WiT JAPAN & NORTH ASIA

July 5 & 6, 2023 | Galaxy Ballroom, B2F, The Westin Tokyo

Programme correct at time of publishing
All times shown are in Japan Standard Time (UTC +9)

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Wed • 05/07

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Thu • 06/07

8:50 AM - 9:00 AM
Setting The Stage

9:00 AM - 9:20 AM
Coffee Chat

The past few years have been challenging and turbulent for this travel company, first established in 1912, but its leader has also taken time and put resources into re-arming the business for the new world. In 2022, he spoke about investing in technology to improve the interface with the customer, from the point of contact, through and beyond the journey. We catch up on the latest in this company's journey into the world.

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Eijiro Yamakita
President & CEO
JTB Corp.

9:20 AM - 9:30 AM
Marketing Japan For A New World

How is Japan thinking differently about its inbound tourism? How is it positioning itself for the new world of changing travellers and new aspirations and expectations? What lessons have the pandemic uncovered? In this presentation, learn about how Japan is marketing itself differently to inbound travellers in 2023 vs the years before 2019. What kind of travellers does it desire and how is it spreading the message of a new Japan?

Speaker:

Rieko Nakayama
Executive Vice President
Japan National Tourism Organization (JNTO)

9:30 AM - 10:00 AM
Hello, Changing World of Global OTAs

Nothing should stand still, even when travel stood still. In the past two years, global OTAs have withstood tremendous challenges and undergone dramatic transformation, and all have recovered well. They come out into the new world, looking decidedly different and thinking and acting different from their former selves. How are they thinking about the new world?

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Hiroto Ooka
Associate Vice President, North Asia, Supply
Agoda

Michael Dykes
Vice President, Market Management, APAC
Expedia Group

Akimi Takemura
Regional Director, North Asia
Booking.com

Reno Wang
General Manager, APAC
Hopper

10:00 AM - 10:30 AM

Hello, Changing World of Japanese OTAs

In a world which went domestic, local OTAs gained ground as they used the time to develop local content, connectivity and relationships. But as travel returns, can they hold the high ground? What are they doing to defend territory and to expand to new shores?

Moderator:

Kei Shibata
Co-founder & CEO
Venture Republic – TRAVEL.jp & Trip101 Travel

Panel:

Michinari Miyata
Division Officer
Recruit Co., Ltd.

Ryunosuke Makihata
Executive Officer, Director of Lodging Business Second Division & Director of Sales & Marketing
Ikyu Corporation

Yoshiyuki Takano
Vice President, Travel & Mobility Business, Commerce & Marketing Company, Senior Executive Officer
Rakuten Group, Inc.

Atsushi Ikeguchi
Executive Officer, Head of Web Sales Business Division
JTB Corp.

10:30 AM - 10:45 AM

Behind The Curtains of Japan's First Integrated Resource

It's been a long time coming but this April, MGM Resorts International MGM received the green light to develop a resort in Tokyo. MGM Japan and its joint-venture partner ORIX will develop an approximately $10 billion integrated resort. Learn about the plans for this ambitious project which, when opened in 2029, is expected to attract nearly 20 million visitors annually.

Speaker:

Jiro Kawakami
Vice President & Chief of Staff
MGM Resorts Japan

10:45 AM - 11:15 AM

Coffee Break

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11:15 AM - 11:35 AM

Behold, The New World of ANA: Through The Eyes of Shinichi Inoue

If there's one thing you can say about Shinichi Inoue, president and chief executive of All Nippon Airways, he's got a reputation for thinking different and doing things differently. He's the executive who put ANA's low cost carrier, Peach Aviation, on the map, and wrote a book called, "Peach No Yarikuri" which shares the Peach ways of doing things. In this presentation, he talks about the ANA way of doing things, how it's thinking differently post-pandemic and how it's planning for the new world.

Speaker:

Shinichi Inoue
President & CEO
All Nippon Airways (ANA)

11:35 AM - 12:05 PM

The New World of Hospitality, Part 1

Hospitality is entering a new world as global hotel brands evolve, new hotels rise to embrace new design and models, and new players enter the universe. Let's find out how they are innovating and changing things up around the accommodation experience.

Moderator:

Aya Aso
Founder & CEO, SAVVY Collective/
Co-founder & CEO, PerkUP

Panel:

Motoe Katsushima
Chief Operating Officer
IHG ANA Hotels Group Japan

Hideaki Furusawa
Director of Revenue Management
HOTEL GROOVE SHINJUKU & BELLUSTAR TOKYO

Shoko Ryuzaki
Representative Director CEO/Hotel Producer
SUISEI Inc.

12:05 PM - 12:35 PM

The New World of Hospitality, Part 2

Whether it's through the use of technology or creating unique experiences, or repurposing existing assets, or evolving from marketplaces to real estate models, the world of hospitality is changing as players leverage evolving technology to create new models for the future.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Munekatsu Ota
Executive Officer, Rakuten Group, Inc./
Representative Director & CEO, Rakuten STAY, Inc.

Tomohiro Oya
Senior Campaign Manager, Public Policy Team
Airbnb, Japan

Shinichi Tatebayashi
CEO
SQUEEZE Inc.

