

# International Convention & Expo Summit 2014

**International Convention & Expo Summit 2014(ICES 2014) is only 3 weeks away!**

ICES 2014 will be held in Chuncheon and Seoul, Korea on May 9 – 10, 2014, under the theme of “Creative Leadership in Asian MICE Industry”. The conference will provide you with a golden opportunity to learn more about current issues of medical tourism and other aspects of emerging tourism markets.

Also, exclusively **Contest of ICES 2014 is on going!**

In order to encourage undergraduate, graduate students and discover future of MICE Business, ICES 2014 is looking for contest files of undergraduate, graduate students. If you want to know more information, Please feel free to explore official website at [www.ices2014.org](http://www.ices2014.org).

## Overview

<b>Title</b>	International Convention & Expo Summit 2014
<b>Date</b>	May 9 – 10, 2014
<b>Venue</b>	Hallym University in Chuncheon, Coex in Seoul
<b>Hosted by</b>	Hallym University of Graduate Studies, Hallym University
<b>Sponsored by</b>	The Hong Kong Polytechnic University, Siam University Ez pmp Co., Ltd., MICE Korea, Coex
<b>Website</b>	<a href="http://www.ices2014.org">www.ices2014.org</a>

## Keynote Speaker

### Kang Woo-Hyun



<b>Affiliation</b>	CEO, Nami Island
	Secretary General, United Nations of Imagination
	Member of board director, Korean Committee for UNICEF
<b>Bibliography</b>	- He is designing Nami Island.
	- He has received several awards in the field of design and illustration including the Grand Prix from the 5th NOMA Picture Book Original Illustration Concours in Japan (1986), Gold Medal of the Biennale in Illustrations Bratislava, and Grand Prix of the Korea Children's Culture Award, Korea.
	- He also designed a poster for the 51st Cannes Film Festival.

## Registration

It is time to register ICES 2014! To save your time and get more privileges on-site, please make complete your pre-registration.

Category	Registration Fee		
Domestic (for Korean)	General		KRW 120,000
	Student	Under/Graduated	KRW 30,000
		Master	KRW 50,000
Overseas	General		USD 200
	Student		USD 100

※ Students are required to provide student ID copy at the time of registration

## Program

Time	1 <sup>st</sup> Day / May 9		2 <sup>nd</sup> Day / May 10			
	Program		Program	Venue		
10:00-10:30	Opening Ceremony (10:00-10:30)		Registration	Coex (Seoul)		
10:30-11:00	Keynote Speech (10:30-11:00)				Congratulatory Address Invited Speaker's Speech	
11:00-11:30	Session I A (11:00-12:30)	Session I B (11:00-12:30)			Panel Discussion (10:50-11:50) Presentation - ICES 2015 (11:50-12:00)	
11:30-12:00						
12:00-12:30	Lunch (12:30-14:00)				Lunch (12:00-13:30)	
12:30-13:00	Lunch (12:30-14:00)				Session I (13:30-15:30)	
13:00-13:30	Lunch (12:30-14:00)					
13:30-14:00	Lunch (12:30-14:00)					
14:00-14:30	Session II (14:00-15:30)	Contest (14:00-15:30)			Official Tour (13:30-18:00)	Seoul
14:30-15:00	Session II (14:00-15:30)	Contest (14:00-15:30)				
15:00-15:30	Break (15:30-16:00)					
15:30-16:00	Session III (16:00-17:30)	Contest (16:00-17:30)				
16:00-16:30	Session III (16:00-17:30)	Contest (16:00-17:30)			Gyeongbokgung Palace – Nam-san Tower(N Tower) – Hotel	
16:30-17:00	Session III (16:00-17:30)	Contest (16:00-17:30)			Gyeongbokgung Palace – Nam-san Tower(N Tower) – Hotel	
17:00-17:30	Session III (16:00-17:30)	Contest (16:00-17:30)	Gyeongbokgung Palace – Nam-san Tower(N Tower) – Hotel			
17:30-18:00						
18:00-18:30						
18:30-19:00	Welcome Reception (18:20-20:30)		Santorini Italian .Restaurant (Chuncheon)			
19:00-19:30	Welcome Reception (18:20-20:30)		Santorini Italian .Restaurant (Chuncheon)			
19:30-20:00	Welcome Reception (18:20-20:30)		Santorini Italian .Restaurant (Chuncheon)			
20:00-20:30	Welcome Reception (18:20-20:30)		Santorini Italian .Restaurant (Chuncheon)			

※ The schedule could be changed according to the situation.

