

Association World

The Official Magazine of the  PCAEE



Associations in the Age of Digital Disruption



- + ASSOCIATION NEWS FROM ACROSS THE GLOBE
- + Q&A WITH ASAE CIO REGGIE HENRY
- + TTGASSOCIATIONS' 10 HIGH-TECH CONVENTION CENTERS IN ASIA
- + THE 2016 ANG SUSI AWARD WINNERS
- + HOW ASSOCIATIONS ARE BOOSTING PHILIPPINE TOURISM





FROM THE PUBLISHERS' DESK

Dear AWM readers,

Welcome to the maiden issue of the Association World Magazine (AWM), the official publication of the Philippine Council for Associations and Association Executives (PCAAE), the Philippines' first and only "association of associations."

Through AWM, we hope to bring together opinions, insights, studies, analyses and experiences of our PCAA members to maintain a continuity of information exchange beyond our regular meetings and annual summit.

Our dream is to have a regular publication that is written by members, for members, so we invite you to contribute actively in enriching the knowledge and experiences of our Association members and partners.

The maiden issue of our magazine would not have been possible without the support of the American Society of Association Executives and its president and CEO, John Graham; Chief Information Officer, Reggie Henry, who shares his insights on digital disruption; and Global Development Officer Greta Kotler; IMEX Frankfurt, by way of advertising; TTGassociations, the Philippine International Convention Center, the Tourism Promotions Board, and MICE News Philippines, by way of contributing content; and Writers Edge, by providing editorial support.

We hope you will find this magazine as a treasure trove of information on the world of associations.

Happy reading!

Octavio "Bobby" B. Peralta
President and CEO
Philippine Council for Associations
and Association Executives (PCAAE)





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ACROSS THE GLOBE

Sponsorship tops associations' concerns

Sponsorship matters are among the top concerns of associations, said Oscar Cerezales, COO-Asia Pacific of the MCI Group.

Preliminary results from an ongoing MCI Group study on how associations in Europe, Latin America and Asia are performing showed some 80% of respondents say sponsorship is one of the top three challenges faced by their associations, and of these, 69% has named this issue as the top concern.

Breaking down the numbers further, Cerezales revealed that 70% of Asian associations regard sponsorship as the top concern, while 83% and 56% of those in Latin America and Europe, respectively, felt the same way.

“The good news is, sponsorship is here to stay and growth is amazing for all media except the Internet and mobile,” Cerezales told the audience at the PCMA Meetings Forum Singapore last June 2016.

“What is changing is the way sponsor prospects regard sponsorship activities. They have a lot of options and are choosing wisely. Remember, you are not the only association around, and your conference is not the only one they can support,” he added.



Cerezales offered these tips on what associations can do to get more sponsorship:

- Approaching sponsor prospects a year ahead of the event;
- Offer a customised sponsorship package that appeals to the prospect’s business interest;
- Use data as a key in sales pitches;
- Provide a year-round sponsorship opportunity; and
- Leverage multiple channels or platforms.

Source: TTG MICE

This tiny island nation hosted 2 international association meets



The South Pacific island nation of Niue had the largest number of international association meetings in 2015 relative to population, according to the 57th edition of the UIA International Meetings Statistics Report published in June 2016.

Niue has a population of 1,470 and it hosted two international association meetings in 2015, for a ratio of one meeting to 735 people.

Monaco, with one meeting to 3,436 people, was second. The USA, number one in terms of absolute number of international association meetings, was 80th on this list, with one meeting to 367,423 people.

Source: Union of International Associations (UIA)

ASAE sells event brand

HIP Network announced the acquisition of sustainability platform Convene Green® from the American Society of Association Executives (ASAE).

Previously a stand-alone brand within the ASAE Membership Toolset, Convene Green® is positioned to become the preeminent industry benchmark for innovative event organizers, hotels, destinations and suppliers which serve the meetings and events sector.

HIP Network, widely known for its ability to rally the next generation of executives in their 20s, 30s, and 40s, caters to the Gen Y and millennial audience most interested in environmental, social and economic impacts of meeting and events.

“Over the years, it’s become clear that HIP Network is uniquely positioned to drive the event sustainability conversation, and I’m confident that Convene Green will continue to enhance the performance of our association stakeholders,” added John H. Graham IV, FASAE, CAE, President & CEO at ASAE.

Source: ASAE



ASSOCIATION MAN Philippine Council of Associations and Association Executives (PCAAE) president and CEO Octavio B. Peralta graces the cover of the November 2016 issue of “Associations” Magazine, published in Australia by the Associations Forum.

PCAAE president represents APFAO in Busan roundtable

On invitation by the Brussels-based Union of International Associations (UIA), the Asia-Pacific Federation of Association Organizations (APFAO) introduced the building blocks of the organization at the UIA Asia-Pacific Roundtable 2016 on Sept. 28-29 at the Paradise Hotel in Busan, South Korea. The roundtable was attended by over 100 delegates from about 80 organizations in 20 countries.

APFAO interim secretariat head Octavio B. Peralta shared how the organization was initiated by the Philippine Council of Associations and Association Executives (PCAAE) during the inaugural Great Ideas Conference on Association Management organized by the American Society of Association Executives in Hong Kong in March 2015. APFAO’s founding members — the Associations Forum, the Australasian Society of Association Executives, the Korean Society of Association Executives, and the PCAAEE — signed the Hong Kong Charter during the event.





ASSOCIATION EVENTS 2017

2 - 3 February 2017
Brisbane, Australia

For the last decade, Associations Forum's CEO & Chair Symposium has provided a platform for association leaders to share information and experiences. The 2017 CEO & Chair Symposium will be held on the 2-3 February 2017 at the Stamford Plaza, Brisbane. Associations Forum is a commercial, member-based network of 500 associations, charities, clubs, societies and other not-for-profit organisations.



