex-athlete and Olympian Tao Li in the role as Managing Partner, Tao Li Swimming Club – which boasted a club membership of more than 500 swimmers.

In her current role as Regional Lead (APAC) with Global Sports Innovation Centre (GSIC) powered by Microsoft, Peggy is primarily responsible for overseeing strategy, partnerships, stakeholder engagement and business development

for APAC region. GSIC connects a global ecosystem of 1500+ sports entities and startups and with 15,000+ industry contacts from 70+ different countries, thereby building the bridges among the main 3 markets of APAC, EMEA and AMERICAS. GSIC has offices in Madrid, Valencia and Singapore.

Peggy is passionate about empowering women through WISE – Women in Sport for Empowerment. As the Founder for WISE, she is leading a core group of women leaders from diverse sectors such as sports technology, marketing, broadcast, media, entertainment and major events to bring about meaningful and sustained change.

SPEAKERS PROFILE

講者簡介

Peggy 是一位在體育產業擁有深厚專業與經驗的領導者，曾在公共部門工作超過 10 年，專注於體育管理、賽事管理、領導與組織發展、運動員管理，以及運用體育科技推動產業轉型。

她是新加坡體育學校的創始成員之一，並在 Sport Singapore 期間，對新加坡體育學院、重大賽事以及推動新加坡體育產業轉型做出了重要貢獻。進入私營部門後，她與前奧運選手陶李 (Tao Li) 合作，擔任 陶李游泳俱樂部的管理合夥人，該俱樂部會員人數超過 500 名游泳選手。

目前，Peggy 擔任全球體育創新中心 (Global Sports Innovation Centre, GSIC) 的亞太區區域主管，負責制定策略、推動合作夥伴關係、利益相關者互動以及業務拓展。GSIC 由 Microsoft 支持，連結全球超過 1,500 個體育機構與初創企業，並擁有來自 70 多個國家的 15,000+ 行業聯繫，搭建起亞太、歐洲、中東及美洲三大市場的橋樑。GSIC 在馬德裡、瓦倫西亞與新加坡設有辦公室。

此外，Peggy 熱衷於女性賦能，創立了 WISE - Women in Sport for Empowerment，並領導一個由體育科技、行銷、廣播、媒體、娛樂與大型活動等多元領域女性領袖組成的核心團隊，致力於推動有意義且持續的改變。

她的履歷展現了從公共到私營，再到國際平臺的全方位影響力，並凸顯了她在體育創新、產業轉型與女性領導力上的使命感。



SPEAKERS PROFILE

講者簡介



Zhao Yang 趙陽

Head of Commercial, China
WSC Sports
中國區負責人

Yang has been working in the sports business for over 15 years with multiple global leading companies. Currently he is the head of Commercial of WSC Sports in China.

趙陽擁有 15 年以上的體育商業從業經歷，目前擔任 WSC Sports 中國區負責人。

SPEAKERS PROFILE

講者簡介



Ma Kai 馬愷

Head of Commercial Partnerships, China
East Asia Super League
東亞超級聯賽中國區商業合作負責人

Mr. Kai Ma, who takes pride in his strong business driven sense that is integrated with solid operation experience, is a veteran specialist in sports marketing and family entertainment business for 18 years. Kai's the Founding Partner of WingMak Consulting, and the Head of Commercial Partnerships, China of East Asia Super League. Before the position, Kai was appointed as the General Manager of Kaisa Sports Industry (Shenzhen) Co. Ltd, Vice President and Head of Operations of CBA Guangzhou Loong Lions, Chief Representative of Harlem Globetrotters Rep Office in Beijing and Marketing Partnerships Coordinator at NBA China.

