

# PROGRAMME

## PATA CEO CHALLENGE 2008: CONFRONTING CLIMATE CHANGE

### APRIL 29-30, 2008

Centara Grand & Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Unless otherwise advised, all PATA CEO Challenge 2008 sessions are held at the Centara Grand & Bangkok Convention Centre at CentralWorld

#### April 28, Monday

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- 0900-1800      **Delegate and Media Registration**  
**Venue: Level 23, Pre Function World Ballroom**
- 1600-1700      **Briefing for CEO Challenge Moderators**  
**Venue: Level 23, Boardroom**
- 1700-1800      **Climate Change: What Tourism Leaders Need to Know**  
**Venue: Level 22, Lotus Suite 12**
- An optional introductory session on climate change and the implications for travel and tourism.*
- Presenters:**  
Ms Anna Pollock, CEO, DestiCorp  
Mr Rohit Talwar, CEO, Fast Future
- 1800-1900      **Networking Cocktails hosted by Centara Grand & Bangkok Convention Centre at CentralWorld**  
**Venue: Level 22, Pre Function West**

#### April 29, Tuesday

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- 0800-0845      **Delegate and Media Registration**  
**Venue: Level 23, Pre Function World Ballroom**
- 0800-0845      **Delegate Networking Breakfast hosted by Thai Airways International**  
**Venue: Level 22, Lotus Suites 5, 6, 7**
- 0845-1030      **PATA CEO Challenge 2008 Opening Session**  
**Venue: Level 23, World Ballroom**
- **PATA CEO Challenge Opening**  
Mr Peter de Jong, President and CEO, PATA
  - **PATA Welcome**  
Mr Brian Deeson, PATA Chairman 2007-2008; Vice President - Industry Affairs, Accor Hospitality
  - **Thailand Ministerial Welcome**  
HE Mr Weerasak Kowsurat, Minister of Tourism and Sports, Thailand
  - **Keynote Message**  
Dr RK Pachauri, Chairman, UN Intergovernmental Panel on Climate Change
  - **Keynote Presentations**  
Mr Rohit Talwar, CEO, Fast Future  
Ms Anna Pollock, CEO, DestiCorp
  - **Keynote Interview**  
Mr Michael Elliott, Editor, TIME International

- **CEO Challenge Objectives and Outcomes**  
Joint facilitators Ms Anna Pollock and Mr Rohit Talwar to lead a discussion to identify the key issues and expectations of delegates in relation to climate change.

1030-1100

**Networking Break hosted by PATA Thailand Chapter**

**Venue: Level 23, Pre Function World Ballroom**

1100-1300

**Plenary Session: Rapid-fire Introduction of the Boardroom Challenges**

**Venue: Level 23, World Ballroom**

*Boardroom Challenges are an opportunity for industry leaders to inspire and challenge their industry peers to commit to practical climate change solutions, individually or in partnership.*

**Individual presentations of Boardroom Challenges**

Moderated by Ms Kristie Lu Stout, Anchor, CNN International

**Challenge Advocates:**

- Mr Renton de Alwis, Chairman, Sri Lanka Tourism Development Authority
- Ms Jane Ashton, Head of Sustainable Development, TUI Travel
- Mr Edwin Fuller, President and Managing Director, Marriott Lodging International
- Mr Barry Humphreys, Director of External Affairs & Route Development, Virgin Atlantic Airways
- Mr Rob Kella, Chief Risk Officer, Qantas Airways
- Mr Henrik Kjellberg, President, Expedia Asia Pacific
- Mr Bernold Schroeder, Senior Vice President and Managing Director–Hotel Operations, Banyan Tree Hotels & Resorts
- Mr Sonu Shivdasani, Chairman and CEO, Six Senses Resorts & Spas
- Mr Wally Stone, Chairman, Tourism New Zealand
- Mr Peter Trautmann, COO, Munich Airport
- Mr Darrell Wade, CEO, Intrepid Travel