<https://associations.net>



16 - 18 May 2017
Frankfurt am Main, Germany

IMEX is the meetings and incentive travel industry (MICE) exhibition where planners and suppliers from the conference, convention, corporate event and trade show industries gather.



www.imex-frankfurt.com

29 June 2017 - 01 July 2017
Fukuoka, Japan

The Association Meetings Programme (AMP) brings together ICCA members and international association executives to learn key aspects of bidding and decision-making, organising, promoting, and designing association meetings.



www.iccaworld.org

12 - 15 August 2017
Toronto, Ontario, Canada



The American Society of Association Executives (ASAE) Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange time, resources, strategies, solutions, and more. Over three days of learning, growing, and finding inspiration, attendees are equipped with a year's worth of support in their daily responsibilities as leaders in the association industry.



<https://annual.asaecenter.org>

November 2017
Manila, Philippines

The Association Summit 5 organized by the Philippine Council of Associations and Association Executives (PCAEE) is expected to draw more than 100 association professionals here and abroad.



www.pcaae.org



MAIL CALL

On behalf of ICCA, I would like to applaud and congratulate PCAAE on the maiden issue of the *Association World* magazine! Communication with members is the key to success for any associations. Therefore, this publication serves as a forum to seek, share, and create knowledge. No doubt, this magazine demonstrates PCAAE’s professionalism and commitment to excellence. Producing a magazine could be a major undertaking, but certainly worth every effort. We are definite that the launch will propel PCAAE to greater heights and soon become the foremost magazine all top executives should be reading!

**Noor Ahmad Hamid, Regional Director Asia Pacific
International Congress and Convention Association (ICCA)**

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Congratulations to the PCAAE team on the launch of the inaugural *Association World* magazine. A tremendous achievement from a dedicated group of individuals committed to keeping their associations’ readership informed and entertained, with up-to-the-minute stories about developments in the sector. I am particularly looking forward to reading the cover story on ‘Associations in the Age of Digital Disruption’ – very topical and something we all need to pay attention to in our rapidly changing, increasingly digitised, world. Well done and we wish you all the best from Down Under!

**John Peacock, General Manager
Associations Forum Sydney, Australia**

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Congratulations to the launch of PCAAE *Association World* magazine! I have been really impressed with PCAAE’s initiative to develop associations in Asia Pacific. You are a role model for other Asia-Pacific countries which are now developing an “association of associations” like PCAAE. This magazine must be helpful for all association executives who have same difficulties in association management.

**Shogo Kaneda, Senior Consultant
MICE Japan**

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Congratulations to PCAAE on launching this wonderful new *Association World* magazine. Producing a publication is a significant and brave undertaking. The variety of topical and relevant content within this first edition is impressive. The diversity and scope of associations worldwide is massive with an immense array of stories and learnings. This is a wonderful way to share some of the knowledge and lessons with a wide audience. Associations throughout the Philippines (and across Asia) will benefit enormously from the information and insights contained within this magazine. I wish you every success and look forward to reading future editions.

**Brendon Ward, Chief Executive Officer
Australasian Society of Association Executives**



ANG SUSI AWARDS

INDIVIDUAL AWARDS

These are individual awards bestowed on outstanding career professionals who have sustainably managed an association and produced remarkable results (“Association Executive of the Year”) or a member of the board of an association or other non-profit membership organizations in the country who must be nominated by a PCAAE member, have demonstrated outstanding service to the association community, to the practice of association good governance, and to the ideals and advocacy of PCAAE (“Association Board Member of the Year”).

These two categories are open to association executives who are a member of good standing of PCAAE and/or any SEC-registered association/membership organization. In 2015, the Association Executive of the Year award went to Ms. Evelyn B. Balmeo Salire, secretary general of the Philippine Retailers Association.

CATEGORY : ASSOCIATION EXECUTIVE OF THE YEAR 2016
AWARDEE : MR. LEONARDO M. NUESTRO JR., MAN, RN
EXECUTIVE DIRECTOR, PHILIPPINE NURSES
ASSOCIATION INC. (PNA)

His dynamic and participatory leadership style and management acumen enabled Mr. NUESTRO to contribute to the success of PNA’s national operations and was instrumental in the implementation of the ‘PNA Roadmap 2030’ which guides all the officers and members in its day-to-day operations.

As a trainer, he has provided for the PNA personnel and members with advice and capacity-building programs. As an advocate, he actively engaged himself to bring to the attention of policymakers and regulatory bodies, and to the public, the many issues involving the state of health care in the country and the concerns of the profession.

Under his watch, the PNA has been awarded twice (2014 and 2016) as the Most Outstanding Accredited Professional Organization by the Professional Regulation Commission, as well as cited by the Department of Social Welfare and Development Region IV for its selfless contribution to aid and assist survivors of calamities and disasters.

The Philippine Council of Associations and Association Executives shines the spotlight on the best associations and association professionals through the ANG SUSI Awards.

ANG SUSI stands for “Associations nurture National Growth through Social Unity and Sustainability Innovations.” It aims to recognize the key role of the non-profit sector in national sustainable development.



CATEGORY : ASSOCIATION BOARD MEMBER OF THE YEAR 2016
AWARDEE : MS. MA. ALEGRIA "BING" SIBAL-LIMJOCO
VICE CHAIRPERSON, PHILIPPINE RETAILERS ASSOCIATION (PRA)

With the help of her visionary and dynamic leadership, the Philippine Retailers Association (PRA) became a world-class organization that empowers and guides its members to attain global competitiveness and make the retail industry a significant contributor to and a driving force of Philippine economic development.

Having been a Board Member of the PRA since 1976 and its three-termer President, Ms. Sibal-Limjoco was one of the major proponents in bringing the Asia Retailers Conference & Exhibition in Manila in 1993 and again the Asia Pacific Retailers Convention and Exhibition in 2015.

Through her broad business experience and network, the PRA has not only widened its membership base nationwide, but also established an effective representation from industry members all over the country.



OUTSTANDING PROJECT AWARDS

These are institutional awards given to membership organizations that have demonstrated outstanding achievements in helping the environment, empowering people, serving communities, enhancing trade and industry, developing technology solutions, and for being agents of change.