In 2025-26 season of EASL, Kai achieved the partnership between EASL and Tencent Sports and China Mobile Migu Video, the top 2 sports broadcast platforms in China; partnering with Huaqiao University, the first-ever EASL game activated in Mainland China was accomplished. During the time working as the General Manager of Kaisa Sports Industry (Shenzhen) Co. Ltd, Mr. Kai Ma developed his team to

become China's most dominant promoter power in international football friendlies and promoted series of summer games including the participation of PSG, Bayern Munich, BVB, Man City, Arsenal, Inter Milan and AC Milan. During the time working for Bloomage, Kai led the team to create and promote the Bloomage Live project, which is the most popular sports and entertainment destination in West Beijing today.



SPEAKERS PROFILE

講者簡介

馬愷，翼馬體育諮詢聯合創始人、EASL 東亞超級聯賽中國區商業合作負責人。馬愷先生擁有十八年的專注於體育行銷與家庭娛樂的行業經驗，是一位在該領域內擁有商業開發思維和經驗的專案營運管理專家。在現任職位之前，分別擔任佳兆業體育產業(深圳)有限公司總經理、CBA 廣州龍獅籃球俱樂部副總裁兼營運負責人、華熙國際文化體育發展有限公司市場總監、哈林環球旅行者國際有限公司北京代表處首席代表和 NBA 中國市場合作部門主管專員等職位。

在 EASL 東亞超級聯賽 2025-26 賽季，馬愷先生促成騰訊體育、咪咕視頻對東亞超級聯賽賽季全程直播的“雙覆蓋”，將東亞超級聯賽於中國地區的轉播提升到新的高度；同時推動東超與華僑大學的合作，實現東亞超級聯賽正式比賽首次落地中國大陸地區的里程碑事件。在任職佳兆業體育產業(深圳)有限公司總經理期間，馬愷先生將團隊發展為大中華區域內最顯著的國際足球賽事推廣商，為巴黎聖日耳曼、摩納哥、拜仁慕尼黑、多特蒙德、國際米蘭、AC 米蘭、阿森納、曼城等多支歐洲足球俱樂部中國區域的獨家賽事推廣商；任職華熙國際體育文化有限公司市場部負責人期間，率領團隊完成今天已是北京西部最受歡迎的文化生活目的地的“華熙 LIVE”項目的初創與推廣工作等。

SPEAKERS PROFILE

講者簡介



Feng Huan Huan
封歡歡

CEO
F-Sports Promotions Limited
鋒體育推廣有限公司總裁



SPEAKERS PROFILE

講者簡介



Henry Kerins 李小龍

Founder and CEO
East Asia Super League
東亞超級聯賽創始人及首席執行官

Henry Kerins is a Founder of EASL and as CEO is responsible for all aspects of EASL's operations and strategies.

Henry has more than 15 years of experience in finance and building businesses in Asia-Pacific. He worked as the Vice President at The Asia Group, where he led the Greater China capital advisory practice, providing strategic advice to Western and Asian multi-national corporations on the Greater China region. Prior to that, he worked in investment banking with J.P. Morgan. He also had a stint as a presenter at Beijing Television and Hong Kong Satellite Television.

Henry grew up in Hong Kong and did his undergraduate studies in mechanical engineering at Beijing Institute of Technology. He is fluent in Mandarin.

李小龍是東亞超級聯賽（EASL，簡稱：東超）的創始人之一，作為首席執行官，他負責東超（EASL）所有營運和策略事務。他成功把自己在金融和企業建設方面的經驗應用於體育產業的創新與發展，推動了東亞地區籃球聯賽的國際化進程。

李小龍在亞太地區擁有超過 15 年的金融和企業建設經驗。他曾擔任亞洲集團的副總裁，為跨國公司提供大中華區域的策略諮詢服務，並在摩根大通從事投資銀行工作。這些經驗不僅加深了他對亞洲市場的理解，也讓他累積了豐富的策略規劃和執行經驗。此外，他還曾擔任北京電視台和香港衛視的主持人，這不僅鍛鍊了他的公眾演講和溝通能力，也讓他對媒體傳播和品牌形象塑造有了獨特的見解。這些能力在東超的推廣和品牌建立過程中無疑地發揮了重要作用。

