



/DEC/2021

MACAO
ONLINE



ORGANIZER



HOST



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ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS

Letter from the President

The 32nd Asian Advertising Congress will be held for the first time in Macao, China from December 3-5, 2021. On behalf of the Asian Federation of Advertising Associations (AFAA), I would like to extend a warm welcome to everyone.

As the organizer, the AFAA is delighted that the Asian Advertising Congress, which has been around for 64 years, is coming to Macao, a charming island city by the sea and an international destination where East meets West and cultural treasures are in full bloom. AdAsia 2021 offers a unique platform for learning, exchange and experience, with a combination of quality forum content and special regional activities.

This year's congress is different from previous ones as the pandemic has posed challenges to the preparation of international events. However, the organizers have persevered, responding innovatively, making timely adjustments to their plans and demonstrating resilience. Therefore, we believe that AdAsia 2021 Macao will reflect the spirits of positivity and determination seen in facing the pandemic as well as provide valuable insights to the advertising and media industries in Asia and worldwide.

We sincerely wish AdAsia 2021 Macao great success and hope to welcome you there.

Sincerely Yours,

A handwritten signature in black ink that reads 'Raymond So'. The signature is fluid and cursive, with the first name 'Raymond' being more prominent than the last name 'So'.

Raymond So
Chairman

Asian Federation of Advertising Agencies



澳門廣告商會

The Association of Advertising Agents of Macau

AdAsia 2021 Macao Welcome Letter

AdAsia Event is organized by the Asian Federation of Advertising Associations (AFAA). With a history of 64 years, AdAsia is the largest and most prestigious international advertising conference in Asian area. Hosted by the Association of Advertising Agents of Macau (AAAM), the 32th AdAsia is coming for the first time to Macao, China. On behalf of AAAM, I would like to welcome all the practitioners and professionals in advertising industry to enjoy this biennial industrial event in Macao.

As an international tourist destination with multi-cultural treasures, Macao has been developed based on the initiative of "One Center, One Platform and One base". In line with Macao's positioning as a universal center for tourism and leisure, AdAsia 2021 Macao actively participates in the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, promotes the strength of "Tourism + Event", builds a bridge connecting southeast Asia and Mainland China to communicate with each other, and stimulating the sustainable development of the advertising industry.

Despite the impact of the epidemic this year, we still expect AdAsia 2021 Macao to inject new impetus into MICE tourism culture and related industries, promote the characteristics of international, branding and professional through this conference, and contribute to the future recovery. With the theme 「FUTURETOPIA - Marketing in the Brave New World」, this year's event aims to develop an online-offline platform to share the best marketing insights, creative approaches and successful practices worldwide, calling for international communication, cooperation and a promising trend in the new era.

I would like to take this opportunity to express my gratitude to all of you for your strong support to AdAsia 2021 Macao. Wish AdAsia 2021 Macao every success!

The Association of Advertising Agents of Macau

Chung Ching Yee, Jenny
President of Executive Board



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

Director of Macao Government Tourism Office Welcome Message

On behalf of the Macao Government Tourism Office (MGTO), I would like to extend my warmest regards and welcome to all participants to AdAsia 2021 to be hosted in Macao.

As AdAsia 2021 brings together advertising powers of Asia to share insights into marketing and creative industries, it is believed that the conference taking place at this very time will inspire Macao's tourism industry to further strengthen promotion in order to stimulate market vitality. With Macao's strategic positioning as a world centre of tourism and leisure, MGTO is committed to fostering "tourism+" cross-sector integration and enhancing concerted development between tourism and related industries.

Driven by the Central Government's strong support, the Macao Special Administrative Region has obtained two glamorous UNESCO calling cards, the World Heritage Historic Centre of Macao and the Creative City of Gastronomy, which are important tourism assets of the city. MGTO has always been encouraging the tourism industry to develop more distinctive products and organize vibrant events and festivities. I am delighted that the Macao Light Festival will come back this December, showcasing Macao's East-and-West cultural symphony through a confluence of light installations.

