

ASIAN EXPOIR

亞洲綜合度假休閒產業博覽會

EXPO 展覽會：

MAY 7-9, 2025 | THE VENETIAN MACAO COTAI EXPO
2025 年 5 月 7-9 日 | 澳門威尼斯人金光會展

SUMMIT 峰會：

MAY 6-8, 2025 | GALAXY INTERNATIONAL CONVENTION CENTER
2025 年 5 月 6-8 日 | 澳門銀河國際會議中心

Asian IR Expo 2025 Summit Guide 峰會手冊

CO-LOCATED WITH

同期舉辦

G2E ASIA

亞洲國際娛樂展

PRESENTED BY
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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



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: Galaxy International Convention Center, 2F, Ballroom 18-19	主會議室： 澳門銀河國際會議中心 2 樓，會議廳 18-19
Conference Room on May 7th (am): Sicily 2401-2502, L1, The Venetian Macao	5 月 7 日會議室（上午）： 澳門威尼斯人 1 樓，西西裡會議廳 2401-2502

DAY 1: TUE, May 6	第一天:5月6日 週二
Conference hours: 14:30 - 17:00	峰會時間： 14:30 - 17:00

DAY 2: WED, May 7	第二天:5月7日 週三
Conference hours: 10:00 - 16:30	峰會時間： 10:00 - 16:30
Networking Luncheon: 12:00 - 14:00	交流午宴： 12:00 - 14:00

DAY 3: THU, May 8	第三天:5月8日 週四
Conference hours: 10:00 - 16:30	峰會時間： 10:00 - 16:30
Networking Luncheon: 12:05 - 14:00	交流午宴： 12:05 - 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



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



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 (MICS A)

澳門國際文化及體育產業協會

The Macao International Culture and Sports Industries Association (MICS A) 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、豐富經驗及蕪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



OFFICIAL MEDIA PARTNERS 官方媒體夥伴



VENUE MAP

場地地圖

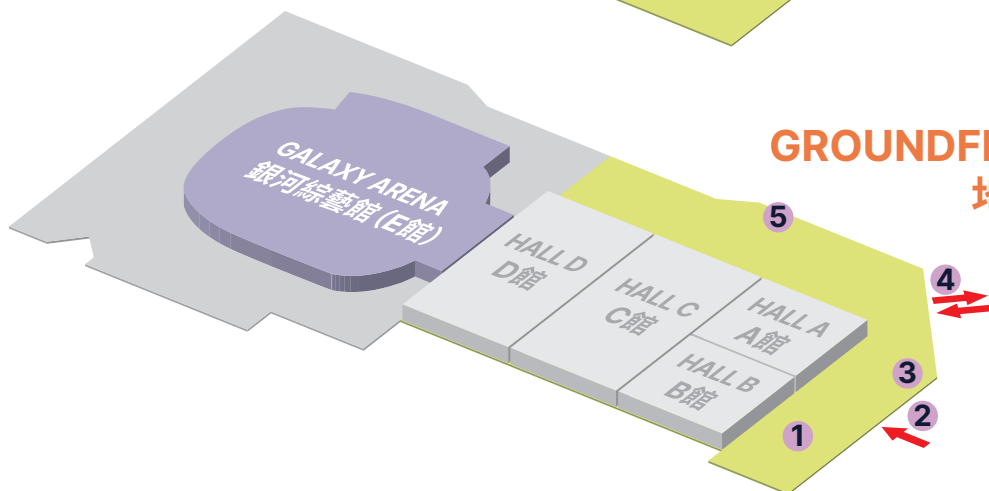
SECOND FLOOR

2 樓



GROUND FLOOR

地面層



- 1** Escalator to 2F
往 2 樓扶手電梯
- 2** Shuttle Bus Stop to Expo
往展會穿梭巴士站
- 3** Elevators to 2F
往 2 樓電梯
- 4** Taxi drop off point
的士落客點
- 5** Elevators to Andaz Hotel
往安達仕酒店電梯
- 6** Speaker Lounge
Room 10, 2F, GICC
演講者休息室
澳門銀河國際會議中心 2 樓會議廳 10
- 7** Asian IR Summit
Ballroom 18-19, 2F, GICC
亞洲綜合度假休閒產業峰會
澳門銀河國際會議中心 2 樓會議廳 18-19
- 8** Media Interview Room
Room 20, 2F, GICC
媒體採訪室
澳門銀河國際會議中心 2 樓會議廳 20



WHERE CHAMPIONS CLASH

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Time 時間	Topic / Guest	主題 / 嘉賓
14:30 - 15:00	Keynote Address Speaker: <ul style="list-style-type: none">Maria Helena de Senna Fernandes Director, Macao Government Tourism Office	主題演講 演講嘉賓: <ul style="list-style-type: none">文綺華 澳門特別行政區政府旅遊局局長
15:10 - 15:50	Asian IR Market Overview Speakers: <ul style="list-style-type: none">Brian Wyman Executive Vice President, The Innovation GroupDavid Rittvo Director of Asian Development, The Innovation Group	亞洲綜合度假休閒產業市場展望 演講嘉賓: <ul style="list-style-type: none">Brian Wyman The Innovation Group 執行副總裁David Rittvo The Innovation Group 亞洲發展總監
15:50 - 16:10	Tea Break	茶歇

Tuesday, May 6
週二, 5月6日

Time 時間

Topic / Guest

主題 / 嘉賓

16:10 - 17:00

**Opportunities and Challenges
of Bringing Non-gaming
Components to IRs in Asia**

Moderator:

- **Brian Wyman**
Executive Vice President, The Innovation Group

Panelists:

- **Wade Howk**
COO, Inspire Entertainment
- **Jeffrey Kiang**
Equity Analyst, CLSA
- **Ángel Sueiro**
COO, PH Resorts Group

**亞洲綜合度假休閒產業非
博彩項目發展的機遇和挑
戰**

主持人:

- **Brian Wyman**
The Innovation Group 執行副
總裁

演講嘉賓:

- **Wade Howk**
Inspire Entertainment 首席營
運官
- **Jeffrey Kiang**
CLSA 股票分析師
- **Ángel Sueiro**
PH Resorts Group 首席營運官

上午議程

Time 時間	Topic / Guest	主題 / 嘉賓
10:00 - 10:40	Keynote Address Sicily 2401-2502, L1, The Venetian Macao Speaker: <ul style="list-style-type: none">Francis Lui Chairman, Galaxy Entertainment Group	主題演講 澳門威尼斯人 1 樓, 西西裡會議廳 2401-2502 演講嘉賓: <ul style="list-style-type: none">呂耀東 銀河娛樂集團主席
11:00 - 11:45	Opening Ceremony 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 Naples 2604-2705, L1, The Venetian Macao	交流午宴 澳門威尼斯人 1 樓, 那不勒斯會議 廳 2604-2705

Wednesday, May 7
週三, 5月7日

Theme: Hot and Future Technology for IR and Hospitality Industry IR 及休閒產業營運新科技

Venue: Galaxy International Convention Center, 2F, Ballroom 18-19
澳門銀河國際會議中心 2 樓, 會議廳 18-19

Time 時間

Topic / Guest

主題 / 嘉賓

14:00 - 14:30 Future Trends of IR Technology

休閒產業科技的未來發展趨勢

The battle to win customers' hearts and minds is no longer simply about your product or your services, it's about the experience you provide your customers with. Experience is what keeps the customer coming back. In today's world, technologically savvy customers demand a level of personalization that isn't easy to realize. Thankfully, there are new tools, like generative AI, voice AI, chatbots and virtual assistants, large language models, RAGs, and AI Agents, that allow companies to connect with their customers like never before.