李小龍在香港長大並精通普通話，在北京理工大學完成了機械工程學士學位，使得李小龍在跨文化交流和溝通方面具有天然的優勢。

SPEAKERS PROFILE

講者簡介



Jeffrey Jiang 姜力鐸

Executive Vice President of Entertainment Services

Galaxy Entertainment Group
銀河娛樂集團娛樂統籌行政副總裁

Jeffrey Jiang oversees the entertainment, sports, and cultural sectors of Galaxy Entertainment Group, as well as venue operations, including the Galaxy Arena. He has spearheaded collaboration frameworks with top-tier platforms, including JSTV, China Movie Channel, Alibaba Digital Media & Entertainment Group, and iQiyi, successfully bringing major IP events to Macau such as The Greater Bay Area Film Concert, JSTV Countdown Concert, and Tencent Music Entertainment Awards. He led large-scale concerts for renowned artists like Andy Lau, Jacky Cheung, Dao Lang, and G.E.M.. In the sports sector, he hosted high-profile events, including the ITTF World Cup, FIVB Volleyball Women's Nations League in Macau, and UFC Fight Night Macau, diversifying and advancing the development of Macau's cultural, sports, and entertainment industries.

姜力鐸於銀河娛樂集團主責演藝、體育、文化業務及銀河綜藝館等場地運營。他推動與江蘇廣電總台、中宣部電影頻道、阿裡大文娛、愛奇藝等頭部平臺達成框架合作，成功引入「灣區升明月」晚會、江蘇衛視跨年演唱會、騰訊音樂娛樂盛典等頂級IP落地澳門，並舉辦劉德華、張學友、刀郎、鄧紫棋等歌手的大型演唱會。體育版塊則承辦國際乒聯世界盃、世界女排聯賽澳門站、UFC 澳門站等熱門賽事，多元推動澳門文體娛樂產業發展。



SPEAKERS PROFILE

講者簡介



Robbie McRobbie arrived in Hong Kong in 1992 and served 11 years as a police officer before embarking on a career in the sports sector. He spent 21 years at Hong Kong China Rugby finishing with an 8 year tenure as CEO, then moved to the Hong Kong Jockey Club as Executive Manager of Charities looking after the sports portfolio. He has now taken up the role of General Manager of Sports Content & Development at Kai Tak Sports Park. He was awarded MBE in 2020 and a HKSAR Chief Executive's Commendation for Community Service in 2024.

Robbie McRobbie

麥偉彬

General Manager, Sports Content & Development, Kai Tak Sports Park
啟德體育園
體育內容及發展總經理

Robbie McRobbie 於 1992 年抵達香港，並擔任警務人員 11 年，之後投身體育界。他在香港中華橄欖球總會服務了 21 年，其中最後 8 年擔任行政總裁，隨後加入香港賽馬會，出任慈善事務部經理，負責體育項目。現時他已出任啟德體育園的體育內容與發展總經理。他於 2020 年獲頒英帝國員佐勳章 (MBE)，並於 2024 年獲香港特區行政長官社區服務嘉許。

SPEAKERS PROFILE

講者簡介



Adrian Lee

Head of Sales, Google Customer Solutions, Hong Kong & Macau

Google

香港及澳門客戶解決方案銷售主管

Adrian Lee is a veteran sales leader with 18 years of experience at the intersection of marketing and technology. Currently serving as Head of Sales at Google, Adrian specializes in empowering the travel and hospitality sectors in Hong Kong & Macau to drive sustainable tourism growth through digital & AI transformation. Throughout his career, he has been a pivotal force in helping brands navigate complex market shifts by leveraging data-driven strategies and innovative tech stacks. He is passionate about the future of travel and its role in global economic recovery.