1300-1430

**Delegate Networking Lunch hosted by Thailand Convention & Exhibition Bureau**

**Venue: Level 22, Lotus Suites 5, 6, 7**

1430-1630

**Breakout Sessions: Interactive Discussion of Boardroom Challenges**

*Challenge Advocates and their sector peers will discuss the challenges in detail, highlighting key insights and opportunities for collaboration. Each concurrent session will be moderated to ensure the sharing of best practices and to encourage delegates to commit to action.*

**Round One: 1430-1530**

**Airline Challenges**

**Venue: Level 22, Lotus Suite 10**

Moderated by Mr Andrew Herdman, Director General, Association of Asia Pacific Airlines

- Mr Barry Humphreys, Director of External Affairs & Route Development, Virgin Atlantic Airways
- Mr Rob Kella, Chief Risk Officer, Qantas Airways
- Mr Tony Tyler, Chief Executive, Cathay Pacific Airways

**Destination Challenges**

**Venue: Level 22, Lotus Suite 12**

Moderated by Mr Chris Brown, Managing Director, Tourism & Transport Forum

- Mr Renton de Alwis, Chairman, Sri Lanka Tourism Development Authority
- Mr Sanjay Kothari, Additional Director General, Ministry of Tourism, India
- Mr David Matziteli, Immediate Past Chair, Australian Tourism Export Council (ATEC)
- Mr Wally Stone, Chairman, Tourism New Zealand

**Global Hotels and Resorts Challenges**

**Venue: Level 22, Lotus Suite 11**

Moderated by Mr Jim Burba, President, Burba Hotel Network

- Mr David Baffsky, Honorary Chairman, Accor Asia Pacific
- Mr Frank Fiskers, President and CEO, Scandic Hotels
- Mr Edwin Fuller, President and Managing Director, Marriott Lodging International
- Mr Frank Hubbard, Director of Corporate Responsibility, InterContinental Hotels Group

**Round Two: 1530-1630****Airport/Aviation Challenges****Venue: Level 22, Lotus Suite 10**

Moderated by Mr Peter Harbison, Executive Chairman, Centre for Asia Pacific Aviation

- Ms Janice Antonson, Vice President Marketing & Communications, Nassau Airport Development Company
- Mr Edward Clayton, Principal, Booz Allen Hamilton
- Mr Michael Mapel, Executive Director, The Boeing Company Marketing Commercial Airplanes Group
- Mr Peter Trautmann, Chief Operating Officer, Munich Airport

**Distribution Challenges****Venue: Level 22, Lotus Suite 12**

Moderated by Mr Anthony Wong, Group Managing Director, Asian Overland Services Tours & Travel

- Ms Jane Ashton, Head of Sustainable Development, TUI Travel
- Mr Gregory Duffell, CEO, IndoChina Services Travel Group
- Mr Henrik Kjellberg, President, Expedia Asia Pacific
- Mr Darrell Wade, CEO, Intrepid Travel

**Regional Hotels and Resorts Challenges****Venue: Level 22, Lotus Suite 11**

Moderated by Mr Andrew Jones, Guardian, Sanctuary Resorts

- Mr Srilal Miththapala, CEO, Serendib Leisure Group
- Mr Michael Sagild, Chief Operating Officer, Minor International
- Mr Bernold Schroeder, Senior Vice President and Managing Director–Hotel Operations, Banyan Tree Hotels & Resorts
- Mr Sonu Shivdasani, Chairman and CEO, Six Senses Resorts & Spas

1630-1730

**Plenary Session: Environmental Regulation: Preparing for the Inevitable****Venue: Level 23, World Ballroom**

*Airlines face inevitable regulation into carbon emissions trading regimes within the next five years. Property development is now being shaped by the green demands of major corporate clients, so it is only a matter of time before hotels come under the same pressure. But is our industry ready for this? How do we need to prepare and what can we learn from other industries who have already adapted their business models for a carbon-constrained economy?*