How do these technologies work, how do they fit together, and how can integrated resorts use them to increase customer personalization? This session pulls back the curtain on today's AI tools, the good, the bad, the must-haves as well as the overhyped that aren't worth the money. Attendees will learn how IRs utilize Gen AI, LLMs, Voice AI, and agentic AI to understand and contextualize the customer experience.

Today, IRs need to understand what customers want now while anticipating what they'll want in the future.

Speaker:

- **Andrew Pearson**
Managing Director, Intelligencia Limited

贏得顧客青睞的關鍵，早已不再只是產品或服務本身，而是整體的顧客體驗。體驗才是讓顧客持續回訪的關鍵所在。在當今這個科技意識強烈的時代，顧客對個人化服務的需求日益提高，而這種程度的個人化並不容易實現。所幸，新興科技工具如生成式 AI、語音 AI、聊天機器人與虛擬助理、大型語言模型 (LLMs)、檢索增強生成 (RAGs) 以及 AI 智能代理等，讓企業能以前所未有的方式與顧客建立連結。

這場研討會將揭開這些 AI 工具的神秘面紗，分析真正實用、必備的工具，並分辨被過度炒作、需謹慎投資的工具。與會者將了解綜合度假村如何運用生成式 AI、大型語言模型、語音 AI 與智能代理，來深入理解並賦予顧客體驗更多情境與個人化。

如今，綜合度假村不僅要掌握顧客當下的需求，更要能預見未來的期待與趨勢。

演講嘉賓:

- **Andrew Pearson**
Intelligencia Limited 總經理

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會



Time 時間	Topic / Guest	主題 / 嘉賓
14:40 - 15:20	Beyond Gaming: Leveraging Innovative Technologies to Create Personalized Packages for Expanded Audiences A persistent theme in the hospitality industry is the focus by hotel and resort casinos to appeal to wider audiences by highlighting other activities and amenities beyond gaming. World-class shows, exquisite dining, rejuvenating spa and wellness services, golf packages as well as personalized activities and curated experiences are excellent ways to entice all segments of guests to extend their stay and, ultimately, book return visits. Innovations in software technology are empowering hotels and resorts to offer customized packages unique to individual guests, who can, in turn, create their own experience that includes room reservations, spa treatments, golf tee times, dinner reservations, other activities and amenities aligned with their individual preferences -- all within a single booking engine and within a single session. These advanced technologies can handle multiple types of reservations, simplifying the booking process for guests and, ultimately, enhancing their overall experience. Hear from Ms. Kathy Mak, Regional Manager, North Asia, Agilysys, as she shares insights and recommendations into how these cutting-edge technology advancements are helping transform hotel and resort casinos, allowing them to reach out to wider audiences, forging a lasting connection with groups seeking a truly unique experience, beyond gaming.	跳脫博彩框架:運用創新科技打造個人化方案,拓展多元客群 酒店及度假村賭場致力於吸引更多客群,強調博彩以外的多元化體驗,已成款待業的一大趨勢。世界級表演、精緻餐飲、身心療癒的水療與健康服務、高爾夫套票,以及量身打造的活動與精選體驗,都是吸引各類賓客延長停留時間,甚至促使他們再次預訂的重要方式。 軟體技術的創新使酒店與度假村能夠提供專屬於個別賓客的個人化套票,讓客人能依個人偏好打造專屬體驗,包括訂房、水療療程、高爾夫球開球時段、晚餐預約,以及其他活動與設施,所有流程皆可於同一個預訂平台、同一個操作流程中完成。這些先進技術可同時處理多種類型的預約,大幅簡化賓客的預訂程序,進一步提升整體入住體驗。 歡迎聆聽 Agilysys 北亞區區域經理麥嘉欣女士的分享,她將提供寶貴見解與建議,說明這些尖端科技如何協助酒店及度假村賭場轉型,拓展客源,並與追求獨特體驗的族群建立長遠連結,跳脫博彩框架。



Wednesday, May 7
週三, 5月7日

Time 時間

Topic / Guest

主題 / 嘉賓

14:40 - 15:20

Speaker:

- **Kathy Mak**
Regional Director for North Asia, Agilysys

演講嘉賓:

- **Kathy Mak**
Agilysys 北亞區域總監

15:20 - 15:40

Tea Break

茶歇

15:40 - 16:30

Round Table: Technology for Boosting IR Marketing

Customer journeys, Generative AI, chatbots, large language models, RAGs, Diffusion Models, AI Agents, Prompt Engineering and Hallucinations – these are all terms being thrown around in the marketing world today, but what do they all mean? How do they fit together and how can they be used by integrated resorts, particularly with the customer journey?

This session pulls back the curtain on today's AI tools, the good, the bad, the must-haves and the overhyped. This session delves into how companies are embracing Gen AI, LLMs, Voice AI, and messaging AI to understand and contextualize customer experiences.

Moderator:

- **Andrew Pearson**
Managing Director, Intelligencia Limited

Panelists:

- **Stephen Tang**
Regional Client Director - Asia Growth Markets, Pegasystems
- **Vinzenz Rosa de Pauli**
General Manager, Sofitel Macau
- **Yik Chuan Tan**
Principal Solution Consultant, Denodo Technologies Pte Ltd

圓桌論壇：如何以科技提升行銷

顧客體驗、生成式 AI、聊天機器人、大型語言模型 (LLMs)、檢索增強生成 (RAGs)、擴散模型、AI 智能代理、提示工程，以及「幻覺」——這些都是當今行銷領域中熱議的術語，但它們到底是什麼？彼此之間有什麼關聯？綜合度假村又該如何運用這些工具來優化顧客體驗？

本場次將揭開當前 AI 工具的神秘面紗，解析哪些是必備利器、哪些又是被過度炒作的概念。我們將深入探討企業如何善用生成式 AI、大型語言模型、語音 AI 及訊息 AI 來理解並賦予顧客體驗更多脈絡與價值。

主持人:

- **Andrew Pearson**
Intelligencia Limited 總經理

演講嘉賓:

- **Stephen Tang**
Pegasystems 亞洲成長市場區域客戶總監
- **Vinzenz Rosa de Pauli**
Sofitel Macau 酒店總經理
- **Yik Chuan Tan**
Denodo Technologies Pte Ltd 首席方案顧問



ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會

Theme: Sportainment / New Era of Entertainment

體育盛事 / 娛樂新紀元

Venue: Galaxy International Convention Center, 2F, Ballroom 18-19
澳門銀河國際會議中心 2 樓，會議廳 18-19

Part 1: Sportainment 體育盛事

Amid the wave of globalization, the sports industry has emerged as a significant driver of economic growth, cultural exchange, and city branding. Leveraging its unique geographical advantages and rich cultural heritage, Macao is actively positioning itself as a "City of Sports". The Government is dedicated to fostering the deep integration of sports and tourism, aiming to achieve sustainable economic development and elevate the city's global reputation.

