



**WYSE TRAVEL
CONFEDERATION**

**Working for global
youth travel**

Expression of interest WYSE Exchange Asia

21 – 22 October, 2015

The Sands Expo and Convention Centre
Marina Bay Sands | Singapore



ITB
Asia

Expression of interest | Seller prospectus

www.itb-asia.com

Background

Following consultation with our members and the wider industry, WYSE Travel Confederation has partnered with [ITB Asia](#) to announce the inaugural WYSE Exchange Asia event in Singapore from 21 - 22 October 2015.

Recognising the opportunities that exist to grow key source markets in Asia and to support our members with greater access to Buyers from the region, we plan to deliver this targeted business-to-business event as a part of ITB Asia, which is taking place from 21 – 23 October 2015.

This exciting partnership will provide a unique and cost-effective opportunity for a select number of WYSE Travel Confederation members to source new business leads and nurture their existing relationships in Asia.

ITB Asia – raising the awareness of youth travel

ITB Asia is a well-established and reputable tourism trade event that attracts close to 10,000 delegates (including 850 Buyers) from 108 countries each year. ITB is regarded as the largest travel and tourism trade event in Asia.

For seven consecutive years, ITB Asia has brought together tourism professionals from around the world to trade and exchange market intelligence and industry trends over a three-day period.

ITB Asia looks forward to welcoming WYSE Travel Confederation members once again. The event is committed to supporting WYSE in raising awareness of the youth travel sector in Asia, and providing an invaluable forum in which Sellers can connect with key Buyers from Asia.

Along with delivering WYSE Exchange Asia, WYSE Travel Confederation will be exhibiting at ITB Asia to champion the youth, student and educational travel industry to the event's delegates.

For detailed information on ITB Asia, please visit www.itb-asia.com.

Expression of interest - WYSE Exchange Asia

We are calling for our members to express their interest in attending WYSE Exchange Asia by applying to attend the event by **Friday, 27 March**. The event will only go ahead if there are sufficient participants from both a Seller and a Buyer perspective – we are aiming to accommodate 30 of each.

Providing a sufficient number of applications have been received, those who have submitted an application and have been selected to take part will be notified on **Tuesday, 31 March** along with information about how to take part in the event and an invoice for full payment.

Upon notification of a successful application, organisations will be requested to pay the registration fee by **Friday, 3 April 2015**.

Preliminary event overview

The following information will provide you with an overview of the WYSE Exchange Asia event.

Venue and date

The event will be held at the [Sands Expo and Convention Centre](#), Marina Bay Sands Hotel, Singapore from 21 – 22 October 2015.

Participants

WYSE Exchange Asia will be an intimate and targeted event, providing the opportunity for 30 Sellers to meet with 30 Buyers via a 'speed-dating' style format on the business appointment day.

- **Buyers**

We will be targeting product managers from wholesalers and agents based in China, Hong Kong, South Korea, Taiwan, Malaysia, Thailand, Singapore and Japan, and are in the process of developing a target list in consultation with our members, ITB Asia, sector association boards and key industry stakeholders.

- **Sellers**

WYSE Exchange Asia is an exclusive opportunity for WYSE Travel Confederation **members only**. At WYSE Exchange Asia, we aim to showcase a balance of Sellers in terms of country of origin and industry sector to ensure adequate representation.

If you are not yet a member of WYSE Travel Confederation, please visit www.wysetc.org/membership for more information about our membership benefits, and/or contact us at membership@wysetc.org to discuss your options.

Programme

- **WYSE Exchange Asia educational clinics – Wednesday, 21 October**

In collaboration with ITB Asia, WYSE Exchange Asia/WYSE Travel Confederation will deliver four educational clinics covering topics surrounding industry issues and opportunities relating to outbound youth travel from Asia. Participation is included within the registration fee and attendance is optional.

- **B2B business appointments – Thursday, 22 October**

The event will include one (1) full day of B2B appointments. Depending on Buyer participation, there will be between 25 to 30 appointments for each participant, each 15 minutes in length.

Each Seller will meet with all of the secured Buyers. Sellers will be seated at an allocated table within the venue, with Buyers rotating around to each Seller until all appointments have been completed. The event format **will not require appointment scheduling** (such as Marcom). Participation is mandatory.

- **Networking events – Wednesday, 21 and Thursday, 22 October**

WYSE Exchange Asia will incorporate two social networking opportunities including a welcome reception and a networking dinner, providing extended opportunities for organisations to socialise and promote their products to the Buyer delegates. Participation is mandatory.

- ***ITB Asia business appointments and exhibiting***

WYSE Exchange Asia delegates will have the opportunity to access ITB Asia business appointments and exhibit in the main tradeshow hall. However, this is **not** included in the WYSE Exchange Asia registration fee. Should you wish to register to exhibit or access ITB Asia business appointments, please contact ITB Asia directly through www.itb-asia.com for more details.

Please note that if you wish to exhibit and/or have an ITB Asia business appointment schedule, you must not conduct ITB appointments during WYSE Exchange Asia on Thursday, 22 October. If you wish to do so, you should register a second delegate from your company to take part in the ITB Asia programme.

- ***ITB Asia conference and educational clinics***

As part of the ITB Asia 2015 event programme, a one-day conference along with a range of informative educational clinics will be held during the three-day event.

Again, organisations wishing to attend any ITB Asia educational clinics on Thursday, 22 October should bring a second delegate to ensure the WYSE Exchange Asia business appointments are completed.

