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The **Hong Kong Tourism Board** is proud to present the world's very first industry forum, joined by top leaders, to discuss new trends on tourism from Hong Kong to Mainland and from Asia to the world in the post-COVID era.

Theme: ***Beyond COVID-19: Global Tourism's New Normal***

Date: **24th June 2020 (Wednesday) 15.00 - 17.00 (HKT/GMT +8)**

Sydney 17.00 - 19.00 | London 08.00 - 10.00 | Frankfurt / Paris 09.00 - 11.00

Register Now

Our esteemed speakers include:



Alexandre de Juniac

Director General & CEO, International Air Transport Association (IATA)
Topic: Brace for Coronavirus Turbulence



Gloria Guevara

President & CEO, World Travel & Tourism Council (WTTC)
Topic: "Safe Travels" in the New Normal

Hermione Joye

Sector Lead, Travel & Vertical Search APAC, Google



Topic: Data-driven Insights for Businesses



Jane Sun

CEO, Trip.com Group

Topic: Restart Tourism: Regional Outlook



Kai Hattendorf

Managing Director & CEO, The Global Association of the Exhibition Industry (UFI)

Topic: Events Business Redefined



Peter C. Borer

COO & Executive Director, The Hong Kong and Shanghai Hotels, Limited

Topic: Hospitality Post-COVID-19



Steve Saxon

Partner, McKinsey & Company

Topic: Understanding the Pulse of Your Customers

Dr Pang Yiu-kai, Chairman of Hong Kong Tourism Board will deliver welcome remarks.

Moderator of the forum will be **Professor Brian King**, Associate Dean, School of Hotel and Tourism Management at the Hong Kong Polytechnic University

The forum will be in English with simultaneous interpretation in Cantonese and Putonghua.