



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

The 11th APac-CHRIE Conference

May 21 to May 24, 2013
Macau SAR China

Sponsorship Package



www.umac.mo/fba/apacchrie2013



THE 11TH ASIA PACIFIC CHRIE (APACCHRIE) CONFERENCE – MACAU SAR, CHINA

Sponsorship Package – For Institution Sponsors

Background...

Founded in 1946, the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) is the global advocate of hospitality and tourism education for schools, colleges, and universities offering programs in hotel and restaurant management, foodservice management and culinary arts. Asia Pacific CHRIE – better known as APacCHRIE – is a Federation of the ICHRIE. Members of APacCHRIE constitute all countries at the Pacific Rim who are registered members of ICHRIE.

Conferences in the past

Conferences are usually hosted by well-known hospitality universities in Asia. For example, this year the conference was hosted by University of Santo Tomas which is the oldest university in the Philippines (founded in 1611). The 2011 conference was hosted by Hong Kong Polytechnic which is ranked in the top five in the world in hospitality programs. The conference in 2009 was hosted by UNLV Singapore campus which is also considered as a leading hospitality program in the world. In 2013, it is our honor that University of Macau won the bid and can now host such a renowned hospitality event in Macau.

While the conference has an academic side encouraging hospitality and tourism students and faculty from the Asia region and internationally, practitioners also get unique insight into the most up to date research, techniques and trends in the global hospitality industry. The topics are multifaceted dealing with a breadth of topics such as finance, marketing, operations, design, best practice and responsible development. Therefore the conference provides a great forum for practical and academic exchange.

This Year Main Conference...

The main conference will be held in a prestigious venue in Macau. The theme of this year conference will be “Facing the Challenges, Grasping the Opportunities - Winning in the hospitality industry in uncertain times”. A topic we feel of high relevance not just in the Asian region but globally. The focus of this year’s topics will be on several issues to include:

- Emerging trends and issues in regional hospitality developments
- Business and research ethics

- Challenges and opportunities in Integrated Resort development
- Trends related to catering and food service management
- Tourism consumer behavior
- Destination marketing and management
- Education and training
- Human resources and training
- Emerging issues in Information Technology
- Gaming industry development, issues and trends
- Hospitality and hotel marketing and management
- Convention and exhibition management
- Hospitality operations management
- Strategies and benchmarking in tourism and hospitality
- Sustainable development
- Service Quality Management
- Tourism policies, regulations, planning and development
- Trends, issues and development in tourism and hospitality education and the industry

This year's Youth Conference...

It is of utmost importance to have youth hospitality professionals and students involved in hospitality discussion and research. We will therefore be hosting a Youth conference just before the main one. With the theme of “RICH-E” for the APac-CHRIE Youth Conference 2013, the four letters of the word ‘RICH’ have their own meaning being Responsible, Innovative, Charming, Hopeful and in the end through this an Entrepreneur in tourism, this conference will focus on the follow topics:

- Consumer Behavior
- Marketing Management
- Education
- Accounting and Finance
- Operations
- Trends and Development
- Challenges and Opportunities
- Organizational behavior and ethics

The delegates'...

The expected attendees of the two conferences will be over 450 including world class educators, researchers, industry leaders, partners and representatives of professional associations, government officials, postgraduate as well as undergraduate students around the world.

About Previous APacCHRIE Conferences...

In the past years, there were over 300 delegates attending the conferences almost each year, mainly educators, researchers, industry entrepreneurs, government officials, and postgraduate students. The conference in Hong Kong in 2011, established a record of more than 600 delegates, the majority of them are from areas in Asia, United States and Europe. Given the interest in Macao's development in the hospitality and gaming industries, we believe there will be extra reasons for delegates to travel to Macao.

Previous sponsorship for APacCHRIE 2009 in Singapore...



Educational Sponsors



Previous sponsorship for APacCHRIE 2011 in Hong Kong.





The Institutional Sponsorship (MOP 12,000/USD 1,500) for the 11th APacCHRIE Conference – Macau SAR, China

Exclusive privileges include:

- Institute link and logo included on the conference website
- Institute logo in exhibition and conference printed materials and stage backdrop
- 1 page institute advertisement with description and logo in the conference proceeding
- Insert 1 collateral material in delegates' kit
- One exhibit space (table 2.5 x 6ft.) on an open space prime location
- 1 complimentary registration

For further enquiries regarding sponsorship, please contact

Dr. Candy Tang

Organizing Committee

APacCHRIE 2013 Conference

Faculty of Business Administration

University of Macau

Av. Padre Tomas Pereira, Taipa, Macau

Email: apacchrie@umac.mo

Ext. 853 8397 4731

Fax: 853 2883 8320



APacCHRIE 2013 Conference website: www.umac.mo/fba/apacchrie2013

APacCHRIE 2013 Youth Conference website: www.umac.mo/fba/apacchrie2013/Youth/