在全球化的浪潮中，體育產業已成為推動經濟增長、促進文化交流和提升城市形象的重要力量。在峰會舉辦地——澳門，正以其獨特的地理優勢和文化歷史魅力，積極打造“體育之城”，致力於將體育產業與旅遊業深度融合，實現經濟的可持續發展和城市品牌的國際化。

Time 時間	Topic / Guest	主題 / 嘉賓
10:00 - 10:55	Enhancing Macao's Position as a Regional and Global "Sportainment" Hub In the global push for economic diversification, sports and entertainment are increasingly recognized as drivers of growth and innovation. This session will focus on how Macao can leverage its unique cultural and geographical strengths to enhance its position as a leading "Sportainment" hub in the Asia-Pacific region and on the global stage. Panelists will discuss strategies for integrating sports and entertainment to create compelling visitor experiences, attracting international talent and events, and aligning with global trends in sports and entertainment innovation. The discussion will also explore Macao's opportunities to collaborate with regional and international stakeholders to solidify its status as a pivotal hub in this dynamic industry.	如何提升澳門作為區域及國際“體育娛樂”樞紐地位 在全球經濟多元化的背景下，體育與娛樂逐漸成為推動增長與創新的關鍵動力。本環節將聚焦於澳門如何憑藉其獨特的文化及地理優勢，提升其作為亞太區及國際領先“體育娛樂”樞紐的地位。專家將探討整合體育與娛樂以創造引人入勝的遊客體驗的策略，吸引國際人才與項目，以及與全球體育娛樂創新趨勢接軌的方式。會議還將探討澳門如何與區域及國際夥伴合作，把握機遇，鞏固其在該蓬勃產業中的核心地位。



Thursday, May 8
週四, 5月8日

Time 時間

Topic / Guest

主題 / 嘉賓

10:00 - 10:55

Moderator:

- **Jose Carlos Matias**
Director, Macau Business Magazine

Speakers:

- **Kevin Benning**
Senior Vice President and Studio City
General Manager, Melco Resorts &
Entertainment
- **Jeffrey Jiang**
EVP - Entertainment Services, Galaxy
Entertainment Group

主持人:

- **馬天龍**
《澳門商業雜誌》社長

演講嘉賓:

- **Kevin Benning**
新濠博亞娛樂高級副總裁及新
濠影匯項目總經理
- **姜力鐸**
銀河娛樂集團娛樂統籌行政副
總裁

10:55 - 11:10

Tea Break

茶歇

11:10 - 11:20

White Paper: Prospects of the
Sports Industry Economy

體育產業經濟的展望

- **Crystal Wang**
National Leading Partner, Deloitte China
Sports Business

- **王易**
德勤大中國體育產業領導合夥
人

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Time 時間	Topic / Guest	主題 / 嘉賓
11:20 - 12:05	The Globalization Trend of Sportainment Traditional sports events may no longer fully meet the evolving demands of audiences, prompting industry to see breakthroughs and innovations. The "Sports+" model has emerged as a successful approach, blending sports with elements of entertainment and incorporating advanced technological presentation methods. This combination attracts a wider audience, delivers a fresh and engaging interactive experience, and fuels the sustainable development of sports events. This discussion will explore how the "Sports+" model can transform traditional sports into dynamic, multifaceted experiences, the role of technology in enhancing audience engagement, and how collaboration across industries can unlock new opportunities. Moderator: <ul style="list-style-type: none">Jeremy Walker Senior Vice President, Marketing and Event Services, Galaxy Entertainment Group Speakers: <ul style="list-style-type: none">Kevin Chang Senior Vice President and Head of Asia Pacific, UFCHenry Kerins CEO, EASLMarco Danese Sports Director of GCT and GCL	體育娛樂的全球化發展趨勢 傳統的體育賽事可能無法完全滿足觀眾的需求，因此體育賽事正在尋求突破創新，行業不斷嘗試與其他領域融合，其中“體育+”模式是一個成功的方向。將體育項目與娛樂元素結合，並加入先進的科技呈現方式，吸引更多觀眾，為他們帶來全新的互動體驗，為體育賽事的持續發展注入動力。本次討論將探討“體育+”模式如何將傳統體育賽事轉變為更多元化及動感的體驗，科技在提升觀眾參與度中的關鍵作用，以及跨界合作如何創造新機遇。 主持人： <ul style="list-style-type: none">韋卓文 銀河娛樂集團市場及活動策劃高級副總裁 演講嘉賓： <ul style="list-style-type: none">張卓麟 UFC 高級副總裁兼亞太區負責人李小龍 東亞超級聯賽首席執行官Marco Danese 環球馬術冠軍賽體育總監
12:05 - 14:00	Networking Luncheon	交流午宴



Thursday, May 8
週四, 5月8日

Theme: Sportainment / New Era of Entertainment 體育盛事 / 娛樂新紀元

Venue: Galaxy International Convention Center, 2F, Ballroom 18-19
澳門銀河國際會議中心 2 樓, 會議廳 18-19

Part 2: New Era of Entertainment 娛樂新紀元

Cutting-edge technologies such as digital technology and AI are driving industrial transformation, fostering diversification of entertainment content and elevating audience experiences. Globalization accelerates the fusion of entertainment and culture, shaping a distinctive global entertainment style. At this stage, the entertainment industry faces new opportunities and challenges, requiring continuous innovation and collaboration to ensure sustainable development. This discussion will explore how the entertainment industry can adapt and work collaboratively across sectors to deliver richer and more captivating experiences for audiences.

數字技術、AI 等前沿科技引領產業革新，推動娛樂內容多樣化與體驗升級。全球化加速娛樂文化融合，形成獨特全球娛樂風貌。此階段，娛樂產業面臨新機遇與挑戰，需不斷創新、合作，促進可持續發展。我們將討論娛樂產業應如何應對，與各界協同合作，為觀眾帶來更豐富、更精彩的娛樂體驗。

Time 時間	Topic / Guest	主題 / 嘉賓
14:00 - 14:20	From Seoul to the world: Data-Driven Evolution of K-Pop K-pop's journey from the vibrant streets of Seoul to global arenas is a testament to its dynamic evolution. Initially propelled by captivating performances and dedicated fanbases, the genre has embraced technological advancements to refine its global strategy. Platforms like K-Pop Radar have revolutionized how we understand fan engagement, offering real-time analytics on social media trends and fanbase growth. This data-centric approach enables precise festival lineups and targeted promotional campaigns. Simultaneously, platforms such as Weverse and Ktown4u empower fans to directly influence content creation and distribution, fostering a participatory culture. This keynote will delve into how big data and fan-driven platforms are not just supporting but actively shaping the future of K-pop, heralding a new era where fans and data collaboratively drive the industry's direction.	從首爾到世界:K-Pop 的數據驅動演變 K-Pop 從首爾的街頭走向世界舞台，展現了其不斷演變的活力。最初依靠引人入勝的表演和忠實的粉絲群體，如今該流派已擁抱技術進步，優化其全球戰略。 像 K-Pop Radar 這樣的平臺革新了我們對粉絲參與度的理解，提供社交媒體趨勢和粉絲群體增長的即時分析。這種以數據為中心的方法使得音樂節陣容和宣傳活動更加精準。同時，Weverse 和 Ktown4u 等平臺使粉絲能夠直接影響內容創作和分發，培養了參與式文化。 本次主題演講將深入探討大數據和粉絲驅動平臺如何不僅支援，而且積極塑造 K-Pop 的未來，開啟一個粉絲與數據共同引領行業方向的新時代。

