

WIT JAPAN & NORTH ASIA

May 26 & 27, 2025 | Galaxy Ballroom, The Westin Tokyo

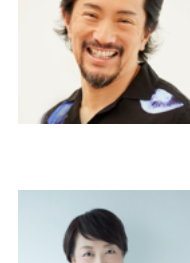
Programme • Day 1
May 26th

Programme • Day 2
May 27th

12:00 PM - 1:00 PM Registrations Begin For Main Stage/Coffee & Networking

1:00 PM - 1:15 PM
Kick-Off

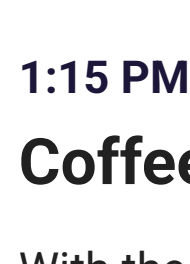
Speakers:



Kei Shibata
Co-founder & CEO, Venture Republic – TRAVEL.jp & Trip101 / Co-founder, WIT Japan & North Asia



Aya Aso
Founder & CEO, SAVVY Collective, Inc. / Co-founder & CEO, PERKUP / Co-founder, WIT Japan & North Asia



Yeoh Siew Hoon
Founder
WIT

1:15 PM - 1:35 PM
Coffee Chat: The Story Of Building The Next Gen Customer Experience

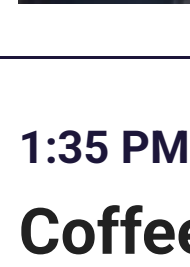
With the generational change in technology as well as travellers, how is the world's leading OTA thinking about a customer experience and platform that scales globally as well as executes locally? What are the challenges of managing the growing "firehose" of customer intent and the splintering of search to design an optimised customer experience and platform in this new age?

Interviewer:



Yeoh Siew Hoon
Founder
WIT

Speaker:



Adrienne Enggist
Senior Director of Product - Customer Experience & Platforms
Booking.com

1:35 PM - 1:55 PM
Coffee Chat: The Travel Story Behind The Demographics

Behind the changing demographics of Japan and its North Asian neighbours, where are the not-so-obvious opportunities for travel brands when it comes to capturing the outbound travel growth delta? How do you create growth and value in ageing societies? A bird's eye view from someone with a keen interest in telling the demographic story.

Interviewer:



Yeoh Siew Hoon
Founder
WIT

Speaker:



Michael Dykes
Vice President, Market Management, Asia Pacific
Expedia Group

1:55 PM - 2:05 PM
Travel Trends And The Power of Search

Speaker:



Eri Hayashida
Strategic Partner Development Manager
Google Japan GK

2:05 PM - 2:35 PM
Spotlight: South Korea: Of Squid Game and Soju, Part 1

At WIT Seoul held last November, these were the key messages.
• Outbound is extremely healthy – Koreans love to travel
• Local OTAs continue to up their game
• Competition from global OTAs is on the rise
• The tours and activities segment is flourishing
We cover these key trends in this segment highlighting one of North Asia's most exciting, dynamic markets.

Interviewer:



Timothy Hughes
Vice President, Corporate Development
Agoda

Speaker:



Myunghoon Chung
CEO
GC Company

2:35 PM - 3:00 PM
Building Next Generation Destinations

Buoyed by the inbound rush, investors are rushing to develop new destinations in Japan, to give the growing hordes of travellers a choice from the usual hot spots. We put the spotlight on two ambitious projects – one to transform one of Japan's oldest ski areas, Myoko Kogen, into an all-season luxury destination that can rival the likes of Niseko, Aspen and Whistler and the other, Azuma Farm Koiwai, a joint venture between legendary hotelier of Aman fame, Adrian Zecha and JR East.

Moderator:

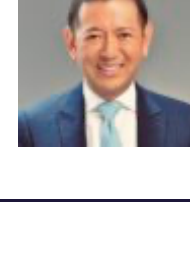


Michael Dykes
Vice President, Market Management, Asia Pacific
Expedia Group

Speakers:



Toshio Omiyama
President
JR STB Koiwai Development



Ken Chan Chien Wei
Representative Director, CEO & Founder
Patience Capital Group

3:00 PM - 3:30 PM
Coffee Break

3:30 PM - 3:40 PM
The Future Is Online

The future of Northeast Asia travel is online, with Phocuswright predicting that the region will smash through another barrier in online travel bookings by 2026, reaching \$30 billion. Its latest **Northeast Asia Travel Market Report 2023-2027** cites several forces at play, from new demand as well as demographic and strategic dynamics.

Speaker:



Coney Dongre
Research Manager
Phocuswright

3:40 PM - 4:05 PM
Investing In The Next Generation

After the rather prolonged capital winter, is spring in the air? Is Generative AI and other new tech trends pushing investors to place their bets in travel and if so, where are the opportunities they see? What are they doing to bring along the next generation of startups?

