



18TH PHITEX | 20 OCTOBER 2019

DIPLOMATIC HALL, MARRIOTT GRAND BALLROOM

EDUCATIONAL SEMINAR PROGRAM







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EDUCATIONAL SEMINAR SCHEDULE

20 October 2019 | Diplomatic Hall, Marriott Grand Ballroom

"Philippine Tourism: Trailblazing Responsible Travel and Inclusive Growth"

PROGRAM		
TIME	ACTIVITY	REMARKS
8:00 AM	Registration	Venue Foyer
9:00 AM	National Anthem Invocation Introduction of the DCOO Welcome Remarks	By: Mr. Arnold T. Gonzales Acting Deputy Chief Operating Officer for Marketing and Promotions Tourism Promotions Board (TPB)
9:30 AM	Introduction of the 1 st Speaker <i>Topic: "EON INSIGHT: Focus on the Filipino in the UAE"</i>	By: Mr. Carlos Mori Rodriguez Chief Innovation Officer EON The Stakeholder Relations Group
10:15 AM	Morning Coffee Break	Venue Foyer
10:30 AM	Introduction of the 2 nd Speaker <i>Topic: "Understanding and Adopting to the Needs of the Indian Market"</i>	By: Mr. SanJeet Department of Tourism (DOT) Market Representative for India Buzz Travel Marketing India Private Limited
12:00 PM	Lunch	Executive West 1 - 4
1:00 PM	Introduction of the 3 rd Speaker <i>Topic: "Sustainable Tourism"</i>	By: Mr. Thomas Graham Co-Founder Make A Difference (MAD) Travel
1:45 PM	Introduction of the 4 th Speaker <i>Topic: "Tourism and the Digital Age"</i>	By: Mr. Donald Patrick Lim Country Chief Executive Officer Dentsu Aegis Network Philippines



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PROGRAM		
TIME	ACTIVITY	REMARKS
2:30 PM	Afternoon Coffee Break	Venue Foyer
2:45 PM	Introduction of the 5 th Speaker Topic: “Muslim-Friendly Destination/Product...What does it mean?”	By: Mr. Mohd Akil Bin Mohd Yusof Deputy President Malaysian Association of Tour and Travel Agents (MATTA)
3:30 PM	Introduction of the 6 th Speaker Topic: “PTTC-GMEA: Building Capabilities for Halal Development and Certification”	By: Ms. Nelly Nuezca Dillera, CESO III Deputy Executive Director Philippine Trade Training Center – Global MSME Academy
4:15 PM	Closing Remarks	

End of Program



EDUCATIONAL SEMINAR SPEAKERS

20 October 2019 | Diplomatic Hall, Marriott Grand Ballroom



MR. CARLOS MORI RODRIGUEZ

*Chief Innovation Officer
EON The Stakeholders Relations Group*

Fuelled by insatiable curiosity and sense of adventure, he has spanned a spectrum of roles, all of which share strong shades of innovation, creativity, and pioneering success. He has been the AVP and Head of ABS-CBN Corporation's Digital Innovations and Business Development Unit and now the Chief Innovation Officer of the EON The Stakeholders Relations Group an international and local award winning brand builder and marketer.



MR. SANJEET

Department of Tourism (DOT) Market Representative for India and Managing Director of Buzz Travel Marketing India Private Limited

An alumni of Modern School, New Delhi, Sanjeet has done Bachelor in Commerce Specialization (B.Com. Hons) from Sri Ram College of Commerce, Delhi University besides acquiring an M.B.A. from Faculty of Management Studies (FMS), Delhi University. In addition, he has a diploma in computer programming, and has done a stint in a Journalism school.

Before venturing into establishing his own travel trade publication, Sanjeet worked and acquired considerable professional expertise in the leading Daily - Times of India and was responsible for creating & producing Saturday Times which brought color into daily newspaper.

Today, he heads DDP Publications which produces 8 magazines – one from Dubai and produces “Breaking News” daily.

Travel TV.news, the first and only of its kind is a 2-minute news clip which remains the world's only Travel TV capsule distributed free of cost, globally.

Sanjeet has contributed immensely for outbound tourism when he started representation of tourism boards way back in 2002. He has represented Macau, Taiwan, Canada, Munich, Ras Al Khaimah, Nevada, Holland and Philippines, among others.

Sanjeet plays an active role in all travel associations in India. He, in fact, has created two associations in India:

The ADTOI (Association of Domestic Tour Operators Association of India); and,
The OTOAI (Outbound Tour Operators' Association of India)

He is currently:

The Vice Chair of PATA Industry;
Board Member of PATA International; and
Vice Chairman of PATA India Chapter.