For further details on the ITB Asia educational programme, please visit www.itb-asia.com/conference.

ITB Asia and WYSE Exchange Asia programme snapshot

Date	Time (TBC)	Activity	Comments	
Tuesday, 20 October	Various	WYSE Travel Confederation Sellers arrive in Singapore	<ul style="list-style-type: none"> Participants to make their own travel arrangements to/from Singapore Arrive on Tuesday if exhibiting /conducting business appointments within the ITB Asia main event 	
Wednesday, 21 October	No later than 17:00	WYSE Travel Confederation Sellers arrive in Singapore	<ul style="list-style-type: none"> Ensure arrival time permits sufficient time to attend welcome reception 	
	10:30 - 18:00	ITB Asia business appointments	<ul style="list-style-type: none"> Optional attendance for WYSE Exchange Asia Seller delegates Not included within the WYSE Exchange Asia registration fee Registration directly with ITB Asia will be required 	
	WYSE Exchange Asia programme	11:00 - 17:00	WYSE Exchange Asia educational clinics delivered by WYSE Travel Confederation	<ul style="list-style-type: none"> Four clinics will be scheduled throughout the day, times TBC Access included in WYSE Exchange Asia registration fee Attendance recommended (optional)
		18:00 - 19:30	WYSE Exchange Asia welcome reception	<ul style="list-style-type: none"> WYSE Exchange Asia Seller and Buyer delegates only Mandatory attendance
		08:30 - 18:00	WYSE Exchange Asia business appointments	<ul style="list-style-type: none"> WYSE Exchange Asia Seller and Buyer delegates only Mandatory attendance
Thursday, 22 October	11:00 - 17:00	ITB Asia educational conference and educational clinics	<ul style="list-style-type: none"> Organisations must bring a second delegate if they would like to attend the ITB Asia educational programme on this day Access included in WYSE Exchange Asia registration fee 	
	10:30 - 17:00	ITB Asia business appointments	<ul style="list-style-type: none"> Organisations must bring a second delegate if they would like to take part in ITB Asia appointments on this day Not included within the WYSE Exchange Asia registration fee Registration directly with ITB Asia will be required 	
	WYSE Exchange Asia programme	19:00 - 22:00	WYSE Exchange Asia networking dinner	<ul style="list-style-type: none"> WYSE Exchange Asia Seller and Buyer delegates only Mandatory attendance
	Friday, 23 October	11:00 - 17:00	ITB Asia conference and educational clinics	<ul style="list-style-type: none"> As above
		10:30 - 17:00	ITB Asia business appointments	<ul style="list-style-type: none"> As above

Participation fees and key dates

The following is included for each delegate:

1. Attendance at WYSE Exchange Asia
2. One (1) full day of business appointments
3. Two (2) networking events
4. Access to WYSE Exchange Asia educational clinics
5. Inclusion of company profile in delegate manual distributed to Buyer delegates
6. Inclusion in event promotional material distributed to Buyer delegates
7. Lunch and coffee breaks on WYSE Exchange Asia business appointment day
8. Access to ITB Asia trade hall (excluding ITB appointment schedule)
9. Access to ITB Asia educational clinics and conference.

Participation fee

Delegate	Fee (excluding VAT)
Full event package - primary delegate	EUR 900.00
Full event package - additional delegate	EUR 600.00

Key dates and deadlines

Item	Date
Expression of interest applications open	Wednesday, 18 February
Expression of interest applications close	Friday, 27 March
Successful applicants notified and invoices sent	Tuesday, 31 March
Full registration fee due	Friday, 3 April
100% cancellation fee applies from	Tuesday, 31 March

If you are accepted to attend WYSE Exchange Asia we will notify you by email on **Tuesday, 31 March**. You will also receive an invoice on this date which you must pay by **Friday, 3 April** to secure your place.

Please note: Should the event not proceed, WYSE Travel Confederation will refund (in full) any payments made.

Selection criteria

WYSE Exchange Asia will have a limited number of positions available. **Participation will be capped at 30 Buyer and 30 Seller delegates.** Delegates will be selected based on the criteria listed below:

- **The event is open to fully paid WYSE Travel Confederation members only**
- Preference will be given to applicants who have attended at least one (1) World Youth and Student Travel Conference (WYSTC) in the last three (3) years and are planning to attend WYSTC 2015
- Market suitability of your organisation's product/service.

WYSE Travel Confederation management will select an appropriate balance of delegates based on their country of origin and sector representation, should the number of applications exceed positions available. Where required, we will request further information or clarification from members based on information supplied in the expression of interest application.

The final decision of acceptance rests with WYSE Travel Confederation.

Insurance and liability

Participants are reminded that it is their responsibility to arrange insurance including public and product liability, workers compensation and property insurance.

WYSE Travel Confederation **DOES NOT:**

- Accept responsibility or liability for any loss suffered by participants or visitors
- Provide or arrange any insurance for, or on behalf of, participants or visitors
- Provide any indemnity for loss or injury suffered by participants or visitors.

Visas

Please consult the Embassy of Singapore regarding visa requirements: www.mfa.gov.sg/content/mfa.

Express your interest – apply now

To register your expression of interest, [please click here](#).

Remember – the deadline is Friday, 27 March.

Contact us

If you have any enquiries, please email us at events@wysetc.org.



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