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Time 時間	Topic / Guest	主題 / 嘉賓
14:00 - 14:20	Speaker <ul style="list-style-type: none">Namkung Dan CEO, Eternal Editions	演講嘉賓： <ul style="list-style-type: none">南宮壇 Eternal Editions 代表
14:20 - 15:10	Cross-industry Innovation in Global Entertainment Integration, and the Applications of Big Data and AI <p>In the era of globalization, the entertainment industry is undergoing unprecedented cultural integration. Creating new opportunities and challenges for innovation. This discussion explores how to effectively combine diverse cultural elements with cutting-edge technologies such as big data and AI to create entertainment products with global appeals. It will further examine strategies for positioning these products in the highly competitive international marketplace, including leveraging digital platforms, optimizing cross-cultural communications, and fostering collaborations across borders. The session will also touch on how much innovation can drive sustainable developments in the entertainment sector while enhancing its cultural and economic impact worldwide.</p> Moderator: <ul style="list-style-type: none">Steven Wang Founder & CEO, NEXT1AND & PAPERHAUS Speakers: <ul style="list-style-type: none">Ben Wong CMO, Google Greater ChinaIvy Wong CEO, VS Media Limited	全球娛樂融合的跨界創新，以及大數據與人工智慧的應用 <p>在全球化的背景下，娛樂產業正經歷著前所未有的文化融合，為創新帶來了新的機遇與挑戰。本次討論將探討如何有效結合多元文化元素與大數據、人工智慧等前沿技術，共同創造出具有全球吸引力的娛樂產品。還深入研究這些產品在競爭激烈的國際市場中的定位策略，包括利用數字平台、優化跨文化交流與促進跨國合作。討論還將涉及此類創新如何推動娛樂產業的可持續發展，並增強其在文化與經濟層面全球影響力。</p> 主持人： <ul style="list-style-type: none">王金一 火星文化創始人兼首席執行官 演講嘉賓： <ul style="list-style-type: none">黃介中 谷歌大中華區首席市場官黃雅芬 金媒體有限公司首席執行官



Thursday, May 8
週四, 5月8日

Time 時間

Topic / Guest

主題 / 嘉賓

15:10 - 15:25

Tea Break

茶歇

15:25 - 15:45

Unlocking Potential: A Collaborative Roadmap for Macau to Realize Its Vision as the "Asian Las Vegas"

Macau has grand visions for being an international entertainment attraction, "the Asian Las Vegas". So why aren't we there yet? There are a number of barriers preventing the required alchemy for this dream to be realised. There are processes and constructs set up by the city that hinder show making, and the integrated resorts need to understand that becoming an international destination is not a competition but a team effort. In this talk, Anna Robb outlines a potential road map for the Macau community to achieve their international attraction goals.

Speaker:

- **Anna Robb**
Executive Producer, Our Legacy Creations

釋放潛力：澳門實現“亞洲拉斯維加斯”願景的合作路線圖

澳門致力於成為國際娛樂勝地，但實現這一夢想面臨挑戰。城市設立流程和結構需要優化以促進演出製作，同時綜合度假村應明白成為國際旅遊目的地是團隊努力而非競爭。Anna 在演講中概述了澳門社區實現國際吸引力目標的潛在路線圖。

演講嘉賓：

- **Anna Robb**
Our Legacy Creations 執行製作人

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Time 時間	Topic / Guest	主題 / 嘉賓
15:45 - 16:30	Shaping Macao as a Regional and International Entertainment Hub Given Macao's unique position as an international tourism city, this discussion will explore how the entertainment industry can leverage diversification and internationalization strategies to establish Macao as a leading entertainment hub in the region and beyond. Topics include government policy support, expanding new forms of entertainment, attracting internationally renowned talents, and strengthening cultural exchange and cooperation with other countries and regions. Additionally, the discussion will examine how Macao can enhance regional partnerships, integrate advanced technologies, and position itself as a dynamic and sustainable destination in the global entertainment landscape. Moderator: <ul style="list-style-type: none">Anna Robb Executive Producer, Our Legacy Creations Speaker: <ul style="list-style-type: none">David Baxley Vice President, Regional Entertainment, Sands China Ltd.	打造澳門成為區域及國際娛樂樞紐 結合澳門作為國際旅遊城市的獨特地位，本次論壇將探討如何通過多元化和國際化戰略，將澳門打造為區域及全球領先的娛樂樞紐。議題包括政府的政策支持、拓展新的娛樂形式、吸引國際知名演藝人才，以及加強與其他國家和地區的文化交流與合作。此外，還將討論如何增強區域合作夥伴關係、整合先進技術，以及將澳門定位為全球娛樂版圖中充滿活力且可持續發展的目的地。 主持人: <ul style="list-style-type: none">Anna Robb Our Legacy Creations 執行製作人 演講嘉賓: <ul style="list-style-type: none">畢大偉 金沙中國有限公司娛樂統籌部副總裁



Thursday, May 8
週四, 5月8日



SPEAKERS PROFILE

講者簡介



Maria Helena de Senna Fernandes 文綺華

Director

Macao Government Tourism Office

澳門特別行政區政府旅遊局局長

Ms. Maria Helena de Senna Fernandes came on board the Marketing Department of the Macao Government Tourism Office (MGTO) in 1988, and throughout the years organized and participated in various local, Mainland and overseas tourism exhibitions, conferences, seminars and promotional activities. In September 1998, she became Deputy Director, carrying on her dedication to destination marketing, and was appointed as MGTO Director in December 2012, before receiving the Medal of Merit for Tourism from the Macao Special Administrative Region Government in 2016.

She is a current member of the following committees of the Macao SAR Government: Tourism Development Committee, Economic Development Committee, Cultural Development Consultative Committee, Urban Planning Committee and Investment Committee. She also acts as Macao SAR (China) Focal Point to the UNESCO Creative Cities Network, a life member of the Pacific Asia Travel Association (PATA), as well as a current member of the Supervisory Board - Finance and Elections of the Pacific Asia Travel Association (PATA).

1988 年加入澳門旅遊司（現澳門特別行政區政府旅遊局），當時主要負責有關旅遊局的海外市場工作，多年來曾協調舉辦及組織參與多個本地及海內外重要的旅遊展覽、會議、研討會及推廣活動等。1998 年 9 月獲委任為副局長、2012 年 12 月就任局長，並於 2016 年獲澳門特別行政區政府頒發旅遊功績勳章。

現時擔任下列澳門特區政府屬下委員會之委員：旅遊發展委員會、經濟發展委員會、文化發展諮詢委員會、城市規劃委員會及投資委員會等。另，為聯合國教科文組織創意城市網絡項目主要聯絡人、亞太旅遊協會終身會員以及現任亞太旅遊協會財務及投票監事會成員。



Brian Wyman

Executive Vice President

The Innovation Group

執行副總裁

Dr. Brian Wyman is a seasoned gaming and hospitality executive who leads The Innovation Group from its Las Vegas headquarters and manages many of the firm's most complex engagements. He is well-respected for his track record of delivering transformative results with luxury brands and properties across the globe. He has worked with clients including governments, casino management teams, independent hotels, casinos, and resorts, and multibillion-dollar enterprises seeking to advance legislation, develop their portfolios, or add amenities to existing developments. Throughout his career, Brian has driven operational excellence and strategic growth. For instance, his work with several marketing clients has resulted in reduced customer acquisition costs, reduced customer retention costs, and increased loyalty. His expertise includes cutting-edge technologies in marketing and operations management, e.g., advanced revenue management tools and ML/AI models. Brian's approach to consulting is rooted in a deep understanding of both data-driven strategies and the human elements of hospitality. He believes in creating sustainable, guest-centric operational models that drive profitability and brand loyalty. Brian holds a Ph.D. in mathematics

from the University of Michigan. His professional journey has included the public sector, Wall Street, and gaming and has been defined by building authentic, enduring relationships across all sectors

Dr. Brian Wyman 是一位經驗豐富的博彩與酒店業高管，目前在拉斯維加斯總部領導 The Innovation Group，並負責該公司眾多最複雜的專案。他在全球奢華品牌與物業中展現出卓越的變革成果，深受業界尊敬。

Brian 曾與多類客戶合作，包括政府部門、賭場管理團隊、獨立酒店、賭場與度假村，以及希望推動立法、擴展投資組合或為現有開發項目增添設施的數十億美元企業。在他的職業生涯中，他持續推動營運卓越與策略性成長。例如，他與多家行銷客戶的合作，成功降低了顧客獲取成本與留存成本，同時提升了顧客忠誠度。