EDUCATIONAL SEMINAR SPEAKERS

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MR. DONALD PATRICK LIM

*Country Chief Executive Officer
Dentsu Aegis Network Philippines*

Dr. Donald is a true student of management, being a product of the management program of the Ateneo de Manila University, finishing his MBA with distinction from Murdoch University, and then moved on to finished his Doctor in Business Administration from the University of Phoenix. Apart from these, Donald also has a diploma in Interior Decorating, a Diploma in Executive

Management, and a Diploma in Hotel and Restaurant Management. Finally, Donald has finished Pelmanism from the Pelman Institute in Sydney, Australia. Currently, Dr. Donald is an adjunct professor at the Asian Institute of Management, and also teaches eMarketing at the graduate school of De La Salle University and the IMC program at the University of Asia and the Pacific, Advanced Marketing at the Bradford University, and Advanced Marketing and Advanced Strategic Management for the doctoral program at San Beda College. Aside from his full time job now with the Dentsu Aegis Network, he oversees five other businesses of his own, and also does management consulting for up and coming brands and businesses. Dr. Donald is one of the only 24 Certified Professional Marketers in the country, and one of the first in the Philippines to be awarded the Certified Entrepreneur title by the Canadian Institute of Entrepreneurship. He used to sit as part of the technical panel of the Commission of Higher Education, and has also been awarded the Dr. Bienvenido R. Tantoco Sr. Professorial Chair in Marketing by the Jose Rizal University.

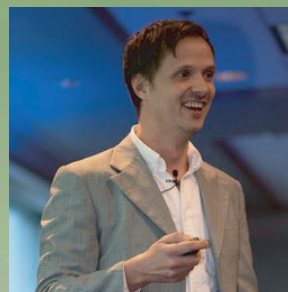
Considered one of the founding fathers of digital marketing in the Philippines, Donald has been awarded by various institutions and organizations, most recently being awarded the, The Outstanding Young Men (TOYM) Award for Community Building in Digital Media. He is the first awardee of the Agora Award for Marketing Communications by the Philippine Marketing Association, a 2015 Young Global Leader conferred by the World Economic Forum, and the only Filipino to receive the DMN 40 under 40 awarded in New York. On top of these, he was conferred Digital Marketer of the Year at the Asian Leadership Awards in Dubai, UAE by the Asian Confederation of Business, the Young Market Masters Award in Online Marketing by Mansmith and Fielders, and is the first recipient of the Digital Leader of the Future award conferred at the World Brand Congress in Mumbai, India.

He is the youngest to serve as President of the Philippine Marketing Association, the biggest gathering of marketing professionals in the Philippines. He is the founding president of the Internet and Mobile Marketing Association of the Philippines. He sat as a Board of Governor of the Management Association of the Philippines, currently being its Vice President, and was a past Board of Director of the Manila Junior Chamber. Finally, Dr. Donald served as a board of Trustee of Operation Smile, a non-profit, volunteer service organization that provides free reconstructive facial surgery for children with cleft lips, and a board of trustee for the World Wildlife Fund Philippines and the Knowledge Channel Foundation.



EDUCATIONAL SEMINAR SPEAKERS

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MR. THOMAS GRAHAM

*Co-Founder
Make A Difference (MAD) Travel*

Originally from the UK, Tom has spent the last 7 years of his life dedicated to promoting social, sustainable tourism in the Philippines. After authoring the book "The Genius of the Poor", he then established MAD (Make A Difference) Travel, a travel platform which creates impactful travel experiences for

individuals, schools and corporations. MAD works with communities in 7 different provinces of the Philippines to promote social enterprise and environmental sustainability.



MR. MOHD AKIL BIN MOHD YUSOF

*Deputy President
Malaysian Association of Tour and Travel Agents*

Group Managing Director of Triways Travel Network. More than 25 years involvement in Tourism Industry. He established Visit Indonesia Tourist Office (VITO) in Kuala Lumpur, Malaysia. The first Asian and Malaysian to become advisory Board Members for Lufthansa City Center International based in Frankfurt. Studied BA (Hons) Business Studies, Sheffield Hallam University in

England, UK. Elected as the Deputy President of Malaysian Association of Tour and Travel Agents (MATTA) for the second term (2019-2021) and have been invited by Islamic Tourism Centre, Ministry of Tourism, Arts and Cultures of Malaysia as their speakers.



MS. NELLY NUEZCA DILLERA, CESO III

*Deputy Executive Director
Philippine Trade Training Center – Global MSME Academy*

A Mass Communications Graduate from the University of the Philippines –Diliman. She is the former Regional Director of the Department of Tourism – SOCCSKSARGEN and currently the Deputy Executive Director of the Philippine Trade Training Center, Department of Trade & Industry.

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📷 Erwin Lim

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