

## Annex B

# SINGAPOREIMAGINE GLOBAL CONVERSATIONS: Reimagine Experiences

The first SingapoReimagine Global Conversations forum series, *Reimagine Experiences*, will highlight how the industry has created transformed experiences via partnerships, technology, design, and innovations that present Singapore as a reimagined destination, catering to the future traveller in the process.

## Four Key Topics

The various speakers will tackle topics pertaining to best practices around reshaping business offerings for the modern traveller.



Wander  
Must



Mindful  
Explorer



Slow  
Pacer

**Episode 1: Understanding the New Traveller**



**Episode 2: A Whole New (Phygital) World**



**Episode 3: Travel By Design**



**Episode 4: A Handshake of Possibilities**

## Understanding the New Traveller

**Synopsis:** As countries around the world gear up to reopen their borders, the demands of travellers continue to change. Presenting exclusive insights into post-pandemic traveller trends, WGSN, one of the world's largest trend forecasting companies, will unravel the profiles of the future traveller, their new need states, and the desired experiences they seek. Tune in to learn how you can leverage these insights to reimagine traveller experiences and pivot business models to cater to the new-age travellers' behavioural shifts.

### Speakers:



**JESSICA TANG,  
SENIOR CONSULTANT,  
[WGSN](#)**

A data-driven trend forecaster and strategist with experience in luxury, retail, travel, fashion and consumer technology across APAC, Jess is a senior consultant with WGSN, the world's largest future trends and consumer insights subscription platform that helps companies to navigate change by curating consumer and product design information. She also leads bespoke primary and secondary research programmes that address specific business objectives in product, branding and marketing.



**JASON LOE, FOUNDER,  
[TRIBE](#)**

Jason is an entrepreneur and the creative force behind Tribe, a tour company that specialises in privately guided tours curated by locals. These tours range from a behind-the-scenes factory series to game tours where participants solve a series of puzzles while learning more about the culture of the district and more recently, livestream experiences. Under his leadership, Tribe was awarded the Outstanding Tour Experience for the Disappearing Trades Tour at the Singapore Tourism Awards in 2017, and more recently for the Chinatown Murders Tour in 2021.



**TIAGO CORREIA, DIRECTOR,  
[WARNER MUSIC GROUP](#)**

An innovation strategy professional with more than 10 years of experience in the media, entertainment and technology space, Tiago first joined Warner Music Group in 2018 with the Global Business Development Team to look into emerging technologies, innovations and start-ups that could help better connect artists and fans. Prior to this, he worked for several blue-chip companies developing board-level strategy projects with FTSE 100 and S&P 500 firms. His client roster has included Apple, Google, NBCUniversal, Sky and Spotify.



**KRYSTAL TAN, FOUNDER,  
[BLUE SKY ESCAPES](#)**

Krystal is a lawyer-turned-travel entrepreneur, who believes in a world unlocked and without barriers, brimming with rich experiences that shun discrimination and encourage self-discovery. Graduating from King's College London with a First Class Honours law degree and spending eight years working as a corporate M&A lawyer, she came to see her travels as a means to discover a truer life. What began as a side gig grew into Blue Sky Escapes, a Virtuoso™ travel and lifestyle company based in Singapore that unlocks extraordinary experiences around the world.

## A Whole New (Phygital) World

**Synopsis:** COVID-19 has given rise to a multitude of platforms that enhance the overall traveller experience. To create new value to travellers, brands have had to adapt and integrate digital, virtual elements into their physical businesses, often leveraging new technologies such as Virtual Reality (VR) and Augmented Reality (AR). In light of the new standards of interactivity and engagement, this episode dives into how various players – from museums to sporting and business events organisers – have used technology to relook their business models and meet the demand for hybridisation.

### Speakers:



**MATHIAS KUEPPER,**  
MANAGING DIRECTOR,  
[KOELNMESSE](#)

Mathias is the Managing Director of Koelnmesse Pte Ltd – one of the world's largest trade fair companies – and oversees offices in Singapore, Thailand, Japan and Taiwan. A trailblazer in the MICE industry, Mathias' leadership guided Koelnmesse onto the path of digital transformation. Mathias has more than 18 years of experience in the MICE industry, and has held the role of Managing Director at Koelnmesse since 2016. He first joined the company in 2002 as Regional Operations Manager for APAC, was appointed General Manager for Hong Kong in 2006, and held various positions in Koelnmesse's China subsidiary between 2008 and 2014.



**SANTOZ KUMAR,**  
DIRECTOR OF SALES FOR ASIA,  
[IRONMAN GROUP](#)

Santoz is the Director of Sales for Asia for IRONMAN Group, the largest operator of mass participation sports in the world, including the famous IRONMAN Triathlon Series and premier running events such as the Standard Chartered Singapore Marathon. With over a decade of experience in sales and partnerships, Santoz understands what it takes to organise large-scale sporting events. Prior to his role at IRONMAN Group, Santoz was involved in the organisation of ONE Championship events, Women's Tennis Association Finals Singapore, Singapore SportsHub projects, and the Formula 1 Singapore Night Race.



**CHONG SIAK CHING,**  
CHIEF EXECUTIVE OFFICER,  
[NATIONAL GALLERY SINGAPORE](#)

Besides being the Chief Executive Officer of National Gallery Singapore, which is home to the largest public collection of modern art in Southeast Asia, Siak Ching is also the Head of the Visual Arts Cluster, which comprises the Singapore Art Museum, Singapore Tyler Print Institute, and National Gallery Singapore. Prior to her current role, she was the President and CEO of Ascendas from 2001 and was recognised as Outstanding CEO of the Year at the Singapore Business Awards 2009 for her leadership and dynamism.