他的專長涵蓋行銷與營運管理中的尖端科技，如先進的收益管理工具與機器學習／人工智慧模型。布萊恩的顧問方式結合了對數據驅動策略的深入理解與對酒店業人性面向的洞察。他堅信打造以賓客為核心、可持續的營運模式，能有效提升盈利能力與品牌忠誠度。Brian 擁有密西根大學的數學博士學位。他的職業歷程橫跨公共部門、華爾街與博彩產業，並以在各領域建立真誠、持久的人際關係為特點。

SPEAKERS PROFILE

講者簡介



David Aaton Rittvo

Director of Asian Development

亞洲發展總監

David Rittvo is the Principal at Tailored Hospitality Advisors, an Austin-based firm specializing in international casino and hospitality development. With deep expertise in predevelopment strategy, project management, and government relations, David has advised tribal nations, global operators, and emerging markets on large-scale resort and casino projects. Prior to founding the firm, he was Vice President of Development at Caesars Entertainment, where he led domestic expansion and oversaw market development for new sports betting jurisdictions. Earlier, as Vice President at The Innovation Group, David was instrumental in driving international growth, particularly in Asia, where he advised multibillion-dollar clients on master planning, financial feasibility, and operational benchmarking for integrated resort developments. His work has spanned North America, Asia, and the Caribbean. David began his career in fine dining operations and holds an MBA in Hospitality Finance & Investments and a BSBA in Hotel, Restaurant & Tourism Management from the University of Denver.

David Rittvo 是 Tailored Hospitality Advisors 的負責人，這是一家位於奧斯汀的顧問公司，專門從事國際賭場與酒店開發。David 在前期開發策略、專案管理和政府關係方面擁有深厚的專業知識，曾為部落國家、全球營運商及新興市場提供大型度假村和賭場專案的諮詢服務。

在創立該公司之前，他曾擔任 Caesars Entertainment 開發部副總裁，負責國內市場擴展，並監督新體育博彩市場的發展。更早之前，他曾擔任 The Innovation Group 副總裁，在推動國際業務成長方面發揮了關鍵作用，尤其是在亞洲，為市值數十億美元的客戶提供綜合度假村開發的總體規劃、財務可行性分析及營運基準評估。

David 的工作範圍遍及北美、亞洲和加勒比地區。他的職業生涯始於高端餐飲業，並擁有丹佛大學 (University of Denver) 酒店、餐廳與旅遊管理學士學位 (BSBA)，以及酒店財務與投資 MBA 學位。



Wade Howk

COO

Inspire Entertainment Resort

首席營運官

Dynamic gaming and hospitality executive with 30 years of leadership in integrated resorts, casinos, and entertainment complexes worldwide. Expert in launching high-profile properties in complex markets, driving record profitability, and forging strategic partnerships across diverse regulatory landscapes. MBA, CPA, and a proven track record of transforming operations and guest experiences.

擁有 30 年全球綜合度假村、賭場及娛樂綜合體領導經驗的資深博彩與酒店業高管。精通於複雜市場中推出高知名度項目，推動業績創新高，並在多元監管環境下建立戰略合作夥伴關係。持有 MBA 和 CPA 資格，並具備卓越的運營轉型與賓客體驗提升實績。

SPEAKERS PROFILE

講者簡介



Jeffrey Kiang

Equity Analyst

CLSA

股票分析師

Jeffrey Kiang is an equity research analyst at CLSA covering Macau gaming space since 2022, and has regularly engaged with various stakeholders in the industry. In July 2024, Jeffrey published a 100-page deep-diving report analysing the potential of Thailand's land-based casinos, and implications for Macau gaming operators. He is also an award-winner in 2019's Research Report Competition organised by CFA Society Hong Kong and Hong Kong Society of Financial Analysts. Outside of work, he is a keen reader and eager learner of different cultures.

Jeffrey Kiang 自 2022 年起擔任 CLSA 的股票研究分析師，負責研究澳門博彩業，並定期與業內各方持份者交流。2024 年 7 月，他發表了一份 100 頁的深度報告，分析泰國陸基賭場的潛力及其對澳門博彩營運商的影響。此外，他曾在 2019 年獲得由 CFA Society Hong Kong 及香港財經分析師學會舉辦的研究報告比賽獎項。工作之餘，他熱愛閱讀，並對不同文化抱持濃厚的學習興趣。



Ángel Sueiro

COO

PH Resorts

首席營運官

Ángel Sueiro is the COO of PH Resorts (PSE:PHR), a company developing Integrated Resorts in the Philippines. Ángel is responsible for creating and executing strategies, corporate culture, mergers and acquisitions, and day-to-day project management tasks.

He has extensive product development and marketing knowledge, which adds to his deep understanding of the local regulatory environment and the relationship and balance between political, economic, and social forces.

Previously, Ángel was COO for Thunderbird Resorts Asia, VP for Design and Construction Thunderbird Resorts International, and VP for Corporate Affairs (Thunderbird Resorts International (AMS: TBIRD)). He has developed gaming and hospitality projects in more than 20 countries. Ángel graduated with a degree in International Relations from the Open University of Catalonia (UOC), Barcelona, holds an MBA from EUDE Business School, Madrid, a Project Management Master from Villanova University, and a Master's Certificate in Hospitality from Cornell.

Angel Sueiro 是 PH Resorts (PSE : PHR) 的首席營運官 (COO)，該公司專注於在菲律賓開發綜合度假村。Angel 負責制定及執行公司策略、企業文化、併購事宜，以及日常的项目管理工作。

他在產品開發及市場推廣方面擁有豐富經驗，同時對當地監管環境具有深入理解，並善於處理政治、經濟與社會力量之間的關係與平衡。

在加入 PH Resorts 之前，Angel 曾擔任 Thunderbird Resorts Asia 的首席營運官、Thunderbird Resorts International 的設計與建造副總裁，以及企業事務副總裁 (AMS : TBIRD)。他曾在超過 20 個國家開發博彩及酒店項目。

Angel 擁有巴塞隆納加泰隆尼亞開放大學 (UOC) 國際關係學位，並獲得馬德里 EUDE 商學院的工商管理碩士 (MBA)、美國維拉諾瓦大學的專案管理碩士，以及康奈爾大學的酒店管理碩士證書。

SPEAKERS PROFILE

講者簡介



Francis Lui 呂耀東

Chairman
Galaxy Entertainment Group
銀河娛樂集團主席

Mr. Francis Lui is Chairman of Galaxy Entertainment Group and Chairman of K. Wah International Holdings Limited, bringing over 40 years of experience in construction, property development, hospitality and entertainment.

Under his leadership and underpinned by a "World Class, Asian Heart" service philosophy, GEG contributes to Macau's "1+4" adequate diversification development and "World Center of Tourism and Leisure" positioning by operating three flagship destinations: Galaxy Macau™, Broadway Macau™, and StarWorld Macau. In particular, Galaxy Macau has earned Best Integrated Resort in the Asia Pacific region by Inside Asian Gaming for consecutive years since the award inauguration and hosting the most Five-Star hotels under one roof in the Forbes Travel Guide 2025 List for the third consecutive year.

A civic-minded leader, Mr. Lui serves on the 14th National Committee of the Chinese People's Political Consultative Conference; the Chief Executive Election Committee of MSAR; Chair of the Trustees Committee of Macao University of Tourism Development Foundation, and Vice-Chair of the Council and of the Council Standing Committee of the Macao University of Tourism. He received the Medal of Merit – Tourism by the MSAR Government in 2012 and the insignia of Officer of the Order of Arts

and Letters from the French Government in 2021. He was also named "Outstanding CEO" at the 2024 IAG Academy IR Awards and the most influential person in the Asian Gaming Power 50 list for eight times.

