

16 MAR 2001

PATA-Speakers

RENOWNED SPEAKERS SLATED FOR 50TH PATA ANNUAL CONFERENCE

KUALA LUMPUR, March 16 (Bernama) -- An impressive line-up of renowned speakers have been slated for the 50th Pacific Asia Travel Association (PATA) Annual Conference to be held in Kuala Lumpur between April 8 and April 12.

Prime Minister Datuk Seri Dr Mahathir Mohamad will officially open the five-day conference, to be attended by some 2,000 PATA delegates, from 70-member countries, on April 9.

A press release dated March 7 and posted on the PATA website said 23 high-profile speakers from seven countries would dwell on critical topics that directly impact various business aspects within the tourism industry.

A founding member of PATA, who is also a renowned editor and writer, L.W. Bill Lane Jr would reflect on the events that have shaped Pacific Asia travel and tourism over the past 50 years in his deliberation entitled, "The Association's Proud Past."

A key session not to be missed would be the presentation by a panel of prominent speakers including former Foreign Affairs Minister Tan Sri Ghazali Shafie, the Executive Vice-President of Boeing Commercial (USA), Seddik Belyamani and the President of Marriot International (USA) Ed Fuller.

The three panelists would individually share their success stories and views on the future of the region in the session on "Exploring Pacific Asia's Promising Future"

Meanwhile, the Founder and Director of Megatrends Asia, Foong Wai Fong, would round up the conference with a closing address entitled "Pacific Asia's Promising Future -- The New Asian Way."

She is the author of the best-selling book, "The New Asian Way".

The release also said that delegates would also get to hear the views from representatives, among others, from Boeing Commercial, Marriot International, The New Internet Computer Company, Peter Burwash International, Thailand Business Coalition on AIDS, TIME Asia and Tourism Industries and the U.S. Department of State.

Various other sessions would also focus on leading opportunities in the travel industry and on key issues such as security, sustainable tourism and the impact of Acquired Immune Deficiency Syndrome (AIDS) on travel and tourism.

Delegates would also get an overview of Pacific Asia destinations and take a strategic look at human resource factors and current travel-related technologies.

-- BERNAMA

RR ZS DVS