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January 2010 – December 2011

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Hon. Adviser

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To : PATA Chapter and International Members

Date : January 17, 2012

From : Bert van Walbeek  
Chairman, Executive Committee  
PATA Thailand Chapter

Subject: **PATA Hub City Forum**  
**Monday, January 30, 2012 at 12:00 hrs.**  
**The Landmark Bangkok**

You are cordially invited to a joint event between PATA International and the PATA Thailand Chapter to be held on Monday, January 30, 2012 from noon onwards at The Landmark Bangkok.

***The theme of the forum :***  
***2012 : Navigating the Headwinds***

The forum will examine the developments in transportation, manpower, hospitality and capacity building, and discuss future trends.

Confirmed speaker during the luncheon will be :

**Dr. Piyasvasti Amranand**  
**President Thai Airways International**

Opening speaker of the following forum will be :

**Governor Suraphon Svetasreni**  
**Tourism Authority of Thailand**

The forum will then continue with presentations by representatives of

- ✓ Asian Development Bank,
- ✓ Mekong Tourism Coordinating Office,
- ✓ Lanith/ Laos National Tourism Administration,
- ✓ Myanmar Tourism Board,
- ✓ Khiri Travel,
- ✓ Marriott International,
- ✓ LT Project Management.

These sessions about navigating the rapid changes in the travel and tourism landscape in Thailand, and around the Mekong region, will be moderated by Joe Cummings (former Lonely Planet editor and Bangkok Post editor), ending in an interactive panel session where participants will be able to share their expertise, knowledge, and more importantly, to build up their business networks and have access to key industry leaders.

## Who should attend this event ?

- Everyone who cares about the future success of Thailand's & Mekong's Tourism Industries
- Executives who want to build their business through PATA networking and expertise
- Stakeholders in the tourism industry who believe in overcoming challenges together
- Students and academics interested in new insights.



*Navigating the Headwinds*

In order to ensure proper arrangements for this meeting, please call, fax or e-mail the PATA Secretariat ( 02-722 7195 and/or <secretariat@pata-thailand.org> ) no later than midday on **Friday, January 27, 2012**.

**If you are a PATA International and/or PATA Thailand Chapter member, the attendance fee for this special event will be Baht 700 per person.**

**Of course you are also very welcome if you are not a PATA or Chapter member but want to participate in this PATA Hub City Forum event for just Baht 850 per person.**

Both fees to be paid ( cheque or cash ) during the registration (11:30 onwards) at the hotel.

We look forward to seeing you at the this event

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## R.S.V.P.

To : Secretariat, PATA Thailand Chapter  
Fax : 02-722 7195

I will/will not attend the PATA Hub City Forum  
on Monday, January 30 at The Landmark Bangkok, noon onwards

Yes  No

Name(s) \_\_\_\_\_

Organisation \_\_\_\_\_

No. of person/s \_\_\_\_\_

Please fax 02-722 7195 or  
e-mail: PATA Thailand Chapter Secretariat <secretariat@pata-thailand.org>