**Lead Presenter and Moderator**

Mr Andrew Beatty, Partner, Baker & McKenzie

**Panel Discussion**

- Mr Mike Barclay, Regional Vice President, Asia Pacific, International Air Transport Association
- Mr Peter Barge, CEO Asia Pacific, Jones Lang LaSalle
- Mr Geoff Buckley, Managing Director, Tourism Australia
- Mr Tony Tyler, Chief Executive, Cathay Pacific Airways

1730-1830

**Networking Cocktails hosted by Centara Grand & Bangkok Convention Centre at CentralWorld****Venue: Level 22, Pre Function Lotus Suites**

2000-2200

**PATA CEO Challenge Dinner hosted by Tourism Authority of Thailand****Venue: Siam Paragon Hall, Siam Paragon**

April 30, Wednesday

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0830-0900

**Delegate Breakfast: Tomorrow's Travellers****Venue: Level 22, Lotus Suites 5, 6, 7**

*A unique perspective on climate change from tomorrow's travellers. Students from The Regent's School Bangkok talk with Ms Raini Hamdi, Editor, TTG Asia Media, about their hopes and aspirations for travel and tourism in the world they will inherit.*

0900-0915

**Plenary Session: Tourism & Climate Change – a unique opportunity in the collective challenge****Venue: Level 23, World Ballroom**

*Just as the United Nations is leading the global response to climate change; the UN World Tourism Organisation is leading the travel and tourism industry response. Our opening session will focus on the global challenges and opportunities.*

**Presenter**

Mr Geoffrey Lipman, Assistant Secretary-General, United Nations World Tourism Organization (UNWTO)

0915-1015

**Plenary Session: Sharing the Airline Burden**

**Venue: Level 23, World Ballroom**

*The global airline industry has borne the brunt of consumer and government concern about the impact of travel and tourism on our climate. This session considers the need for a more balanced cross-sectoral engagement of climate change.*

**Lead Presenter**

Mr Paul Steele, Director, Environment, International Air Transport Association

**Panel discussion**

Moderated by Mr Michael Elliott, Editor, TIME International

- Mr Kenny Boyle, Commercial and Marketing Services Director, VisitBritain
- Dr Klaus A Dietsch, Senior Advisor Environmental, Studiosus Reisen
- Mr Tony Tyler, Chief Executive, Cathay Pacific Airways
- Mr John Wallis, Senior Vice President, Product & Brand Development, Global Hyatt

1015-1100

**Plenary Session: Summary of Boardroom Challenges**

**Venue: Level 23, World Ballroom**

*Ms Anna Pollock and Mr Rohit Talwar summarise the outcomes of yesterday's discussions of the Boardroom Challenges.*

1100-1130

**Networking Break hosted by World Travel Service Ltd**

**Venue: Level 23, World Ballroom Pre Function**

1130-1230

**Plenary Session: Redefining Growth**

**Venue: Level 23, World Ballroom**

*A panel discussion on how the travel and tourism industry can grow in a sustainable fashion while addressing its environmental responsibilities.*

**Lead Presenter and Moderator**

Ms Anna Pollock, CEO, DestiCorp

**Panel Discussion**

Moderated by Ms Anna Pollock, CEO, DestiCorp

- Mr David Baffsky, Honorary Chairman, Accor Asia Pacific
- Mr Andrew Herdman, Director General, Association of Asia Pacific Airlines
- Mr Rob Kella, Chief Risk Officer, Qantas Airways
- Mr Tony Wheeler, Founder, Lonely Planet

1230-1300

**PATA CEO Challenge Conclusions**

**Venue: Level 23, World Ballroom**

- Mr Peter de Jong, President and CEO, PATA

1300-1430

**Delegate Networking Lunch hosted by Thailand Elite Card**

**Venue: Level 22, Lotus Suites 5, 6, 7**

1530-1600

**PATA CEO Challenge Media Briefing**

**Venue: Level 22, Lotus Suite 12**