呂耀東先生為銀河娛樂集團以及嘉華國際集團主席，在建築材料業務、房地產開發、酒店及娛樂領域擁有超過 40 年經驗。

在呂先生的領導下，銀娛秉持「傲視世界 情繫亞洲」的理念，於澳門經營三個旗艦項目：「澳門銀河™」、「澳門百老匯™」及澳門星際酒店，持續支持澳門「1+4」適度多元發展策略，並為澳門「世界旅遊休閒中心」之發展定位添磚加瓦。當中，「澳門銀河™」自「亞博匯」創立其獎項以來，一直獲授亞太區最佳綜合度假村的殊榮，亦在《福布斯旅遊指南 2025》連續第三年為全球奢華度假村中，贏得最多「福布斯五星酒店評級」的綜合度假村。

呂先生積極參與社會事務，為中國人民政治協商會議第十四屆全國委員會委員、澳門特別行政區行政長官選舉委員會委員；澳門旅遊大學發展基金會信託委員會主席、校董會副主席及常設委員會副主席等。2012 年，他榮獲澳門特區政府頒授「旅遊功績勳章」，並於 2021 年榮獲法國政府頒發「法國藝術與文學軍官勳章」。此外，呂先生在「2024 IAG Academy IR Awards」頒獎禮上榮膺「傑出行政總裁」，並至今 8 度於「亞博匯五十強」榮膺榜首，獲評為亞洲業界最具影響力的領袖人物。



Andrew Pearson

Managing Director
Intelligencia Limited
總經理

Andrew Pearson is the Managing Director of Intelligencia Limited, an analytics and AI consulting company based in Macau. He has overseen projects in the casino and hospitality, sports betting and gaming industry.

Pearson is also a writer who has written several books about AI and technology. He has written for several publications, such as ComputerWorld HK, Forbes Middle East, and peer-reviewed publications like The Journal of Mobile and Social Media Marketing, The Journal of Applied Marketing Analytics and The Mobile Marketer.

With a degree in psychology from UCLA, Pearson has had a varied career in IT, marketing, mobile technology, social media, esports and entertainment.

Andrew Pearson 是澳門一家商業分析與人工智慧顧問公司 Intelligencia Limited 的總經理。他曾負責監督賭場和酒店、體育博彩和遊戲行業的項目。Pearson 還是一位作家，寫過幾本關於人工智慧和科技的書。

他曾為多家刊物撰稿，如 ComputerWorld HK、《福布斯 (中東)》以及 The Journal of Mobile and Social Media Marketing、《The Journal of Applied Marketing Analytics》和 The Mobile Marketer 等同行評審刊物。

Pearson 擁有加州大學洛杉磯分校心理學學位，曾在 IT、行銷、移動科技、社交媒體、電競和娛樂等領域工作。



SPEAKERS PROFILE

講者簡介



Kathy Mak

Regional Director
North Asia, Agilysys
北亞區域總監

A results-oriented Sales Director with over 10 years of experience in the hospitality industry across the Asia Pacific. Kathy has been leading sales strategies and driving growth at Agilysys across the North Asia region.

一位以成果為導向的銷售總監，在亞太地區的酒店業擁有超過十年的經驗。Kathy 一直在 Agilysys 擔任北亞地區的銷售策略領導角色，積極推動業務增長。



Vinzenz Rosa De Pauli

General Manager

Sofitel Macau at Ponte 16

澳門十六浦索菲特酒店總經理

Vinzenz Rosa de Pauli is an expert in Greater China's luxury hospitality industry and in the last 15 years opened, operated and closed 8 hotels in the region. His journey brought him to the top tier cities Shanghai and Shenzhen, tourism destinations like Sanya and Lijiang but also years ago to upcoming cities like Guiyang and Qingdao. In the recent years he operated the Sofitel Macau at Ponte 16 and prepares for it's planned renovation.

Vinzenz Rosa de Pauli 是大中華區奢華酒店業的專家，過去 15 年間在該地區開設、營運及結束了 8 間酒店。他的職業旅程遍及中國一線城市如上海與深圳、旅遊熱點如三亞與麗江，以及數年前的新興城市如貴陽與青島。近年來，他負責營運澳門十六浦索菲特酒店，並為其即將進行的翻新工程做準備。

SPEAKERS PROFILE

講者簡介



Yik Chuan Tan

Principal Solution Consultant
Denodo Technologies Pte Ltd
首席方案顧問

Yik-Chuan is a Principal Solution Consultant for Denodo covering the Asia Pacific region. He has over 20 years of data management and software engineering experience including working for IT firms such as IBM, Pitney Bowes and Informix.

In his current role, he regularly advises clients and partners across APAC on how to leverage data virtualization technology for operational & analytical use cases. His area of expertise includes using logical data management to obtain the much-needed agility to achieve faster time to value and to accelerate enterprises' transformation into data-driven organizations.

Yik holds a Master's degree in Computer Science from University of Maryland, USA and a Bachelor's degree (Computer Science) from National University of Singapore.

Yik-Chuan 是 Denodo 亞太區的首席方案顧問，擁有超過 20 年的資料管理與軟體工程經驗，曾任職於多家知名 IT 公司，包括 IBM、Pitney Bowes 及 Informix。

在現任職位上，他經常為亞太地區的客戶與合作夥伴提供建議，協助他們運用資料虛擬化技術，以支援營運與分析層面的應用。他的專長領域包括運用邏輯資料管理來提升企業敏捷性，加速實現價值轉化，並推動企業向數據驅動的轉型。

Yik-Chuan 擁有美國馬里蘭大學的電腦科學碩士學位，以及新加坡國立大學的電腦科學學士學位。



Stephen Tang

Regional Client Director - Asia Growth Markets
Pegasystems
亞洲成長市場區域客戶總監

Stephen Tang is a Client Director at Pegasystems, where he leads strategic AI-driven digital transformation initiatives for enterprise clients. With extensive expertise in Pega's AI capabilities, Stephen specializes in implementing real-time decisioning systems, predictive analytics, and intelligent automation solutions that revolutionize customer experiences in regulated industries.

At Pega, Stephen has pioneered the application of AI technologies including natural language processing, sentiment detection, and voice AI to help gaming organizations personalize player experiences, optimize engagement strategies, and streamline operations. His work enables gaming enterprises to leverage Pega's comprehensive AI ecosystem to predict player behavior, deliver contextually relevant interactions, and create seamless omnichannel experiences.

Stephen's strategic approach combines deep technical knowledge with business acumen, helping organizations navigate the complexities of AI implementation while ensuring compliance with industry regulations and maximizing return on technology investments.

Stephen Tang 是 Pegasystems 的客戶總監，負責為企業客戶領導以人工智慧驅動的數位轉型策略。他擁有 Pega AI 能力的豐富專業知識，專精於實施即時決策系統、預測分析與智慧自動化解決方案，徹底革新受監管產業中的客戶體驗。

在 Pega，Stephen 領先應用各類 AI 技術，包括自然語言處理、情緒偵測與語音 AI，協助博弈產業客戶打造個人化的玩家體驗、優化參與策略並簡化營運流程。他的工作幫助博弈企業善用 Pega 的完整 AI 生態系統，預測玩家行為、提供具情境關聯的互動內容，並實現無縫的全通路體驗。

Stephen 的策略性方法結合了深厚的技術知識與商業敏銳度，協助企業在導入 AI 的過程中應對複雜挑戰，同時確保符合法規要求並最大化技術投資的回報。



SPEAKERS PROFILE

講者簡介



Jeremy Simon Walker 韋卓文

Senior Vice President - Marketing and Event Services
Galaxy Entertainment Group
銀河娛樂集團市場推廣及活動策劃事務高級副總裁

Mr. Jeremy Walker, SVP Marketing and Events, Galaxy Entertainment Group, is a marketing leader with 30 year's experience across Asia – with particular focus on the Greater Bay Area. Early in his career he worked in the burgeoning golf industry in China, leading membership sales and loyalty programmes and organizing events throughout the region. This led to establishing a sports marketing consultancy with offices in both Hong Kong and Macau, specializing in sponsorship sales, activation, event management and media services for a wide variety of sporting IP's spanning, golf, motorsport, rugby, football and yachting. He then led an international communications agency – supporting among many clients, Galaxy Entertainment Group's opening of Galaxy Macau in 2011. Jeremy subsequently joined Galaxy to lead the Group's brand building efforts in International markets including Japan, where among many responsibilities he facilitated the Group's sponsorship of Manchester City Football Club's tour of Japan in 2019. Throughout Jeremy's career there has been a strong vein of sports, entertainment, travel and hospitality which he now puts to good effect in his current role.