Adrian Lee 是一位資深銷售領導者，擁有 18 年在行銷與科技領域的經驗。目前，他擔任 Google 香港與澳門的銷售主管 (Head of Sales)，專注於協助旅遊與酒店業透過數位化與人工智慧轉型，推動永續旅遊的成長。

在職涯中，Adrian 一直是品牌應對複雜市場變化的關鍵力量，善於運用數據驅動策略與創新技術架構，幫助企業保持競爭優勢。他熱衷於探索旅遊的未來，並深信其在全球經濟復甦中扮演重要角色。



SPEAKERS PROFILE

講者簡介



Unmish Parthasarathi

Founder & Executive Director
Picture Board Partners
創始人兼執行董事

Unmish is an internationally recognised expert in the content, technology & finance aspects of Sport. His 25-year corporate career included leadership roles with industry blue chips like IMG, BBC Technology, ESPN, News Corp., and the International Cricket Council (ICC) – based in New Delhi, London, Johannesburg, Dubai and Singapore.

In 2020, he launched Picture Board Partners – a strategy & communication practice for Sport, Media & Gaming. His client roster includes federations, leagues, events & venues, tourism and travel agencies, enterprise technology brands and institutional investors.

The graduate of Cambridge and London Business School is an accredited member of the Singapore Institute of Directors, chairman of The GoSports Foundation, startup mentor at the Singapore Management University, and Asia Ambassador of the Global Sports Innovation Centre.

Unmish 是國際公認的體育內容、科技和金融領域的專家。他擁有 25 年的企業經驗，曾在 IMG、BBC Technology、ESPN、新聞集團和國際板球理事會 (ICC) 等行業巨頭擔任領導職務，工作地點遍布新德里、倫敦、約翰尼斯堡、杜拜和新加坡。

2020 年，他創立 Picture Board Partners——一家專注於體育、媒體與遊戲產業的策略與傳播顧問公司。其客戶涵蓋國際體育聯盟、職業聯賽、賽事與場館、旅遊及旅行社、企業科技品牌以及機構投資者。

作為劍橋大學與倫敦商學院的畢業生，Unmish 同時是新加坡董事學會的認證會員、GoSports Foundation 主席、新加坡管理大學的創業導師，以及全球體育創新中心 (GSIC) 的亞洲大使。

SPEAKERS PROFILE

講者簡介



Che Kuong Hon 謝廣漢

Chairman of the Executive Committee
General Association of World Sports Federations
世界體育聯合會總會執委會主席

Professor Che Kuong Hon is a multidisciplinary professional and international sports administrator, born and raised in Macau. He is multilingual and holds doctoral degrees in Management and Law.

Since the age of ten, Professor Che has trained in judo, karate, and other martial arts. He served as an instructor in Judo and Arresting Techniques for the Macau Security Forces for three decades and has been involved in the organization of major international sporting events, including the 2004 Athens Olympic Games, the 2008 Beijing Olympic Games, and multiple editions of the Asian Games.

He currently serves as Executive President of the World Federation of Sports Associations and President of the World Sports University, and holds leadership roles in various regional and international sports organizations.

Throughout his life, he has been dedicated to advancing international sports exchange and education. Professor Che has been awarded the Professional Merit Medal by the Governor of Macau and the Sports Merit Medal by the Macau SAR Government.

謝廣漢教授，澳門出生、成長的跨界專業人士與國際體育管理者。精通多種語言，擁有管理及法學博士學位。十歲起學習柔道、空手道等武術，曾任澳門保安部隊柔道及逮捕術教官長達三十年，並先後參與 2004 年雅典奧運、2008 年北京奧運及多屆亞運會等國際賽事的組織工作。現任世界體育聯合會總會執委會主席、世界體育大學校長，並在多個地區及國際體育組織擔任領導職務，畢生致力於推動國際體育交流與教育發展。謝教授先後獲澳門總督頒授專業功績勳章及澳門特區政府頒授體育功績勳章。



SPEAKERS PROFILE

講者簡介



David He 賀曉

Vice President – Entertainment Business
Development

Sands China Ltd.

