



ASIA PACIFIC SNOW CONFERENCE 2012

CONFERENCE BUILDING, CNCC – 23rd February, 2011

Moderators: Fabio Ries

10.00 a.m.: Welcome Speech

Speaker: Mr. Willy Bogner (Chairman & President of Willy Bogner GmbH & Co. KGaA)

10.10 a.m.: Challenges and opportunities of the PyeongChang 2018 Winter Olympic Games

Speaker: Mr. Young Ho, Seo (President of Eastern partners)

10.45 a.m.: Destination Management - An integrated tourism approach based on the example Sino-Swiss Eco Recreation Village Wangping

Speaker: Mr. Marco Rhyner (CEO, Generis (Beijing) International Business Consulting Co., Ltd) - Thomas Holenstein (CEO and Chairman Generis Gruppe)

11.15 p.m.: SKI Patrol – Alpine Rescue South Tyrol: “Slope and lift safety of costumers”

Speaker: N.N.

11.45 a.m.: “Sleeping Giants” - Skiing/Snowboarding and its development in China

Documentary; released by “Blick ins Freie”

12:15 p.m. Sponsor Speech

Speaker: Mr. Tomas (General Manager of ALPINE PRO CHINA)

12:25 p.m.: Lunch Break

1:30 p.m.: Burton – “Learn to Ride” project

Speaker: N.N.

2:00 p.m.: Snowsports Marketing and Branding - best practices, the importance of strategic partnerships and community

Speaker: Jayson Faulkner, Director of Board Tourism Whistler

2.30 p.m.: SAM: “The Top 10 Money-making Summer Activities at Mountain Resorts”

Speaker: Jennifer Rowan