



Global Venue Experts Forum

10-11 Sep 2026 | Shougang Park, Beijing, China

Demand. Investment. Growth.
Leadership Decisions for the Next Generation of Venues

Hosted by



Leadership Question	Programme Contributors	Why this perspective matters
What will drive China's next wave of demand?	Beijing North Star Convention & Exhibition Investment Co., Ltd.	Provides insights into China's evolving market, industry priorities, and future opportunities. (Data tell the story)
What makes a venue indispensable?	Carina Montagut Events Director / ICCA Venue Sector Board Member, Feria Valencia	Examines how venues remain relevant to communities, industries, governments, and stakeholders over the long term.
What do organisers really value?	Connie Lau Director, Operations & Projects, Worldchefs	Provides the organiser and association perspective on venue selection, partnerships, and long-term relationships.
How are audiences changing?	Irene Chan CEO, AsiaWorld-Expo	Explores the experience economy, youth audiences, entertainment formats, and changing customer expectations.
How do leading venue groups continue winning international business?	Marta Gomes Executive Director, Sales Division/ President, ICCA, VIPARIS	Shares how one of the world's leading venue groups competes for international congresses, exhibitions, corporate events, and entertainment, providing practical insights into competitiveness, customer expectations, and long-term growth.
Beyond Economic Impact: How venues continue to earn Government Investment	Martin Radcliffe CEO, Adelaide Venue Management Corporation	Examines how venues demonstrate economic, industry, community, and public value to justify future investment.
What leadership is required to succeed in China?	Michael Kruppe CEO / General Manager, Shanghai New International Expo Centre (SNIEC)	Shares lessons from more than three decades leading one of China's most successful venue businesses.
How do venues create growth beyond event days?	Ng Sim Lim Vice President, Commercial, Singapore EXPO	Shares practical examples of diversification, utilisation, new revenue streams, and asset optimisation.
Where are future opportunities emerging?	Randy Durband CEO, Global Sustainable Tourism Council (GSTC)	Examines sustainability, competitiveness, destination strategy, and the sectors influencing future growth.
Where does future demand come from?	Rimas Maliauskas Co-Founder, Energy Tech Summit	Explores how successful events create communities, ecosystems, and demand rather than simply attracting attendees.
Why do venues matter more than ever?	Senthil Gopinath CEO, ICCA	Frames the wider value of meetings, knowledge exchange, industry development, talent attraction, and international collaboration.

More speakers and programme updates will be announced in the coming weeks...