金沙中國有限公司娛樂統籌部業務拓展副總裁

As an industry veteran in live entertainment & large-scale event IP integration and execution, David has always been a pioneer in the development of domestic live entertainment, consistently maintaining professional relationships with top domestic and overseas entertainment companies and agents. Over the past 20+ years, David has built extensive experience in large-scale live events, business development, marketing, talent & government relations, and event organization. He has been an important bridge between China and the rest of the world for the music industry and beyond.

作為現場娛樂與大型活動 IP 整合及執行領域的資深專家，David 始終是中國現場娛樂產業的先行者，並長期與海內外頂尖娛樂公司及經紀機構保持緊密而專業的合作關係。在過去 20 餘年間，他在大型現場活動、商業開發、行銷推廣、藝人與政府關係，以及活動組織等方面累積了深厚的實戰經驗。

David 已成為連接中國與全球音樂產業，以及更廣泛文娛生態的重要橋樑，持續推動國內現場娛樂與國際市場的深度交流與合作。

SPEAKERS PROFILE

講者簡介



Sun Qiao 孫喬

Vice President, Partnerships - APAC

CAA Sports

亞太區合作夥伴發展副總裁

Qiao Sun is Vice President of Partnerships, APAC at CAA Sports, where he leads efforts to connect global brands across the region with some of the world's most iconic sports and entertainment properties exclusively represented by CAA. These include Formula 1, Oracle Red Bull Racing, Visa Cash App RB, the UEFA Euro, Chelsea Football Club, and Riot Games, among others. He focuses on developing high-impact partnerships that drive brand value and cultural relevance across markets.

Prior to joining CAA, Qiao was Head of Partnerships, APAC at Juventus FC in Hong Kong, where he played a key role in expanding the club's commercial presence across Asia. Earlier, he served as Director of Global Development at Monumental Sports & Entertainment in Washington, D.C., the parent company of the NBA team Washington Wizards and NHL team Washington Capitals, where he led international growth initiatives and partnership strategy.

With deep expertise in sponsorship strategy, rights negotiations, and cross-market brand alignment, Qiao is recognized for building

high-value partnerships that connect global brands with leading sports and entertainment organizations.

孫喬現任 CAA Sports 亞太區合作夥伴發展副總裁，負責統籌該區域內全球品牌與頂級體育及娛樂資源的策略合作。CAA 獨家代理眾多國際領先資產，包括 Formula 1、甲骨文紅牛車隊、Visa Cash App RB F1 車隊、歐洲盃、切爾西足球俱樂部以及拳頭遊戲等。孫喬透過主導高影響力的商業合作，協助品牌實現商業價值增長，並進一步提升其全球文化影響力。

在加入 CAA Sports 之前，Qiao 曾擔任尤文圖斯足球俱樂部 (Juventus FC) 亞太區合作夥伴負責人，常駐香港，負責推動俱樂部在亞洲市場的商業化拓展與策略增長。在此之前，他於華盛頓特區的 Monumental Sports & Entertainment 擔任全球發展總監。該集團為 NBA 華盛頓巫師隊 (Washington Wizards) 及 NHL 華盛頓首都隊 (Washington Capitals) 的母公司，期間他主導國際市場拓展與全球合作策略制定。

憑藉在贊助策略、權益談判及跨市場品牌整合方面的豐富經驗，孫喬以構建高價值策略合作關係見長，持續連結全球品牌與世界領先的體育與娛樂生態體系。



SPEAKERS PROFILE

講者簡介



ASIAN EXPO IR

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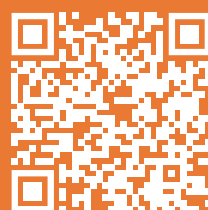
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Event Overview, Show Map and Conference Programme

展會日程, 展會地圖及研討會議程



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