CATEGORY: ENVIRONMENTAL IMPACT
WINNER: MANILA BAY SUNSET PARTNERSHIP PROGRAM, INC.
ENTRY: "MANILA BAY CLEAN-UP DRIVE"

The Manila Bay Sunset Partnership Program, Inc. (MBSPPPI) is the flagship Corporate Social Responsibility program of the Land Bank of the Philippines. It is a public-private collaboration of 26 member-institutions to implement a sustainable approach to rehabilitate and protect Manila Bay's marine and coastal resources and promote proper solid waste management.

The MBSPPPI is the first public-private, multi-sector partnership organized to help implement a sustainable approach to clean and protect Manila Bay. Through this partnership program, the individual efforts and contributions of the partner-institutions are channelled into one program. This partnership model may be adopted by other associations that need to consolidate various contributions towards one common goal.





OUTSTANDING PROJECT AWARDS

CATEGORY: PEOPLE EMPOWERMENT
WINNER: PHILIPPINE INSTITUTE FOR SUPPLY MANAGEMENT (PISM)
ENTRY: "NATIONAL CERTIFICATION PROGRAM"

The Philippine Institute for Supply Management's (PISM) 'National Certification Program' (NCP) is the first and the highest national recognition in the area of supply management in the Philippines. The program prepares the readiness of the participant to accept additional responsibilities resulting to increased productivity and efficiency, as well as validates his/her competency, thus, turning practitioners into professionals.

The NCP includes the Certified Professional in Purchasing, the Certified Professional in Customer Service and Logistics, the Certified Professional in Demand and Replenishment, and Certified Associate in Logistics Operations.

CATEGORY: COMMUNITY SERVICE
WINNER: NATIONAL CONFEDERATION OF COOPERATIVES (NATCCO)
ENTRY: "AFLATOUN SOCIAL AND FINANCIAL EDUCATION PROGRAM"

NATCCO's "Aflatoun Social and Financial Education Program" in the Philippines stands out as a school-based program that allows children from diverse socio-economic backgrounds to manage their own savings accounts and learn about savings, spending, budgeting, among others. The program is being implemented in 809 schools, with 5,500 teacher-advocates. More than 250,000 children have maintained savings accounts which now amount to P107 million.

Through strong partnership with the Department of Education, these concepts are methodically integrated in the general school curriculum and are applied in community activities initiated by schools and local cooperatives. Simultaneously, the program introduces cooperatives as a credible top-of-mind financial institution for the youth and the community.



CATEGORY: INDUSTRY DEVELOPMENT
WINNER: ASKI MULTI-PURPOSE COOPERATIVE (ALALAY SA KAUNLARAN, INC.)
ENTRY: "STRENGTHENING AGRICULTURE VALUE CHAINS AT ASKI"

The Alalay sa Kaunlaran, Inc. (ASKI) Multi-Purpose Cooperative's program — 'Strengthening Agriculture Value Chains' — supports groups of farmers in Aurora and Nueva Ecija to make their livelihood economically sustainable. The program has provided farmers with sustainable income for their families.

During its pilot, there were 274 farmers of onion, cassava, ginger and corn that were supported by the program. A total of 77 farmers were given access to agricultural loan with a total of P1.3 million in loan releases through the ASKI Microfinance. For market linkages, ASKI has partnered with San Miguel Food Corporation for cassava production and Sunnybing International Trading Corporation for ginger production while ASKI Marketing Cooperative buys the farmers' rice harvest. The farmers were also able to receive post-harvest equipment and solar dryers.

CATEGORY: INDUSTRY DEVELOPMENT
WINNER: CEMENT MANUFACTURERS ASSOCIATION OF THE PHILIPPINES (CEMAP), INC.
ENTRY: "ROAD SAFETY PROGRAM"

CeMAP's "Road Safety Program" addresses the need to standardize road safety guidelines among all CeMAP member-companies' trucking contractors. This means that a trucking company that wishes to do business with any CeMAP member-companies has to meet road safety requirements uniformly followed by all CeMAP members before it can be allowed to do business.

CeMAP has partnered with the Department of Transportation which makes the program part of the national government agenda that aims to professionalize cargo management through the use of a cargo transport contract template that CeMAP drafted. The cargo transport contract is now being disseminated by DOTC to the trucking companies across all industry subsectors.



CATEGORY: TECHNOLOGY INNOVATION
WINNER: NATIONAL CONFEDERATION OF COOPERATIVES
ENTRY: "NATCCO E-LEARNING PROGRAM"

NATCCO's 'e-Learning Program' is a virtual training program for board of directors, managers, committee heads and members, and officers of cooperatives. It offers vital training for compliance seminars and other specialized modules for cooperative members who are required to attend seminars but are unable to due to time and/or geographic restraints. It aims to further assist cooperatives through reaching out and supplying them with cooperative knowledge that can be attained in the e-learning modules available.



Five compliance training modules for cooperative officers were developed. As of August 2016, a total of 282 participants have attended the program. Because of the program, more cooperatives are able to access the seminars and were able to comply with the requirements of the Cooperative Development Authority (CDA). They include cooperatives in far-flung areas, cooperatives with tight schedules, and cooperatives with members residing in other countries.

CATEGORY: CHANGE CATALYST
WINNER: NATIONAL FEDERATION OF WOMEN CLUBS OF THE PHILIPPINES (NFWC)
ENTRY: "LIGAO WOMEN'S CLUB (LWC)"

Founded in 1953, the LWC adopted NFWC's five comprehensive base programs, namely, child and youth welfare, education and culture, family welfare, environmental protection, and public affairs.

Under this FIVE-point program, LWC embarked on several significant projects and activities with long-term impact, among others, the traditional Christmas Gift-giving Day, the Ligao town's first nursery school and puericulture center, the parish formation center, tree planting and mangrove enhancement and scholarship program for human development.

To date, LWC continues to fulfill its work and advocacy in assisting the two most vulnerable sectors of society – women and children – which appropriately fits its acronym, LWC, for "Love for Women and Children."

Associations in the Age of Disruption

Digital disruption is turning the world on its head, and presenting opportunities, as well as threats, to associations.

The American Society of Association Executives™ (ASAE) is one of the international organizations that have kept apace and embraced their digital transformation. ASAE has more than 21,000 individual members-association professionals and industry partners in more than a dozen association management disciplines.



ASAE Chief Information Officer Reggie Henry shares how the Association is dealing with digital disruption.

