

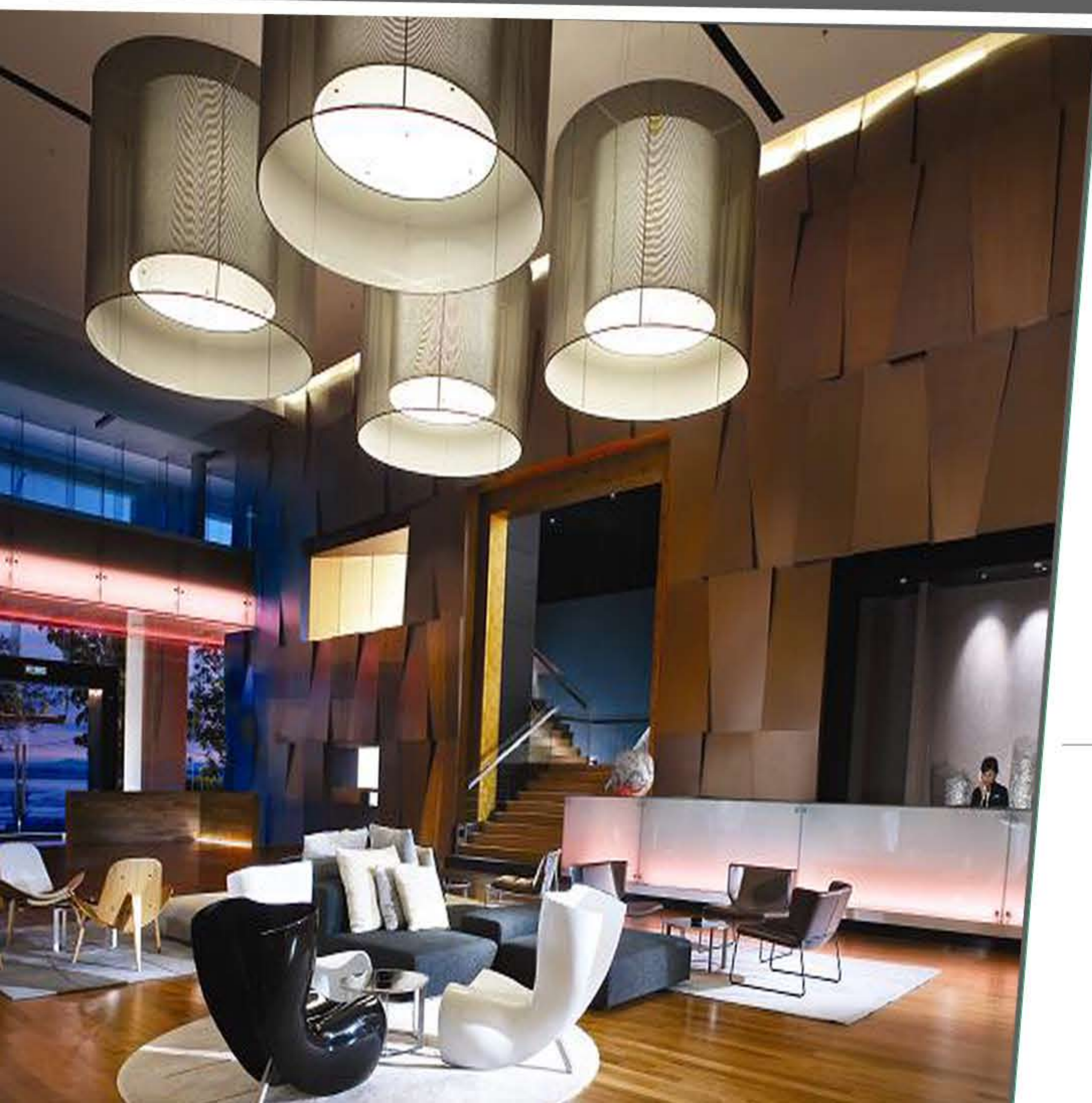
ASIAN HOSPITALITY DESIGN FORUM 2014

Many of the world's largest hotel chains are expanding their network to Asia, in which Starwood Hotels and Resorts Worldwide has already held 153 pipeline projects in Asia, while InterContinental Hotels Group plans to double its presence in the Asia Pacific.

In Hong Kong, it is expected that when the Hong Kong-Zhuhai-Macau bridge and the high-speed cross-border railway are in operations, tourist numbers would rise steeply in the coming decade. Overseas traveler arrivals are forecasted to reach 70 million in 2017, which was 54.3 million in 2013, and to 100 million in 2023. In order to receive the huge increase, the number of hotel rooms will increase from 70,000 last year to 84,000 in 2017. The government is accessing the development potential of rural areas, such as northern New Territories, including Lok Ma Chau to cater for the tourism growth.

Not only hotels, there will also be a huge demand for restaurants, bars and entertainment for the future tourists and locals. The full-service restaurant scene in Hong Kong boasts a wide array of cuisine at various price points. From 3-Michelin-starred restaurants to casual ramen restaurants, consumers are spoilt for choice.

In light of the ever blooming hospitality industry in the region, Asian Hospitality Design Forum 2014 has lined up 5 distinguished hospitality interior designers to provide the industry professionals a chance to grab the latest hospitality design trends in the region and to get in touch with leading hospitality designers from around the globe. Join now to equip for the blooming hospitality industry!



BILL WEBB



DANNY NG



SINNER SIN



ISABEL PINTADO



JOHNNY CHIU

PROGRAMME RUNDOWN

DATE: 7 MAY 2014

TIME: 15:00

VENUE: ROOM C, HALL 1, HONG KONG CONVENTION AND EXHIBITION CENTRE

14:45 – 15:00

Registration

15:00 – 15:05

Welcome Remarks

Mr. Mike Staley

Publisher, PRC Magazine

15:05 – 15:25

Exploring China: Challenges and Opportunities

Mr. Bill Webb

General Manager & Partner, Make Architects - Beijing

15:25 – 15:45

Pushing the Design Limits

Curate Customer Experience without comprising Practicality

Mr. Danny Ng

Principal, 4N Architects

Mr. Sinner Sin

Principal, 4N Architects

15:45 – 16:05

Designer-Chef/Celebrity collaborations that Succeed

LWDesign with Gary Rhodes, Richard Sandoval and Mark Fuller

Ms. Isabel Pintado

Managing Director, LWDesign Group

16:05 – 16:25

The Art of Branding, Marketing and Design

Mr. Johnny Chiu

Founder, J.C. Architecture

16:25 – 16:45

Panel Discussion + Q&A

Moderator: Mr. Mike Staley

Publisher, PRC Magazine

End of Asian Hospitality Design Forum

17:00 – 18:30

Build4Asia Welcome Cocktail



MODERATOR

Mr. Mike Staley

Publisher, PRC Magazine

REGISTER
NOW!

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