Jeremy Walker 先生是銀河娛樂集團市場推廣及活動策劃事務的高級副總裁，在亞洲地區擁有 30 年經驗的市場管理者，尤其專注於大灣區的發展。在其職業生涯早期，他曾在中國蓬勃興起的高爾夫行業中工作，負責會員銷售與忠誠度計劃並組織地區活動。這促使他成立了一家體育行銷顧問公司，在香港和澳門均設有辦事處，專門為高爾夫、賽車、橄欖球、足球和遊艇等多種體育 IP 提供贊助銷售、活化、活動管理和媒體服務。隨後，他領導了一家國際傳播機構予眾多客戶提供協助，包括協助了銀河娛樂集團於 2011 年開幕的澳門銀河計畫。Jeremy 隨後加入了銀河娛樂集團，負責集團在日本等國際市場的品牌建設工作，其中一項重要職責是促成集團對 2019 年曼城足球俱樂部日本巡迴賽的贊助。縱觀 Jeremy 的職業生涯，體育、娛樂、旅遊和酒店業始終貫穿其中，這些經驗令他目前的職位上得到了有效運用。



Henry Kerins 李小龍

CEO

EAST ASIA SUPER LEAGUE

東亞超級聯賽首席執行官

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, sports 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 covering a range of asset classes and industries. During his time with J.P. Morgan, he authored several China-centric research reports touching on key political and economic issues, including RMB internationalization, agriculture, healthcare reforms, political leadership developments, and economic reforms. Henry grew up in Hong Kong and completed 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、體育和企業建設經驗。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商服務。在此之前，他曾在摩根大通從事投資銀行工作，涉及多種資產類別和行業。在摩根大通任職期間，他撰寫了許多以中國為中心的研究報告涉及關鍵的政治和經濟問題，包括人民幣國際化、農業、醫療改革、政治領導力發展和經濟改革。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



Crystal Wang 王易

Leading Partner

Deloitte China's Sports Industry

德勤中國體育行業領導合伙人

Ms. Wang Yi is the Leading Partner of Deloitte China's Sports Industry. Over her career with Deloitte, she has led over 300 projects spanning commercial strategy research, market entry strategies, and investment feasibility studies. Her expertise lies in identifying market opportunities, analyzing competitive landscapes, evaluating business prospects, providing valuation support, developing strategic roadmaps, and reviewing business plans across multiple sectors. Over the past two decades, Ms. Wang has focused her practice on four key domains: sports, tourism & cultural industries, retail, and consumer goods markets. Within the sports industry specifically, her work demonstrates deep strategic insight in league & club commercialization, policy architecture & regulation, smart venue innovation and corporate strategy for leading groups. Ms. Wang's approach combines rigorous analytical rigor with actionable insights, helping clients navigate complex challenges at the intersection of sports commerce, technological disruption, and evolving consumer behaviors. Her work consistently addresses macro trends like globalization of fandom, data-driven fan engagement, and sustainable venue economics – all critical dimensions shaping modern sports ecosystems.

王易女士現任德勤中國體育行業業務線主管合夥人。自加入德勤以來，她帶領團隊完成超過 300 項戰略諮詢專案，涵蓋商業戰略研究、市場拓展策略及投資可行性分析等領域。憑藉深厚的行業積累，她在把握市場機遇、解析競爭態勢、評估商業前景、提供估值支援、制定戰略路徑及優化企業決策方面展現出卓越能力，為跨行業客戶提供系統性解決方案。過去二十年，她的專業領域深耕四大板塊——體育、文旅、零售及消費市場，形成了獨具洞見的行業認知。特別是在體育產業領域，貢獻體現了鮮明的戰略價值，包括體育聯盟及俱樂部的商業化體系構建、政策架構設計、智慧場館革新和文體集團戰略轉型。王女士通過嚴謹的量化分析解構行業本質規律，提煉可復用的商業模式標杆，最終轉化為兼具靈活性與執行力的戰略方案。她始終保持對行業變革的前沿洞察，聚焦全球化粉絲經濟的數位化反覆運算、數據驅動的內容體驗升級，以及碳中和背景下的場館綠色運營轉型，為客戶的複雜挑戰提供兼具遠見與实操性的指引。



Dan Namkung 南宫檀

CEO

Eternal Editions

I am an active participant focused on Korean popular culture and international cooperation, with extensive experience in business development, investment, and cross-border market expansion, particularly in the entertainment industries of Korea, China, and Asia. My career spans leadership roles in startups and investment firms, showcasing my expertise in corporate strategy, cultural business innovation, and digital transformation.

我是一位專注於韓國流行文化與跨國合作相關領域的活躍分子，在業務發展、投資以及跨境市場拓展方面擁有豐富的經驗，特別是在韓國、中國及亞洲娛樂產業中。我的職業生涯橫跨新創公司與投資公司的領導職位，展現了我在企業策略、文化產業創新及數位轉型方面的專業知識。

SPEAKERS PROFILE

講者簡介



Kevin Benning

Senior Vice President and Property General
Manager of Studio City

Melco Resorts & Entertainment

新濠博亞娛樂高級副總裁兼新濠影滙項目總經理

Experienced integrated resort executive with over 20 years experience from the USA, Macau, Singapore and the Philippines.

擁有逾 20 年國際經驗的綜合度假村高管，曾於美國、澳門、新加坡及菲律賓擔任要職。



Jeffrey Jiang
姜力鐸

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



SPEAKERS PROFILE

講者簡介



Steven Wang 王金一

Founder & CEO

NEXT1AND & PAPERHAUS

火星文化創始人兼首席執行官

Wang Jinyi is a visionary leader bridging culture, art, and commerce. He founded NEXT1AND, a leading Chinese IP platform empowering artists, and formerly led COMPLEX MEDIA to prominence as a top media group in Greater China. A strategic innovator, he co-founded Momentum Sports (acquired by global entertainment giant CAA) and has held executive roles at Bilibili Esports, Jaguar Land Rover, and Volkswagen Group. Beyond business, he serves on boards at the Ullens Center for Contemporary Art and Tsinghua University's cultural innovation committee. His career exemplifies the synergy of creativity and commercial excellence, driving impactful cross-sector collaboration in the global cultural economy.

