



PATA Youth Symposium

September 8, 2016, 1400-1730

Nusantara 1A & 1B

Indonesia Convention Exhibition (ICE)

Theme: **Young Entrepreneurs Role in Tourism's Future**



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PROGRAMME

1350 **Opening Session/Guests Arrive**

- 1400 Welcome by Master of Ceremony
- 1405-1415 Opening remarks by Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA)
- 1415-1430 Saman Dance, Aceh cultural performance
- 1430-1440 Group photo
- 1440-1450 Opening remarks by Mr S.D. Darmono, Founder of President University
- 1440-1450 Opening remarks by Dr. Jony Oktavian Haryanto, Rector, President University

Exchange of token of appreciation and group photo (PATA and President University)

1510 **Introduction to the PATA Youth Symposium**

Mr Stewart Moore, CEO Earthcheck, Australia; Dr. Joe Kelly, Capilano University, Canada, and Mr Peter Semone, Chairman, PATA Foundation

1515-1525 **Opening Plenary Talk**

- Topic: How young entrepreneurs are changing digital technologies in tourism
Presenter: Ms Ha Lam, Co-founder and COO, Triip.me, Vietnam

1530-1550 **Round Table Session 1:**

(students, lecturer and one PATA representatives)

- Topic: What unique skills and talents do young entrepreneurs bring to tourism's future?
Round Table Round-up (Table Representatives – Facilitators, Mr Stewart Moore/Dr. Joe Kelly/ Mr Peter Semone)

1550-1600 **Break**

1600-1620 **Second Plenary Talk**

- Topic: Social and Business Entrepreneurship in Tourism. What's the difference? Why does it matter?
Presenter: Ms Rika Jean-Francois, ITB Berlin, Germany

1625-1645 **Third Plenary Talk**

- Topic: How Young Entrepreneurs may save the Planet
Presenter: Dr. Joe Kelly, Capilano University, Project Change Foundation, Canada

1650-1710 Round Table Session 2:

(students, lecturer and one PATA representative)

Topic: Identify two great ideas in tourism that only Young Entrepreneurs can do
Round Table Round-up (Table Representatives – Facilitator, Mr Stewart Moore/Dr. Joe Kelly/Mr Peter Semone)

1715-1720 Round Table and Symposium Wrap Up

Mr Stewart Moore, Dr. Joe Kelly and Mr. Peter Semone

1725-1730 President University to present certificates to speakers and Group Photo
Master of Ceremonies by Evelina Angelica Setiawan and Husnu Aulia, President University

End of the Programme

SPEAKERS

Dr. Mario Hardy

Chief Executive Officer
Pacific Asia Travel Association (PATA)



Dr Mario Hardy was appointed Chief Executive Officer of the Pacific Asia Travel Association (PATA) on November 1st, 2014. He previously joined PATA as the Chief Operations Officer on January 15th, 2014.

PATA is a not-for profit membership association that acts as a catalyst for the responsible development of travel and tourism within the Asia Pacific region. The Association, which celebrated its 65th anniversary in 2016, provides travel industry leadership and counsel to over 95 government, state and city tourism bodies and many hundreds of travel industry companies across Asia Pacific and beyond.

Mario is also past Chairman of the Board of Trustees of the PATA Foundation, a non-profit organisation with a mission to contribute to the sustainable and responsible development of travel and tourism in Asia Pacific through the protection of the environment, the conservation of culture and heritage, and support for education. He is an entrepreneur and serial angel investor with over 30 years of combined leadership, corporate development and change management experience.

Prior to PATA, Mario worked 14 years for UBM/OAG a business with a focus on data analytics and events for the aviation sector and occupied several leadership roles in London, Beijing and Singapore. He began his career with People's Express Airlines in 1985, before joining Canadian Airlines in 1987 where he spent 12 years in a number of sales, marketing and operational roles, leading to his appointment in a senior management role heading the Group Sales & Charter division in 1997.

In 2016, Mario received an honorary Doctorate of Letters from Capilano University for his philanthropic work in Cambodia where he helped develop a school for underprivileged children and for his support in the development of a Community Based Tourism (CBT) project in Vietnam.

He is a true global citizen who lived on 3 continents, 7 countries and has over 12 years experience working in Asia. Mario is also a seasoned traveller and takes the time to engage with the local communities; his goal is to visit over 100 countries in the next few years. Passionate about travel, innovation, design and technology; you will often find him reading FastCompany, TechCrunch, Mashable, National Geographic, watching TED Talks, or searching for the latest innovations on Kickstarter or Indiegogo.

SD Darmono

Founder of President University
Indonesia



Founder of President University and Chairman of President University Foundation, an international standard university that provides internship program, scholarship program, and student exchange program, also provides dormitory with more than 4.000 students from 10 countries.