What digital trends would you consider as “disruptive” to associations?

Reggie Henry (RH): Disruptive technology is disruptive for all businesses, not just for associations. I believe that mobile technology is continually evolving; therefore, it is the new and still disruptive technology for associations. These days, people have what I call a “digital reflex” — meaning, if there is an issue or problem that arises in our lives, we immediately go to our phones. What mobile and communications technologies bring are the major disruption. Mobile technology changes people’s expectations on what their associations should and can do.

I think data analytics and access information that can be used real time to make better and quicker decisions is disrupting. When I look at the dashboards we can make available to people that can make their work lives more meaningful and more impactful is a big deal. Associations haven’t gotten used to doing that widespread yet, but it is coming.

Eventually, this “internet of things” you keep hearing about, such as beacons and everything we buy, is going to be a big deal. We use beacons at our conferences to know where the people are and what they are doing to drive more data to us about our conference attendees. These technologies are coming.

How do these digital shifts change the way ASAE recruits members, raise funds, and perform its mission as an association?

RH: Where we are starting to get smart now is by putting our data analytics into place last year. The amount of data we now have is changing everything we know about recruitment, knowing our members, products, and services, or possible donors.

ASAE is also starting to do a lot more with mobile for our members. Currently we have what I would call a world class conference app for members. Our app promote the meeting itself but the interaction among people at the meetings. For the expo hall, the beacon technology tells exhibitors more about their leads than ever before.

Everything ASAE does is now data-informed and in the mobile mindset. Any tech that has been purchased for our association must be mobile ready. I will not buy anything that isn’t mobile ready. We just bought a platform for our awards functions and the deciding factor was that it was mobile ready. This is going to be the case in ASAE from now on. Pretty soon, we will be rolling out mobile Aptify, ASAE’s association management system.



“Like-minded associations should join the conversation about digital disruption. Figure out at a guttural level what are the mobile and digital experiences our members are having outside of you. That will tell you what you need to be doing.”

What digital threats and opportunities do you see for associations?

RH: Threats: Again, the threats aren't any different for associations than anybody else. The biggest threat I see is slow digital adoption. People's expectations are changing very rapidly and their patience level with things is very short because of what they experience in their day-to-day lives.

When you think about the convenience that technology is affording people right now, and the amount of information that you expect people to have based on the information they already have leads to a need for associations to adopt new digital trends quickly.

Opportunities: I think the opportunities are vast. Most companies would love to have the amount of information and relationship associations have with their members. If you just take advantage of what the digital signals are telling us, there is a great opportunity to be better as an association. There are signals in the data that we have to learn to act on.

Some of these signals are in places (where) we don't traditionally look. We usually look at transactional data, but if we were to look at Collaborate, our member's only social media platform, if I can harvest that information, it can tell us a lot about what is on our member's mind and what issues are arising in our communities. Looking at places where a lot of digital things happen (and) combining that with the traditional data will help us to learn a lot more about our audience.

How has ASAE managed to tackle or take advantage of these opportunities from digital shifts? Please cite concrete examples.

RH: ASAE keeping a mobile mindset helps us to take advantage of these new digital shifts. When the iPhone first came out and I saw what was going on, I knew it was different. This wasn't my old Blackberry or Palm Pilot anymore. This was the first time I had Personal Digital Assistants; it immediately made me start to think about this mobile mindset and where it was going to be. Then the iPad came out and this was the most powerful personal computer I ever had.

From that point on, we started as an organization to focus on this digital transformation that we needed to go through and that we will always continue to go through because digital changes every day. ASAE having that transformation mindset (and) having a Board and leadership that understand it help us to keep up with ongoing digital transitions.

When the first mobile apps for conferences came out, they weren't exactly what ASAE wanted. The organization decided to create its own app (and this) is a testament to ASAE as a whole being in the mobile mindset and willing to take advantage of digital shifts as they arise.

How has ASAE managed to deal with “threats” from digital shifts?

RH: I don't see digital threats as threats; I see them as opportunities. This is the first time I can remember that everyone in the world walks with their own personal computer. I look at my iPhone right now and realize it is more powerful than the Compaq computer I had years ago or the mainframe computer that used to run Georgetown University. You think about that and the opportunity that is there. The slogan I use with our staff here at ASAE is: “because everybody has a phone with them, we have the opportunity and responsibility to be present at the point of need at all times.” I think they are opportunities and us just being mindful about the digital mindset and mindful about transformation in everything we need to do keep us where we need to be.

How does ASAE keep tab of digital trends?

RH: Tabs on digital trends are kept up with through Reggie (Henry, our chief information officer). I study every Saturday morning for 3 hours to be watchful with things going on in digital and mobile. I am not just looking at the pure technology of it, but I am thoughtful about how this can change the business that ASAE is in. How can this connect us with members, members to members... (and) remove barriers to communication that used to be there? Having the time to do that and instilling that curiosity with our staff is part of my goals. I want to make this organization inquisitive or curious about your work and be curious about what technology can be used to help you in your work.

What would ASAE advise like-minded associations on how to manage or seize opportunities from disruptive technology?

RH: Embrace it. I both love and hate the word ‘disruption’ because it sounds like a negative thing when people use it. As if change is bad or wholesale change is bad; sometimes it is really good. I love it because it is making everybody eager. Everyone is paying attention to these technologies more than they have before and figuring out how it applies to me and my organization.

The technologies that we now have at our disposable everyday is so far ahead of what we use in our offices today. I think it is changing, I look at the traditional AMS system and the traditional accounting systems we use in our offices. Then I pull up the Uber app and see how simple it is.

Opportunities for associations are present when we get out of the traditional business of running an association and simplify it for our members so they are more used to with these other technologies. Ideas like one-click registration for conferences is something we should be able to do since our members provide us with so much information upfront. If we look at each of the things we do, especially the technologies that interface with members, we need a renaissance of user interface design or something that makes it Uber/Google/Starbucks simple. Like-minded associations should join the conversation about digital disruption. Figure out at a guttural level what are the mobile and digital experiences our members are having outside of you. That will tell you what you need to be doing.