12:35 PM - 12:45 PM

Tech Talk: Metaverse and Beyond

In October 2022, ANA NEO raised 1.3 billion yen in venture debt during its second round of fundraising. This brings the total raised to 5.8 billion yen since inception. The aim of ANA NEO, the metaverse travel provider that combines the ANA ecosystem with the development of JP GAMES, is to generate immersive experiences across ANA GranWhale. In this session, learn about the new world ANA NEO is creating to provide users opportunities to enjoy the virtual world first and through these virtual experiences, bring users to the real way in a way that revitalises local economies.

Speaker:

Masaru Watanabe
Board Member & COO
ANA NEO Inc.

12:45 PM - 2:00 PM

Lunch

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2:00 PM - 2:50 PM

WiT Startup Showcase, Part 2

Disruption often leads to innovation and out of the wreckage sprouts new startups and voices, who found a more open world for their ideas. In this showcase, startups get their five minutes of fame to pitch their business to the audience and get feedback from a panel of dragons.

Presenters:

So Iizuka
Co-founder & CEO
Trambellir

Sebastian Renzacci
CEO
TripGuru

Lu Dong
CEO
TakeMe Co., Ltd.

ChienHsun Chu
CEO
TwoSevenths.com

Yuwei Chang
Director, International Products
Fontrip Technology

Wei-Hsuan Yang
Co-founder & CTO
H& Group

Dragons:

Masaya Kubota
Partner
World Innovation Lab (WiL)

Shiwei Zhou
Vice President, Corporate Strategy & Investment
Trip.com

Polly Chen
Chief Operating Officer
Cardinal Rain

2:50 PM - 3:20 PM

Taiwan Arising: Trends To Watch

One of the quieter but significant markets in North Asia, Taiwan plays a critical role within the North Asian region. Here, we catch up on the latest tech and travel trends capturing the interest of a significant travel brand and the development of regional and community tourism.

Moderator:

Daniel Cheng
Founder & President
RTM (Redefine Tourism Mixer), Taiwan

Panel:

Ryan Seng
Chief Investment Officer
Lion Travel Group

Gina Tsai
President
Creative Tourism & Community Design Association, Taiwan (CTCAT)

Polly Chen
Chief Operating Officer
Cardinal Rain

3:20 PM - 3:50 PM

Coffee Break

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3:50 PM - 4:00 PM

Niseko Reimagined

In July 2020, Niseko Tourism launched a campaign “The Spirit of The Mountain” to showcase the region and welcome visitors back to one of Japan’s leading ski resorts. Beyond promoting the classic deep powder skiing that made it famous, the campaign sought to feature all four seasons, positioning the region as a year-round destination. In this presentation, learn how Niseko village is building back better and how its mayor sees the role of tourism as inextricably linked with its local community.

Presentation:

Kenya Katayama
Mayor
Niseko

4:00 PM - 4:30 PM

The New World of Destinations

In the pandemic years, destinations had to dig deep to find new, local customers. And as the world opens up, they are looking anew at who they want to market to, what kind of experiences they want to offer the new travellers and who they can work with to offer travellers a richer destination experience. A panel to offer diverse views on how destinations are rethinking their marketing strategies and collaborating beyond the tried and tested.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Serene Tan
Regional Director, North Asia, International Group
Singapore Tourism Board

Joshua Wilson
Commercial Director, JAPAC
Crimtan

Chan Chee Chong
CEO & Co-founder
GlobalTix

Raul Guerra
Regional Director, Asia Pacific
Catalan Tourism Board

4:30 PM - 5:00 PM

Changing Things Up, On The Ground

When we were grounded, the sector that underwent the most change was the stuff that happens on the ground and in-destination. Tours and activities providers had to find new, domestic customers, and new startups had to navigate their way through. We get different perspectives on the changes that happened from the players trying to change it up for the new world, and the way we play, eat and pay.

Moderator:

Kenichi Shibata
COO
Venture Republic

Panel:

Wataru Futagi
President & CEO
VELTRA

Tomohisa Yamano
Founder & CEO
ASOVIEW Inc.

Kaoru Joho
CEO
TableCross Inc.

5:00 PM - 5:30 PM

Flying High Into The New World

Whether it's about upping their game in distribution and marketing, addressing the challenges of sustainability on all fronts – environment as well as their own business models, facing the future with the new technology coming into their air space, airlines have certainly got their work cut out for them. In this panel, we explore the bigger issues facing aviation in the new world, from different perspectives.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Naoko Cooper
Vice President, Corporate Planning
Peach Aviation Limited

Victor Osumi
Managing Director & President – Japan
Delta Air Lines

Calvin Chan
Chief Commercial Officer
Scoot

5:30 PM - 5:50 PM

Coffee Chat: Welcome to The New World of AI and Robotics

The future belongs to those who dream, imagine and create. We end on a note of inspiration with a conversation with one of the leading inventors and minds in robotics, AI and pervasive computing. He has been working on research covering mixed reality, human-computer interfaces, wearable computers and ubiquitous computing, fuzzy systems, embedded systems, power electronics. We get his perspective on how he sees the world changing and the impact of robotics on aging societies in Asia.

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Prof. Adrian David Cheok AM
Full Professor
i-University, Tokyo

5:50 PM

It's A Wrap

6:00 PM

Closing Cocktails

Hosted by

CRIMTAN®

Venue
Star Ballroom, B2F, The Westin Tokyo

Programme correct at time of publishing
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