## Contest

ICES 2014 organizing committee is pleased to announce a contest for students who are interested in MICE business.  
 The goal of ICES 2014 Contest is to build and share ideas of Mice Business in a creative way. If you are undergraduate and graduate students, please apply ICES 2014 Contest.

<b>Theme</b>	Proposal for MICE Business in the Asian Era of Tourism – New Concepts and New Business Models				
<b>Details</b>	- New Networking Model for Asian MICE Industry - New MICE Event for Asian cooperation - New Business Model for Asian MICE Industry				
<b>Evaluation Standard</b>	<b>Creativity (30%)</b>	<b>Feasibility (30%)</b>	<b>Presentation Ability (20%)</b>	<b>Systematically Organized (10%)</b>	<b>Sincerity (10%)</b>
	- Program committee of ICES 2014 will be announced results individually after reviewing contest file.				
<b>Presentation</b>	<b>Time</b>	- Question & Answer: 5 Min. - Presentation Time: 15 Min.			
	<b>Form</b>	- English or Korean is available - Microsoft PowerPoint			
	<b>Deadline</b>	April 28, 2014			
<b>Award</b>	- Gold Prize: KRW 1,000,000 - Silver Prize: KRW 500,000 - Bronze Prize: KRW 300,000				
<b>How to apply</b>	Application must be submitted through e-mail to <a href="mailto:ejyoon517@hallym.ac.kr">ejyoon517@hallym.ac.kr</a> .				

### ※ Procedure



## Important Dates

Please do not miss this chance to expand your scientific interests in International Convention & Expo Summit 2014(ICES 2014) by checking important dates.

- **Abstract Submission** by April 23, 2014
- **Full Paper Submission** by April 28, 2014
- **Registration** by April 30, 2014

## Tour

Korea with scenic beauty, unique culture and historical heritage has a lot to offer visitors. .  
To explore and experience Korea, tour programs are listed below as an option.  
(Korean is not entitled to participate in tour program )

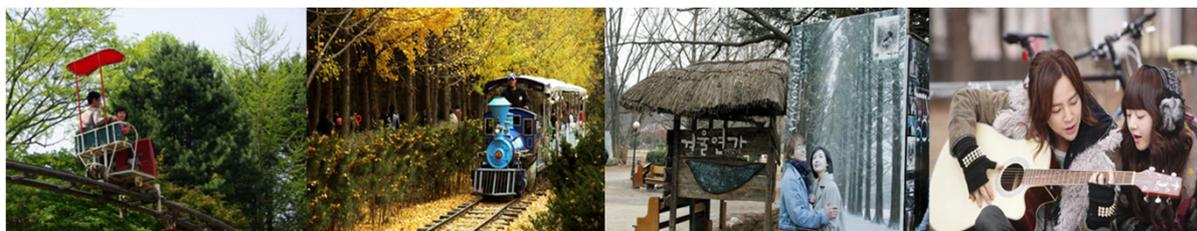
### ■ SEOUL Tour Program

Date & Day	May 10, 2014 Saturday(1day)
Time	13:30 – 18:00
Program	Gyeongbokgung Palace – Nam-san Tower(N Tower) – Airport
Rate	Free



### ■ NAMI Island Tour Program

Date & Day	May 8, 2014, Thursday(1day)
Time	TBD
Program	NAMI Island
Rate	\$50
Entitlements	Admission, Accommodation(1day), Transportation



- Certain minimum number of people is required to progress the tour. If the applicants are less than the minimum number, the tour programs can be cancelled or substituted by other programs.
- Nami Island tour program includes admission to Nami Island, accommodation (1day only) and transportation from Seoul to Nami Island.

## Contact

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