Founder and President Director & CEO of PT Jababeka Tbk, a public listed company and the largest industrial estate developer in Indonesia, building and owned infrastructure such as power plant, water treatment plant, residential, commercial buildings, golf courses, university, schools, medical city, movieland, dry port, botanical garden and factories. The first project of PT Jababeka Tbk located in the east of Jakarta with total 5.600 hectares of land area, home to more than 1.650 multinational companies from over 30 countries. PT Jababeka Tbk is planning to develop 100 cities throughout Indonesia, starts with the tourism industry such as Tanjung Lesung Resort and Morotai Island Resort.

Founder and Chairman of Tanjung Lesung Tourism Development Corporation (TDC), an international tourist destination equipped with five star cottages and villas with private swimming pools, rich with Banten culture and heritage at the Sunda Strait facing the world famous Krakatoa, with unspoiled forest of Ujung Kulon National Park of the UNESCO world culture heritage nearby.

Founder and Chairman of PT Jakarta Old Town Revitalization Corporation (JOTRC), a private company appointed by the Governor of DKI Jakarta, the capital city of Indonesia, to preserve and promote Jakarta Old Town or "Old Batavia" the Dutch colonial heritage and archaeological sites with total of 334 hectares area as tourist destination.

Active in organization such as :

- President of IABC (Indonesia Australia Business Council) to promote trade between the 2 countries (2008 - 2012).
- Chairman of Borobudur - the largest Buddhist temple in the world - one of the seven wonder & UNESCO world heritage (2008 - 2012)
- Advisor to Taiwan - Indonesia Chamber of Commerce
- President of IJIN (Indonesia Japan Investor Network)
- Chairman of Tidar Heritage Foundation
- Chairman of PATA Indonesia Chapter (2010 - present)

Awards/Achievements:

- Recipient of Ernst & Young Award in Industry & Manufacturing (2004)
- Recipient of Indonesia CEOs' Choice of the year - Indonesia Business Leader Award (IBLA) - CNBC (2005)

Dr Jony Oktavian Haryanto

Rector
President University



Dr. Jony is the Rector of President University, the first university which is dedicated to become the central of excellence for family business in Indonesia. In 2003, Dr. Jony began his journey as a formal lecturer in the Faculty of Economics and Business at Satya Wacana Christian University, Salatiga, Indonesia. Dr. Jony finished his Doctoral Degree at the University of Indonesia in September 2008. He did his post-doctoral research at the Adam Smith Business School at the University of Glasgow in 2011 to 2012. With over a decade of experience as researcher and academician, Dr. Jony has conducted various researches and international publications in internationally accredited journals with specialization of Marketing Management, Consumer Behavior, Neural Marketing, and Strategic Management. Under his leadership, Dr. Jony aspired to transform President University as a global university by joining various international accreditation programs.

Stewart Moore

Chairman, PATA Sustainability Committee and
CEO, EarthCheck, Australia



Stewart is a NIES accredited business consultant and specialises in sustainable tourism planning, destination management and marketing, business development and all issues to do with enterprise and product development.

He is a fellow of the Financial Services Institute of Australia and the Australian Tourism Research Institute and has over 25 years of experience in tourism operations and consulting to both the private and public sector in the Asia Pacific region.

In 2013 Stewart was named in the Global list of the top 100 sustainability professionals (ABC Carbon Singapore).

He served on the Tourism Forecasting Council of Australia for ten years and was Chairman of the Pacific Asia Travel Association in Queensland for eight years. He is on the Advisory Board for the Griffith University Institute for Tourism and is Chairman of the National Centre for Studies in Travel and Tourism.

Stewart has a Masters of Regional Science specialising in tourism planning and sustainable development, a Bachelor of Regional and Town Planning (Honours) and has completed post graduate studies in Finance and Investment from the Financial and Services Institute of Australia (FINSIA); Conservation and Heritage from the Institute of Advanced Architectural Studies, University of York, U.K.

He has authored a wide range of books and publications in the areas of destination management, risk and crisis management, strategic and regional planning and product development.

Dr. Joe Kelly

Capilano University, Project Change Foundation
Canada



Dr. Joe Kelly is an educator and innovator in environmental and social change for communities, organizations and individuals. He teaches university courses and corporate workshops on sustainability, has authored numerous articles in mainstream media and academic journals, and has presented to audiences around the globe.

Since 2009, Joe has served on the Faculty of Global and Community Studies at Capilano University in Vancouver, Canada. He holds a doctoral degree in resource and environmental management, and bachelor and master's degrees in statistics.

Also, in 2009, Joe co-founded a successful web-based software company, Gobi Carbon Management Solutions, which provides carbon accounting systems to businesses in North America. It was acquired in 2013.

Joe is actively involved in community service and has led several volunteer committees and initiatives. Of note, he is the founder of the Project Change Foundation, a public foundation and registered charity that invests time and money in Canadian change makers who are endeavouring to make the world a better place.

Determined to walk the talk, Joe recently completed a yearlong challenge to make a positive difference in the world, everyday for a year. On his popular blog, Joe shares his opinions and adventures in creating change. Connect with Joe at <http://www.joe-kelly.com>.