ASAE is about to unveil research done with DelCor and the ASAE Foundation on digital readiness. The study looked at the digital readiness of the participating associations. It also asked those participating associations to find out what their members' expectations are around technologies. The comparison of where organizations are versus what their members' technology expectations are should be interesting. I predict our members' expectations are outpacing the technology we use within our organizations.

This research will make me really push for new technologies. These days it is no longer about money; it's about creativity. For example ASAE's technology budget hasn't changed year to year; I am just spending it on different things. I no longer buy servers and the maintenance that comes with it so I transition that money to newer technology. 🌐



SPOTLIGHT



Women Power

in the Philippine Retailers Association

In the Philippine Retailers Association (PRA), these women take on the daunting task of running one of the country's biggest and most influential organizations.

It thus comes as no surprise that both became the first recipients of the Philippine Council of Associations and Association Executives' ANG SUSI Awards for **Association Executive of the Year** and **Association Board Member of the Year**.



Left:
**PRA secretary general
Evelyn B. Salire**
1st PCAAE Association
Executive of the Year

Right:
**PRA vice chairperson
Ma. Alegria Sibal-Limjoco**
1st PCAAE Association Board
Member of the Year

How did you end up with PRA?

PRA Secretary General Evelyn B. Sarile (EBS):

All my life I've been working with associations. Before PRA, I was with the Philippine Chamber of Commerce and Industry (PCCI), then under the chairmanship of (former Finance Secretary and now Philippine Stock Exchange chairman) Jose Pardo.

I've been with PRA for more than 30 years now, and I've seen how the Association has evolved into becoming the country's premier retailing membership organization. Our members have over 400 brands and comprise 75% of the local retail industry.

PRA Vice Chairperson Alegria "Bing" Sibal-Limjoco

(ASL): I met Evelyn when I was with the PCCI, too. I've been with the PRA Board since 1976, and served as PRA President for three terms. It was during my term that the PRA acquired its own office in Jollibee Plaza in Ortigas, Pasig City.

How would you describe the growth of the Philippine retail industry?

ASL: Let's put it this way: when we were bidding to host the Asia Retailers Conference and Exhibition in Manila in 1993, the Japanese retailers were saying: "Why hold it in the Philippines?" At the time, we already have malls, but not many. After five years though, they were already inviting Mr. (Henry) Sy Sr. to go to Japan where there were no malls yet. Even in China, malls only started in 2005. We also hosted the Asia Pacific Retailers Convention and Exhibition in 2015.

The market is still growing and is relatively young. The Philippines is right now on a sweet spot; 60% of our population are in the median age of 23. This is why Filipino consumer spending remains on the rise, and the retail sector accounts for more than a fifth of the country's GDP.

EBS: It's difficult to put together a study on the multiplier effect of the retail industry because of the confidentiality of data and other issues. But no other industry can claim to have the biggest multiplier effect than the retail industry. Whenever retail sales are high, more stores would be opened, more people will get hired, manufacturing would surge because of demand, and so on.

How do you grow PRA's membership?

EBS: Growth at PRA is organic. This means our members grow within themselves, with the increase in the number of brands they have and the number of stores they open. They open malls outside Metro Manila and major cities, traditionally the only viable locations for retailers. Some also open stores in office buildings or business districts, particularly food retailers due to the growing number of call centers and BPOs.

What role does PRA play in promoting the retail sector's growth?

ASL: The Association serves as the pulse and voice of retailers, suppliers and mall developers/operators in the country that comprise 75% of the Philippine retail industry. As such, we present the industry's position on various issues that affect the retail business such as taxation, unfair competition, labor contractualization or "endo", among other things.

EBS: When legitimate retailers go into contractual agreements, they go through agencies, and their assumption is that these agencies follow the labor laws. Hiring contractuels is one of the ways retailers are able to cope with high consumer demand during peak seasons simply because they cannot afford to train hundreds in such a short time. There's always an assumption that legitimate retailers are doing the right thing because that's also part of their brand reputation.

What is PRA's secret to being a successful association?

EBS: I've always believed that no association could grow without an independent and full-time Secretariat. Members of our Board are all volunteers and they are all business people. And business people have businesses to attend to so don't expect them to organize seminars, etc. At the end of the day, they are there to set the strategic direction for the association.

Unfortunately, there's no school for association management. In my case, Ms. Sibal-Limjoco became my mentor from the very beginning and opened doors for me to exercise what I know best for the association. That relationship is only possible if an association executive has the trust and confidence of his or her Board.



SPOTLIGHT

The Man

Who Wanted to be an Angel



Growing up, he “wanted to take care of the sick and saw white-uniformed nurses as angels.”

Now, Leonardo Nuestro Jr. is not just realizing his dream, but is also taking care of the country’s only accredited professional organization for nurses: the Philippine Nurses Association (PNA).

The 47-year old has also been named a recipient of the Philippine Council of Associations and Association Executives’ ANG SUSI Awards for **Association Executive of the Year 2016**.

How did you end up with PNA?

PNA Executive Director Leonardo M. Nuestro Jr.

(LMN): Having been a nursing educator, I really wanted to become actively involved in the Philippine Nurses Association (PNA). In 2012, there was an opening for the position of Executive Director, as my predecessor left for a job abroad. I was hesitant to apply at the time, but I became the youngest to assume the post and the only man to become executive director.

Did you always want to become a nurse?

LMN: I actually wanted to take up medicine, but my parents cannot afford to send me to medical school. Luckily, I have an aunt who was working in the U.S. who offered to pay for my schooling.

I was the eldest in a family of six so I wanted to work immediately and become the breadwinner. That's why I did not become a doctor. But being a nurse was the next best option. I wanted to take care of the sick and saw white-uniformed nurses as angels.

How big is the PNA's membership?

LMN: The Association is probably among the biggest in the country. We have 9,350 lifetime members and 35,000 regular members in our 92 chapters in the Philippines and 11 abroad. We used to have more than double our current membership size during the so-called "peak" of nursing between 2000 and 2008. But with government restrictions and other challenges, the size has gone down.

There are 400,000 registered nurses in the country, but not all are PNA members because membership is voluntary. There's a bill filed in Congress to make it mandatory, however.