王金一是橫跨文化、藝術與商業領域的傑出人物。他創立的藝術創作者 IP 運營平台 NEXT1AND 在中國藝術領域享有盛譽。他曾領導的 COMPLEX MEDIA 亦躍升為大中華地區卓越的媒體與娛樂實體之一。此外，他共同創立的 Momentum Sports 曾被全球知名的體育與娛樂領導者——CAA（創新精英文化經紀公司）成功併購。

他多元化的產業經歷亦涵蓋了哔哩哔哩電競、捷豹路虎及大眾汽車集團等知名企業。同時，他也擔任尤倫斯當代藝術中心、清華大學文創與體育專業委員會等機構的理事職務。



Ben Wong 黃介中

CMO

Google Greater China

谷歌大中華區首席市場官

Ben joined Google in 2017. He has extensive insights and experience in marketing and businesses in Asia and the US markets. His work with renowned global brands, including Google, Procter & Gamble (Olay, Pampers), Johnson & Johnson (Neutrogena, Clean and Clear, Johnson's Baby, Stayfree/Carefree), Beiersdorf (Nivea, Eucerin), Mars/Wrigley (Extra, Doublemint, Skittles), Hong Kong Disneyland Resort, and Starbucks, has led to successful campaigns recognized with over 100 industry awards. His strategic vision is supported by his academic background, which includes a MSc in E-Commerce, a MBA, a marketing degree, and a professional qualification from The Chartered Institute of Marketing (UK).

Ben's marketing excellence is evident in his role as a judge for prestigious awards. He is committed to social impact, advising NGOs on health, education, disability, and gender equality. He also serves on an advisory board for Hong Kong PolyU's Faculty of Marketing and Management.

黃介中自 2017 年加入 Google。他在亞洲和美國市場擁有豐富的市場行銷和商業洞察與經驗。他曾與多家全球知名品牌合作，包括 Google、寶潔（玉蘭油、幫寶適）、強生（露得清、可伶可俐、強生嬰兒、Stayfree/Carefree）、拜爾斯道夫（妮維雅、優色林）、瑪氏 / 箭牌（益達、綠箭、彩虹糖）、香港迪士尼樂園度假區和星巴克，成功策劃了 100 多個屢獲殊榮的市場活動。

黃介中在品牌和業務建設方面的戰略眼光也得益於他的學術背景。他擁有香港大學電子商務碩士學位、香港科技大學工商管理碩士學位、香港理工大學市場營銷學位，以及英國特許市場行銷協會的專業資格。

黃介中對卓越市場行銷的追求還體現在他擔任多項知名獎項的評委。除了商業成功，黃介中還積極投身社會公益事業。他積極為專注於健康、教育和育兒以及殘障，性別平等的非政府組織提供建議並擔任顧問成員。同時他也是香港理工大學市場行銷與管理學院顧問委員會成員。



SPEAKERS PROFILE

講者簡介



Ivy Wong
黃雅芬

CEO

VS MEDIA LIMITED

首席執行官

Ivy is the Founder and CEO of VS MEDIA, a Nasdaq listed company. With over 100 Mil global fans, VS MEDIA is a digital media network built by creators and powered by content-driven social commerce, bridging creators and brands together for mutual business growth. Before VS MEDIA, Ivy founded award-winning product Viss, a social media and commerce platform focus on fashion and lifestyle, which was later acquired by HMV Asia. Ivy then joined HMV to transform its store into a lifestyle hub and won "Marketer of the year" Kam Fan Awards. Ivy has also led major media brands into the top digital positions in Asia, initially as Senior Director of Global Sales at Yahoo!, then as COO of TVB.com, followed by CEO of Next Mobile Limited. From being Yahoo Hong Kong's first local member to heading its global sales office, building TVB.com and myTV from scratch, and repacking Apple Daily News with mobile interactive games and features, Ivy is perhaps the only person who has swept the media industry across print, digital, TV and mobile. Ivy also specializes in helping multi-national brands expand in China, and China brands expand globally.

黃小姐是 VS MEDIA 的創辦人兼首席執行官。VS MEDIA 是一間由創作者建構、由內容驅動的社群電商數位媒體網絡，擁有超過 1 億全球粉絲，透過連結創作者與品牌，實現雙方業務的成長。2013 年在納斯達克上市的公司。在成立 VS MEDIA 之前，黃小姐曾創辦得獎社交媒體兼行銷平台 Viss，該平台其後被 HMV 收購。其後，黃小姐加入 HMV，將其轉型為生活娛樂新零售概念店，並獲得金帆廣告「年度行銷人」獎項。過去 20 多年，黃小姐曾擔任雅虎亞洲區環球銷售高級總裁、TVB.com 首席運營官及壹傳動首席執行官，帶領這三個品牌成為亞洲首屈一指的數碼媒體，蘋果動新聞和 TVB.com 的網絡電視平台 myTV 就是在黃小姐領導下的重點產品。黃小姐畢業於加拿大多倫多大學並獲商學士學位，主修國際經濟和市場行銷。



José Carlos Matias 馬天龍

Director

Macau Business magazine

《澳門商業雜誌》社長

José Carlos Matias is the director of Macau Business (English) and Business Intelligence (Chinese) magazines, as well as the online news hub Macau News Agency (MNA). Based in Macau since 2003, he also serves as chairman of the General Assembly of the Macau Portuguese and English Press Association, vice-president of the Board of Directors of the Charity Association of Macau Business Readers, and vice-president of the Board of the Macau Media Workers Welfare Union. He is also a visiting lecturer in media and communication studies at local universities.

馬天龍先生是《澳門商業雜誌》(英文)、《商訊》(中文)和在線新聞平台澳門通訊社(MNA)的總監。自2003年起常駐澳門，擔任澳門葡英傳媒協會大會主席、澳門商務讀者慈善會副主席，以及澳門傳媒工作者組織福利會副主席。他也是本地大學的媒體和傳播研究客座講師。

SPEAKERS PROFILE

講者簡介



Anna Robb

Executive Producer

Our Legacy Creations (OLC)

執行製作人

Anna is the Executive Producer for Our Legacy Creations, a Global Live Entertainment Company and the CEO of StageLync.com. Originally from Australia, Anna's 25 year career in live entertainment has taken her around the world. Anna has created shows in the Americas, Africa, the Middle East, Europe and in many countries across Asia. As Production Stage Manager and now Producer, Anna has been involved in the execution of some of the largest show creations in the world, including "The Beatles: LOVE" by Cirque du Soleil, and "The House of Dancing Water" in Macau. Anna holds a (BA) Honours degree in Design for Theatre and Television.

Anna 是 Our Legacy Creations (一家全球領先的現場娛樂公司) 的執行製作人, 同時也是 StageLync.com 的首席執行長。來自澳洲的安娜擁有 25 年現場娛樂產業經驗, 職業生涯足跡遍佈全球。她曾於美洲、非洲、中東、歐洲以及亞洲多個國家製作演出。作為舞台監督及現任製作人, 安娜曾參與執行多場全球頂尖的大型製作, 包括太陽馬戲團的《The Beatles: LOVE》以及澳門的《水舞間》。Anna 擁有戲劇與電視設計榮譽學士學位 (BA Honours)。



David Baxley 畢大偉

Vice President, Regional Entertainment
Sands China Ltd.

金沙中國有限公司娛樂統籌部副總裁

David Baxley joined Sands China in 2010. For the past 9 years he has been the regional head of Entertainment for Sands China and Marina Bay Sands in Singapore. Prior to joining Sands China, David owned and operated live music and nightlife venues in New York City. Before working in Entertainment, David was a practicing attorney in New York.

David Baxley 於 2010 年加入金沙中國。過去 9 年來，他一直擔任金沙中國和新加坡濱海灣金沙的娛樂統籌主管。在加入金沙中國之前，David 在紐約市擁有並經營現場音樂場所。在從事娛樂業之前，David 是紐約的執業律師。

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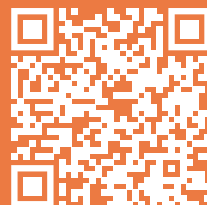
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Event Overview, Show Map and Conference Programme

展會日程, 展會地圖及研討會議程



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