Mr Peter Semone

Chairman
PATA Foundation



Mr Semone currently serves as Chief Technical Advisor of the Lao National Institute of Tourism and Hospitality (Lanith). Prior to his current engagement, Peter served as Team Leader of the Asian Development Bank (ADB) funded Mekong Tourism Development Project (MTDP) in Vietnam, which focused on small-scale infrastructure development and broad capacity building measures in support of the tourism sector. Peter has served as Vice President of PATA where he was responsible for directing PATA's regional offices and providing strategic leadership. Early in his career, Peter founded a destination management company, which managed shore logistics for major cruise ship visits to ports in Indonesia. Peter holds an undergraduate degree from the University of Pennsylvania's College of Arts and Sciences and Wharton School of Business and a master's degree from Cornell University's School of Hospitality Management

Ha Lam

Co-founder and COO
Triip.me, Vietnam



Ha Lam, Forbes Asia 30 under 30, co-founded Triip.me in 2013. Triip.me is a sharing economy platform for unique and private local experiences, connecting people who desire to experience local culture with those who are looking to offer specially designed tours. Currently, the platform focuses on creating unique local experiences in 98 countries and 635 cities with over 4,500 hand-picked tours. Ha previously spent over 9 years in the travel industry in Ho Chi Minh City, Vietnam. Ha's passion comes from bringing joy to every single person she meets. Out of that passion she sold her house and bootstrapped Triip.me in its early days, to connect travelers and local experts around the globe. Ha is also a cultural explorer and a mother of three.

Rika Jean François

Commissioner ITB Corporate Social Responsibility
Germany



Rika holds a Master Degree in Social Anthropology and Iranian Studies with an expertise on ethnic identities, sustainable development and diversity issues from the Free University of Berlin.

She started to work and become fond of tourism as a tour guide in Greece, while studying at the University of Crete and as an incoming agent in Athens. Coming back to Germany she became counselor at the University's International Academic Exchange Office and travelled as a researcher to Iran, Malawi and Haiti.

Ms. Jean-François obtained an additional qualification in Quality Management, working on the evaluation of development aid workers' education for the German Development Service. Since 2004 she has been with Messe Berlin and vitally helped developing ITB's Corporate Social Responsibility. As ITB's Commissioner of CSR she is a passionate speaker at sustainable tourism events internationally. It is her aim to help to bring sustainable tourism standards into mainstream tourism. She has also spearheaded ITB's implementation of the LGBT travel segment and became board member of IGLTA (International Gay&Lesbian Travel Association) as well as of the IGLTA Foundation. She is a jury member of international responsible tourism contests as the ITB National Geographic World Legacy Awards, the TO DO! Awards and the Toura d'Or Film Contest for Sustainable Tourism and is member of the PATA (Pacific Asian Travel Association) Sustainability Committee. At ITB, she is also responsible for South Asia (with emphasis on India) and the Pacific region, and is chief coordinator of ITB's Partner Country program.

About PATA

Founded in 1951, the [Pacific Asia Travel Association](#) (PATA), is a not-for profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 97 government, state and city tourism bodies, nearly 27 international airlines, airports and cruise lines, 63 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond. Thousands of travel professionals belong to the 41 local PATA chapters worldwide. The chapters organise travel industry training and business development events. Their grassroots activism underpins PATA's membership of the Global Travel Association Coalition (GTAC), which includes [ACI](#), [CLIA](#), [IATA](#), [ICAO](#), [WEF](#), [UNWTO](#) and the [WTTC](#). The [PATAmPOWER](#) platform delivers unrivalled data, forecasts and insights from the PATA Strategic Intelligence Centre to members' desktops and mobile devices anywhere in the world. PATA's Head Office has been in Bangkok since 1998. The Association also has official offices or representation in Beijing, Sydney, Dubai, London and New York. Visit www.PATA.org

About President University

President University is a higher education institution in Indonesia which was established to become a research and development center in the region and to set a new benchmark in Indonesian higher education. Specifically, the university is prepared to create an institution of learning which would prepare future leaders of industry and society by giving them the skills and experience necessary to excel upon graduation. President University is strategically located in Jababeka Education Park in Kota Jababeka, just 45-minute drive to the west of Jakarta, Indonesia. It is surrounded by the Jababeka Industrial Estate, one of the largest integrated industrial areas in South East Asia with more than 2,000 national as well as multinational companies from 30 nations, such as Unilever, Samsung, Mattel, ICI Paint, Kraft, among others, which can be leveraged as a "living laboratory" for our students and faculty members to develop practical solutions for real-life companies, and also serve as a limitless pool of internship/on-the-job training opportunities for the students. As a relatively young university with about 4,500 total student body at the moment, not only are the classes conducted in English to instill global perspectives and improve competitiveness, but President University is also equipped with an international-standard curriculum which was prepared and developed by world-class academics. This is in line with the university's vision to become a world-class university that produces leaders in their respective fields and communities.

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