Actually, there are 28 nursing groups in the country, and PNA is the "mother" organization, but not the umbrella. While there is a proposal to have an "accredited integrated professional organization," which means all nursing groups have to merge, it would be difficult because there are too many personalities involved. PNA is the only organization in the country that is recognized by the International Council of Nurses.

How do you see the role of the PNA in promoting the nursing profession?

LMN: PNA exists to promote the nursing profession towards the attainment of its highest standards: to

be "the caring and fortifying light giver committed to providing opportunities for the professional growth and development of world-class Filipino nurses." As such, we air the profession's stand on various issues affecting them, particularly with regard to having decent working conditions.

We also provide benefits to our members through professional advancement (we offer very affordable seminars at P400 per head), mutual aid benefits, and our "Journal of Nursing" publication. We even have a 105-bed dormitory for nurses attending seminars in Manila or abroad, and where their families get discounts. All nurses, including non-PNA members, also receive medico-legal support even if they work abroad and strains PNA's funds.

What are the issues that affect the profession?

LMN: Even as early as 1991 when I graduated from UDMC, we already look up to nurses. Now, Filipino nurses are still in high demand in major countries abroad, but they are underutilized here in the Philippines. Ideally there should be one nurse for every 10 to 15 patients, but a Filipino nurse has to deal with 40 patients, at the very least.

Limited job opportunities in hospitals also force our nurses to work for free or as volunteers just to gain a certificate of employment that would make them eligible to work abroad.

The salary they receive in the country is way below what was indicated in the Philippine Nursing Law in 2002. Because of the low salary, nurses are forced to look for opportunities elsewhere. Fortunately, there are BPOs now that focus on health care and hire registered nurses. But nurses want to work as nurses. That's why some agree to work as volunteers or accept a salary as low as P2,000 a month.

What are PNA's challenges as an organization?

LMN: In 2013, PNA started a roadmap with the guidance of the Institute for Solidarity in Asia. Our challenge is that we elect new officers every year. So we need to have policy continuity. The nursing profession also needs champions. There are currently 11 pending bills that need urgent attention. Enrollment in nursing schools has been on a decline. And in five years, we will face a shortage of supply of nurses. This could deprive Filipino patients the health care they need. We need to act fast.



10 High-Tech Convention Centers in Asia

Convention centers in Asia have been investing in technology improvements to enhance event delivery and delegate experience. **TTGassociations** spotlights a selection of those that have most recently powered up.

KUALA LUMPUR CONVENTION CENTRE (Malaysia)

Profile Opened in June 2005, Kuala Lumpur Convention Centre is Malaysia's premier and most technologically advanced facility with 22,659 sq.m. of flexible function space on a site within the iconic Kuala Lumpur City Centre.

Technology Power-Up Kuala Lumpur Convention Centre recently invested \$2.3 million in four IT infrastructure projects which were completed in August 2016. They include upgrades to the data center backbone infrastructure, introduction of a digital walkie talkie system, implementation of an Internet Protocol Closed-Circuit Television system, and improvements to the virtualized server environment for the data center.

Two other projects were launched in 2015: iSpeak, that allows presenters to upload, review, adjust and rehearse their presentation in real time; and the Interactive Mobile Mapping App that enables clients to locate their whereabouts within the venue and serve as a path-finder and informative tool during events.



MELBOURNE CONVENTION EXHIBITION CENTRE (Australia)

Profile Opened in 1996, the Melbourne Convention Exhibition Centre (MCEC) offers a multi-functional plenary hall, 52 meeting rooms, and 30,000 sq.m. of pillar-less exhibition space. It is also linked to the Hilton Melbourne South Wharf via a private walkway.

Technology Power-Up A number of technology investments were made in 2013, among them new portable high-definition ultra-slim digital totems that provide extra branding and directional signage for events and attendees; improved multimedia systems; Live View capability which allows the customer to view multiple video streams of their event rooms on a single screen from anywhere within their licensed event area; new audio consoles; on-site rigging solutions; an advanced slide advance system that allows the conference presenter to simultaneously control his PowerPoint slide shows via multiple computers using a fast handheld wireless device; and Visualisation Studio which enables event organisers to work side-by-side with MCEC's technology team to design, create and view a virtual three-dimensional representation of their event spaces.

This year, MCEC unveiled a new brand, Imagine, and a tagline, Technology that brings your events to life, to better market its event technology prowess.



CHINA NATIONAL CONVENTION CENTER (China)

Profile Opened in November 2009, the China National Convention Center (CNCC) in Beijing is purpose-built for conventions and exhibitions. It offers 40,000 sq.m. of exhibition space, 23,000 sq.m. of meeting and function space, including a plenary hall, a divisible ballroom and 100 breakout rooms arranged in suites, and numerous support areas around the venue.

Technology Power-Up New to the center is the CNCC Virtual Tour, an online tool that offers a panoramic view and video simulation of its interior and exterior. It uses a variety of videos and photograph-based media supported by sound effects, music, narration and text. Other benefits offered by CNCC Virtual Tour are access to venue guide, floor plans, location map, and surrounding support areas.

CNCC Virtual Tour not only acts as a promotional tool for the venue, it also makes it convenient for the event organizer to take a quick look at the center before coming down for a detailed site inspection.





HONG KONG CONVENTION AND EXHIBITION CENTRE (Hong Kong)

Profile Hong Kong Convention and Exhibition Centre (HKCEC) opened in 1988 to offer 91,500 sq.m. of rentable space for exhibitions, conferences, meetings, corporate functions, entertainment and hospitality events. Located on a prime waterfront site in Wanchai, HKCEC is recognized as an iconic landmark in Hong Kong. Much convenience is offered to event organizers and delegates, as the center is linked to two five-star hotels and is within walking distance to nearly 6,000 hotel rooms.

Technology Power-Up There has been continuous facility upgrade to HKCEC. Wi-fi has been made complimentary since 2005, and the system has been continually upgraded since then. Its latest wi-fi upgrade came at the end of 2013, enabling up to 5,000 concurrent users to enjoy free-of-charge connections.

