



PRESS RELEASE

ASIAN MICE FEDERATION – AFECA HONORING INDUSTRY MICE EXPERTS

11 August 2017, Taipei: The Asian Federation of Exhibition and Convention Associations (AFECA) will hold its third and biggest staging thus far of its 2017 AFECA Asian Awards on 6 September in Kaohsiung, Taiwan.

In its continued pursuit for excellence, acknowledging deserving individuals and corporate organizations for their outstanding contributions in the global MICE industry, AFECA launched its search in the beginning of 2017. Nominations from 11 Asian countries/areas will be vying for the honors of Outstanding Trade Exhibition Awards, Outstanding Consumer Exhibition Awards, Outstanding Convention/Congress Awards, Outstanding Service Awards, Outstanding Venue Awards and AFECA Young Professional Awards. Winners will be announced on September 6, 2017 at the AFECA Gala Dinner in Kaohsiung.

The AFECA Asian Awards is one of the major highlights of the 12th AFECA General Membership Assembly to be held from September 5 to 7 in Kaohsiung, Taiwan. The Assembly is organized with the support of Taiwan Exhibition & Convention Association (TECA), Taiwan External Trade Development Council (TAITRA), with the Bureau of Foreign Trade and Kaohsiung City Government. The AFECA Asian Awards is in partnership with the Thailand Convention & Exhibition Bureau (TCEB), Philippine Tourism Promotions Board (TPB), Association of Korean Exhibition Industry (AKEI) and K&A International, Taiwan.

“We have invited distinguished personalities in the MICE industry in the region and all nominations will go through a thorough screening based on the criteria set. Judges will come from China, Hong Kong, Indonesia, Malaysia, Singapore and Thailand. It is tough on the part of the judges because they have to choose the best from the best from those coming from the different countries, “ said Marisa D. Nallana, Chairperson of the Awards Committee

Walter Yeh, President of AFECA also expressed his anticipation for the competition. “Through the Awards, we present the best practices in the MICE industry in the region. We would like to set the standards. I expect the AFECA Awards to be influential enough to benefit organizers on winning international acclaim as well as enhancing Asian competitiveness in global MICE.



Starting last year, winners of the various categories were given the privilege of using the “AFECA Recognized” logos: AFECA Recognized Event, AFECA Recognized Venue and AFECA Recognized Service Provider. The logo is a symbol of high quality, innovation and sustainability recognition in the industry.”

About AFECA

The Asian Federation of Exhibition and Convention Associations (AFECA) was established in 2004 and formally registered in 2005, with a mission to promote and enhance the MICE industry in Asia. AFECA has over 131 members, covering 18 nations/regions in Asia. This Federation is the leading MICE association in Asia, with access to other global MICE associations, The long-term vision is for AFECA to be a strategic partner in the creation of a world federation representing the exhibition and convention industry in Asia.

For more information, please visit <http://afeca.asia/> or contact the AFECA Secretariat: MS. SUSANNA CHANG or MS. ALISA YAO at the AFECA Taipei Liaison Office (afecaawards@afeca.asia).