## Travel By Design

**Synopsis:** Singapore's flair for combining creativity with practicality shines through its innovation in design. This episode explores how Jewel Changi Airport's illustrious architect, Moshe Safdie, and his team have transformed Singapore's Changi Airport into a world-class attraction and meeting hub through design, drawing numerous international accolades. Uncover the sheer power of design, and the pivotal role it plays in inspiring innovation and possibilities for locals and tourists alike.

**Speaker:**



**CHARU KOKATE,  
PRINCIPAL & DIRECTOR,  
[SAFDIE ARCHITECTS](#)**

Charu is the Principal and Director of Safdie Architects' Singapore office, where she oversees and leads the firm's efforts throughout Asia. Working closely with Founding Principal and Lead Designer Moshe Safdie and a core team of designers, Charu is a collaborative and influential point of contact for clients, contractors and consultants – from project inception through completion. A true advocate for high-level construction practices, she is integral to delivering projects that embody their original design intent. Notable projects in Singapore include the iconic and complex structures of Marina Bay Sands Integrated Resort, Sky Habitat Residential Towers, and Jewel Changi Airport. An active mentor of young professionals, Charu often shares the work of the firm as a panellist, keynote speaker, lecturer, and design judge both internationally, and in Singapore where she is based.



## A Handshake of Possibilities

**Synopsis:** The pandemic has driven businesses to quickly pivot and innovate to remain relevant. This episode explores how companies from both the travel and non-travel industries have banded together and collaborated, to test-bed and create new and innovative concepts and revenue streams, which cater to the shifting modes of travel and experiences for consumers in a new COVID-19 environment.

### Speakers:



**CHRISTIAN WESTBELD, MANAGING DIRECTOR,  
[RAFFLES SINGAPORE](#)**

Appointed General Manager of Raffles Singapore in 2017, Christian has over 20 years of experience in the hospitality industry spanning various cities including Bangkok, Manila, Dubai, Singapore, Beijing and more. Christian's dynamism and acute business acumen saw him take Raffles Singapore to new heights as he oversaw the iconic hotel's extensive restoration, leading up the hotel's grand reopening in 2019. Prior to his current role, he was based in Macau with MGM China Ltd where he led the Hospitality Operations at MGM Macao and the pre-opening for MGM Cotai. Today, as Managing Director of Raffles Singapore, Christian continues to lead the hotel as it navigates through challenging economic times with the world learning to live with the pandemic; always adapting and always relevant to the community and the world.



**FELIX LOH, CHIEF EXECUTIVE OFFICER,  
[GARDENS BY THE BAY](#)**

Felix is the Chief Executive Officer of the award-winning Gardens by the Bay, where he carries the vision of creating a world-class horticultural wonder that both Singaporeans and international visitors from all walks of life can visit for years to come. A horticulturist by training, Felix began his career at the National Parks Board and subsequently worked at the Ministry of National Development. With more than 20 years of experience in parks management, horticulture and landscape industry development, he now leads a team of staff and volunteers to curate and refresh immersive experiences for visitors, as well as to showcase the Gardens as a model for sustainable development and conservation.



**HOSSAN LEONG, CREATIVE DIRECTOR,  
[DOUBLE CONFIRM PRODUCTIONS](#)**

One of Singapore's most loved and recognised entertainers, Hossan is a consummate performer whose skills include singing, dancing, acting, piano playing, and stand-up comedy. He is also the founder of Double Confirm Productions, a theatre and entertainment company that produces musicals and events with a local flair. In 2011, Hossan was conferred *Chevalier de l'Ordre des Arts et des Lettres* by the French Ministry of Culture and Communication for his contributions toward bridging the cultures between France and Singapore. In



**MICHAEL LEE, CHIEF EXECUTIVE OFFICER,  
[HUSTLE & BUSTLE](#)**

Michael is the founder and Chief Executive Officer of Hustle & Bustle, an integrated agency that specialises in crafting unique stories and curating ground-breaking experiences. Having spent more than a decade in the creative industry and being a visionary at heart, Michael and his dynamic team have spearheaded inaugural firsts such as Fullerton Concours d'Elegance, a vintage car exhibition and most recently, against the backdrop of the COVID-19 pandemic, organising Dale Chihuly's first major garden exhibition in Asia, Dale

# MEDIA RELEASE



2021, Double Confirm Productions & Sight Lines Entertainment presented The Curious Case of the Missing Peranakan Treasure in collaboration with Raffles Hotel Singapore - possibly the world's first virtual interactive play that incorporates both online and offline experiences for audiences.

Chihuly: Glass in Bloom, at Gardens by the Bay. Michael also founded The Common Ground, an inclusive space for start-ups and individuals to network and share ideas. As a place-maker, he aims to transform venues with the purpose of bringing the community together.

## REIMAGINE EXPERIENCES – FORUM IMAGES



Jessica Tang, Senior Consultant, WGSN, unveils deeper insights into three new future traveller profiles that will influence the future of the travel industry, at the inaugural SingapoReimagine Global Conversations. The forum was filmed at AUX Immersive Studio – Singapore's first and largest extended reality stage.



(left to right): Christian Westbeld, Managing Director, Raffles Singapore and Hossan Leong, Creative Director, Double Confirm Productions, discuss their collaboration to produce a first-of-its-kind interactive virtual play within the hotel's premises, with presenter Steven Chia. Double Confirm Productions & Sight Lines Entertainment presented The Curious Case of the Missing Peranakan Treasure in collaboration with Raffles Hotel Singapore.



(left to right): Santoz Kumar, Director of Sales for Asia, Ironman Group and Chong Siak Ching, Chief Executive Officer, National Gallery Singapore, talk about the convergence of digitalisation and experiences to address business needs of today and tomorrow, with presenter Steven Chia.