HKCEC has also installed additional access points to further improve reception. This is an on-going project and the venue will continue to monitor usage, users' comments and technology development for continued improvement. Today, HKCEC's wi-fi access covers all exhibition halls and meeting rooms, including foyers of these spaces, all public areas and the center's seven restaurants.

ASIAWORLD-EXPO (Hong Kong)

Profile Opened in December 2005, AsiaWorld-Expo in Hong Kong offers over 70,000 sq.m. of rentable space. Its purpose-built arena, which can seat 14,000 people, is Hong Kong's largest and most versatile indoor space of its kind.

Technology Power-Up With the emergence of cloud-based delivery models such as Software as a Service and Infrastructure as a Service, real-time uploading of big data such as financial information or retail transaction details to a repository accessible to numerous users is now possible. To accommodate this requirement, AsiaWorld-Expo has equipped itself with high-speed Internet capability that comes with a built-in resilience system.

AsiaWorld-Expo also works with local telecom providers to provide seamless data connectivity for the growing number of 3G and 4G smartphone users.

IMPACT MUANG THONG THANI (Thailand)

Profile Opened in 1991, IMPACT is one of the region's largest MICE facilities with more than 140,000 sq.m. of usable in-door space. Located in Bangkok's north, the complex's facilities include IMPACT Challenger, three halls which can be combined to form a 60,000-sq.m. column-free space; IMPACT Exhibition Center, six function rooms with a combined space of 47,000 sq.m.; and IMPACT Arena, a 11,000-seat concert hall.

Technology Power-Up In May, IMPACT invested \$1 million in a new wi-fi service. Visitors can now connect to the 4Mbps @IMPACT free wi-fi network for an hour each day.



SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE (Singapore)

Profile Since opening in 1995, Suntec Singapore has hosted more than 18,000 events, including some of the world's largest exhibitions and conventions. It reopened its doors in June 2013 following a \$147-million modernization program, and now boasts a modernized façade, including a three-storey interactive digital wall, and amenities such as free wi-fi throughout its premises. The center sits in the Central Business District and offers 42,000 sq.m. of customizable space.

Technology Power-Up The recent renovation integrated a high degree of advanced technology. Its free high-speed, high-density wi-fi can accommodate up to 6,000 simultaneous devices anywhere in the venue. The modern wi-fi operation is also used to deliver other services throughout the center.



LAVASA INTERNATIONAL CONVENTION CENTRE (India)

Profile Lavasa International Convention Centre, established in 2010, is the first purpose-built convention facility in Pune, India. The venue is managed by global hotel giant Accor, and is designed to host meetings, conferences, incentives, exhibitions and social functions with 15 to 1,500 guests. It offers 18 event spaces, including eight convention halls, a board room and a business center.

Technology Power-Up Recent technology upgrades include the Live Webcasting and 3D Projection Mapping capabilities which, although are widely used in developed destinations, are still at a nascent stage in India. LICC also has 3D Projection Mapping, which turns objects into a display surface for video projection.

SMX CONVENTION CENTRE, MANILA (Philippines)

Profile Opened in November 2007, the SMX Convention Centre Manila is the Philippines' most modern and largest private meeting facility with 46,647 sq.m. of space. Facilities include four purpose-built halls, five function rooms, 14 meeting rooms, and a briefing room with elevated cinema seating for 50. Additional spaces are available in the pre-function lobbies on the ground and second floors. In 2015, Conrad Hotel opened behind the center.

Technology Power-Up SMX recently launched SMX I-Connect, an event registration system that will generate QR codes on delegate badges which can be used by show organizers to track attendance and to enable the exchange of business information between exhibitors and trade buyers at shows.

BALI NUSA DUA CONVENTION CENTER (Indonesia)

Profile Located in Bali's high-end enclave, Nusa Dua, the Bali Nusa Dua Convention Center (BNDCC) offers a convention hall that can be split into five smaller rooms, 17 fully equipped meeting rooms with a spacious foyer, the 1,758-sq.m. Singaraja Hall, a VIP room, a pre-function lobby, a business centre and outdoor venues. BNDCC completed the construction of its second building in 2013.

Technology Power-Up In 2013, BNDCC invested \$300,000 on a new digital signage system in response to clients' need to efficiently communicate event schedules/changes or meeting room information to participants in real time. Some 38 LCD monitors were mounted outside each meeting room and eight movable LCD monitors were displayed in lobby areas.





How Associations Boost Tourism in the Philippines

Meetings, incentives, conventions and exhibitions (MICE) have given regional economies and tourism industries a much-needed boost in recent years. As a high value-added business, MICE have encouraged countries to strengthen their infrastructure to accommodate large-scale international events.

In the Philippines, where tourist arrival is seen to hit six million in 2016, both the government and the private sector are rolling up their sleeves to attract more events through MICE. And here, associations play a big role, according to the Philippine International Convention Center (PICC) and the Tourism Promotions Board (TPB).

In the early 1980s, the Philippines was considered Asia's undisputed leader when it came to hosting international events and conferences, according to a report by the think-tank Oxford Business Group.

Metro Manila's 4,000-square-meter PICC, constructed in 1976, was the first of its kind in the region. And in 1982, Manila was rated as the top Asian city for conventions by the Union of International Association's annual listings.

Over three decades later, however, the Philippines fell to 18th place on the International Congress and Convention Associations' 2013 rankings for the region. Meanwhile, some of its ASEAN neighbors hosted more than double the number of large-scale events that year, the think-tank's report said.

But the country is making a comeback in a big way.

Resurgence

Led by the Department of Tourism (DOT) and the TPB, the Philippines played host to major events this year, including the ASEAN Tourism Forum in January, the Philippine Travel Exchange in September, and the Travel Blog Exchange Asia Pacific in October.

In 2017, the Philippines would also be hosting the Miss Universe pageant in January, as well as the 50th year of the ASEAN.

"The country has established Manila, Cebu, Iloilo, and Davao as key MICE destinations. These places offer, not only the best of tourism products and services, but have consistently growing local economies which have driven developers to invest and put up hotel and meeting facilities," according to the TPB.