Moderator:

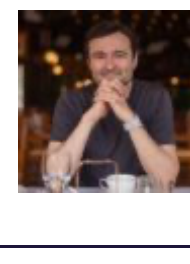


Timothy Hughes
Vice President, Corporate Development
Agoda

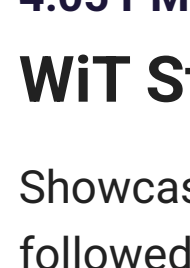
Speakers:



Mizuho Hiraiguri
Corporate Development
Recruit Co., Ltd.



Jan-Frederik Valentin
Partner
eneea capital partners



Matthew Romaine
Founding Partner & Director
Shizen Capital

4:05 PM - 4:45 PM
WIT Startup Showcase

Showcasing selected travel startups from North Asia. Each will present for 5 minutes, followed by a 3-minute round with our dragons.

Presenters:



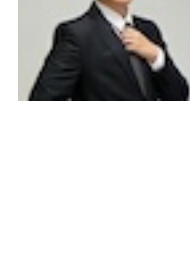
Jia Zhiqiang
CEO
Ailis



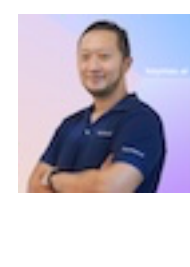
Ryo Oseba
Co-founder
Collive Fukuoka 2025



Yuta Kuratate
CEO
Delta HQ



Steven Park
Senior Manager of Global Business
DORWAT



Joe Lu
CEO & Co-founder
HeyMax – One Currency, Every Destination

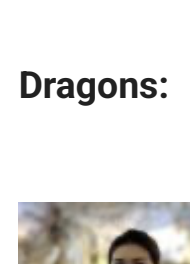
Meet all 2025 Startup Showcase →

Facilitator:



Arvinth Yuvaraj
Content Lead
WIT

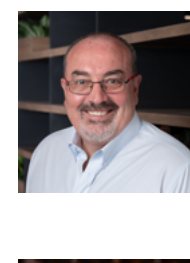
Dragons:



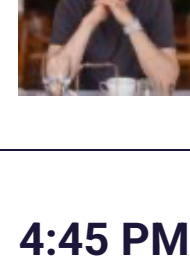
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Timothy Hughes
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Matthew Romaine
Founding Partner & Director
Shizen Capital

4:45 PM - 5:25 PM
The Changing Game of B2B And Its Implications On Travel

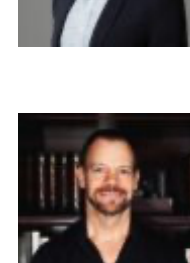
In the last decade, the B2B segment has grown into a massive market and for some OTAs, is larger than their consumer business. We speak to the players in the B2B space to find out what trends are driving change and how the travel landscape will pan out in the New Age of Distribution.

Moderator:



Yeoh Siew Hoon
Founder
WIT

Speakers:



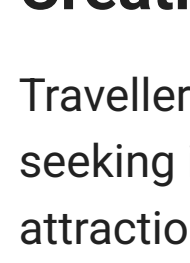
Eric Zhuang
Chief Strategy Officer & President of Tours & Activities
Dida



Brett Henry
President Director / CEO
MG Group



Kazuhisa Takahashi
CEO
Tripia



Raphael Lanfant
Vice President, APAC & Middle East
HTS (Hopper Technology Solutions)

5:25 PM - 5:45 PM
Creating Experiences For The Next Generation

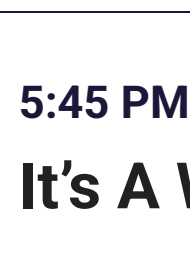
Travellers' expectations are rising when it comes to the type of experiences they are seeking in-destination. From immersive to themed, or natural and wild, new types of attractions have emerged to meet the expectations of the Next Generation of experience seekers. Let's meet them.

Moderator:

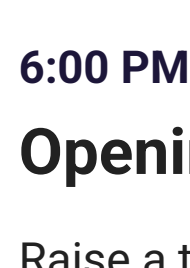


Kei Shibata
Co-founder & CEO, Venture Republic – TRAVEL.jp & Trip101 / Co-founder, WIT Japan & North Asia

Speakers:



Takero Kaneda
Board Member CSO Managing Director
Goldwin Inc.



Max Mackee
Founder & CEO
Kammui

5:45 PM
It's A Wrap

6:00 PM - 8:00 PM
Opening Cocktails hosted by Marriott International

Raise a toast to what's ahead with cocktails and a curated spread, hosted by Marriott International.

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