Outlook

Dinah M. Gonzalez, director for Marketing and Events Management at PICC, said there are plenty of opportunities for the country in MICE. Among these is the significant economic contribution of higher delegate expenditures, as "studies have shown that a convention visitor spends more per day versus an ordinary visitor to a destination," she added.

Local suppliers also benefit from the demand for their products and services, leading to job creation and business opportunities. Having world-class facilities, management, and service skills also elevates the country's image to the international community. The global exchange of knowledge and expertise, and the transfer of technology also allow the local tourism industry to innovate, she explained.

Associations can be powerful vehicles to help generate tourism receipts by hosting regional/global events in the Philippines and by marketing the country to entice attendance in their events, said Ms. Gonzalez. Associations can also help professionalize specific industries and upgrade service standards, as well as strengthen inter-regional and international ties.

"As globalization increases and business continues to recognize the value of professionally planned meetings, the demand for meetings and events is projected to grow," she said.

"Even the employment of meeting, convention and event planners is expected to increase, and this trend is evident in the proliferation of event management courses offered by various institutions."



6th

The Philippines' ranking among countries in Southeast Asia with the most number of MICE events hosted



15%

Contribution of MICE to the Philippines' tourism industry



200

Estimated number of MICE events in 2016 booked by TPB

Source: "Tourism body gears up to promote MICE in Philippines," *The Philippine Star*, Oct. 19, 2016



7 Reasons for Choosing the Philippines

By William Wadsworth, founder, MICE News Philippines

1. Young, onward, and upward!

Our economy's up by 6.3%, and our population's nearly 101 million. A closer look reveals that in 2011-2012, 3 million Filipinos were enrolled in tertiary study. Such a figure is conservative as our economy has risen more since, but it shows the volume, intensity and energy of our millennials, thousands of whom will join associations when they graduate. Already, over 40 million Filipinos are on the internet. That's about the equivalent of Canada plus the population of Chicago online.

2. A thriving association scene

The Philippine association scene is rocketing. In less than three years, the membership of the Philippine Council of Associations and Association Executives (PCAAE) has grown from zero to over 200 members from 72 organizations with a combined reach of more than 2 million members and volunteers. PCAAE says there are over 5,000 registered associations in the country "and would triple in number if other civic societies and small community groups are counted." According to the PCAAE, "the country has a young and fertile association sector waiting to be reached out."

3. Manila is closer than you think.

Hong Kong, Taipei, and Ho Chi Minh City are just over two hours' flight away from Manila. Bangkok, Kuala Lumpur and Shanghai are under four; Jakarta, Seoul, Guam and Tokyo within five hours. We're in the same time zone as Beijing and Guangzhou but climate is sunnier, gentler and nicer. Our nations' ties with India are closer, thanks to tourism and educational exchanges.

4. We speak English and Spanish.

Over 57 million of Filipinos speak English. In fact, we get the world's best music acts — from One Direction to Madonna — because our young can pay for tickets and sing along in English. Last April's 'Madrid Fusion Manila' reaffirmed the Philippines' gastronomic and Hispanic roots, with 1,381 congress delegates and 4,106 trade visitors.

5. We have proven organizational skills in Manila.

Filipinos are natural organizers. We have large families and host events all the time. Many of our planning skills are honed at church or community work. Pope Francis' Manila mass in January 2015 drew six million people and involved 5,000 ushers, 2,500 priests, 200 bishops, and a Vatican entourage. The event also required 200 communion chapels, a 200-member orchestra, a 1,000-string choir, 400 portable toilets and 100 first-aid posts. The 21-country APEC 2015 held about 30 conferences in 11 cities and with a reported average of 500 participants. The Manila summit at PICC drew about 7,000 visitors.

5. We're the 'Bleisure' Capital of Asia!

In the Philippines, there is a feeling that now is "our time" at last, as economic fortunes improve. We are the "Bleisure" Capital of Asia because we've learned that business happens when people are relaxed, have fun, and think about strategy in friendly, beautiful, well-served surroundings.

6. We have world-class event facilities.

The Philippine International Convention Center is the heart of the nation's association world and a national statement of Filipino hospitality, fine art, and culture. Designed by National Artist Leandro V. Locsin, it opened in 1976 as the first convention center in Asia. Wide roads, greenery, sea breezes and beautiful sunsets make PICC's reclamation area a perfect location for an international event.

7. We're the Awakening Giants of MICE in Asia.

We've made our planes safer and we now have more international routes. More cruise ships are coming. We have fabulous convention centers, casinos, theaters, malls, concerts and hotels, and we're getting big events and running them well, at presidential, management and tourist level. Exhibition halls are booked and packed. Our (7,000+) islands had over 5 million visitors last year.

We look forward to welcoming you in the Philippines!

7 Ways to Support the



PCAEE

PHILIPPINE COUNCIL OF ASSOCIATIONS AND ASSOCIATION EXECUTIVES

1> Become/Recruit a new member.

Become part of the "Association of Associations" which now has about 233 members from 161 associations and membership organizations in the Philippines, with a combined membership of around 5 million individuals.



2> Learn from experts in association management.

PCAEE holds a two-day Association Summit every year, which enables association professionals to learn best practices in association and membership organization governance, leadership and management from distinguished local and foreign speakers in the field.



3> Learn, learn, learn.

Members can attend seminars and earn credits under the Certified Professional Association Executive program that offers career opportunities and professional growth.



PCAEE
Association World

Octavio Peralta

4> Become a thought leader.

Members can share their insights on issues related to association management in PCAEE's regular weekly column in BusinessMirror.

6> Be recognized.

PCAEE shines the spotlight on the best associations and association professionals through the annual Ang SUSI Awards.



Association World

5> Advertise in our magazine.

The Association World magazine is distributed free to all PCAEE members and Association Summit attendees. Advertisers are able to gain extra brand mileage as a digital copy of the magazine can also be downloaded on PCAEE's website, www.pcaae.org.



7> Be part of our social media community.

Join @PCAEE on Facebook and Twitter, or contact us: c/o ADFIAP, 2F Skyland Plaza, Sen. Puyat Ave., Makati City, tel. +632.8449090, or email inquiries@pcaae.org.





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15 May
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