Under the strict implementation of control and prevention work against the pandemic, large-scale events and conferences are carried out in an orderly manner. With the concerted promotion efforts of the advertising industry, it is believed that Macao's profile as a healthy and quality destination will be raised, which in turn will expand visitor-source markets and spur economic revival.

I wish AdAsia 2021 a great success.



澳門貿易投資促進局

Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute

24th September 2021

Welcome Letter

We are excited that “AdAsia 2021 Macao” will be held in Macao from 3 to 5 December 2021. Having a long history and being widely recognised by different sectors of society, the prestigious “Ad Asia”, gathers elites in the industry every year, strengthening the connection of all participants.

On behalf of the Macao Trade and Investment Promotion Institute, I would like to express our sincere gratitude to the Asia Federation of Advertising Associations, the Association of Advertising Agents of Macau, organising entities, keynote speakers and all guests. We would also like to take this opportunity to enhance the guests’ understanding of Macao’s business environment, and push forward the progress of the advertising industry in Asia to reach new milestones.

Lastly, I wish “AdAsia 2021 Macao” complete success!

Lau Wai Meng

President, Macao Trade and Investment Promotion Institute

About AdAsia

In 1958, the first AdAsia was initiated by President Hideo Yoshida of Denstu Inc. and held in Tokyo, Japan. Later on, it is held twice a year and hosted in turns by member countries in Asia under the auspices of Asian Federation of Advertising Associations (AFAA). The theme is decided by the host country to research into the issue of various cross regional marketing communications.

It offers an opportunity to communicate with all the advertising intellectuals in Asia and to learn from seminars led by prominent representatives of the advertising industry. It is the largest congress of its kind, attracting approximately 1,200 advertising professionals in Asia and around the world.

Congress

- Reinforced market for Asian advertising industry
- Making real business opportunities

Exhibition

Event

- Big-star speakers and professionals with high name value
- Seminars under subthemes Beyond Advertising/Convention/Asia
- Festival for Asian advertising industry & Social Program
- The 50 years of AdAsia and the 30 years of Asian Federation of Advertising Associations (AFAA)



1958 *AdAsia History* 2021

It has been **64** years and has held **31** sessions, which have been held in **13** regions and countries



afaa

ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

AFAA Regular Members

AFAA is an international association for the development and support of the advertising industry of Asia. The federation aims to promote, protect and develop advertising within the context of conditions and varying cultures prevailing in the Asian region. It offers a wide range of services, platforms and resources dedicated for the purpose of planning, coordinating and implementing programs to elevate the standards and viability of advertising at the Asian level.



Organized by AFAA and hosted by the Associations of Advertising Agencies of Macao (AAAM), AdAsia 2021 will be held from December 3-4 at the online. With the theme 「FUTURETOPIA - Marketing in the Brave New World」, the event aims to develop a cooperation platform for cultural communication, exchange and development, promoting the international transmission of cultural and tourism brands through creative advertising and marketing.

As an international congress recognized by ICCA, AdAsia is coming for the first time to Macao, China this year after a brilliant history of 64 years. Influential professionals and intellectuals are cordially invited to share their success stories and innovative ideas in the fields of cultural tourism, brand building, creative marketing and technology integration, in order to provide attendees with insightful knowledge and real business opportunities, ultimately contribute to the economic recovery on a global scale.



To AdAsia 2017 Indonesia Bid for AdAsia 2021

The bid team from the AAAM successfully bid for the right to host the 32nd AdAsia



澳門廣告商會

The Association of Advertising Agents of Macau

Established in 1999, the AAAM aims to:

- strengthen communication and professional exchange in the advertising industry
- jointly protect the rights and interests of the advertising industry
- promote the establishment of a comprehensive and professional advertising market operation mechanism
- enhance the standard of advertising in Macao
- open up more room for the development of the advertising market

Since its establishment, the AAAM has accumulated more than 50 SME members and more than 300 practitioners in the advertising industry. These represent different areas of the industry chain, including advertising, coordinating, media, convention and exhibition, PR, design and cultural creation.



Ad Asia
Macao 2021

AdAsia 2021 Macao LOGO

The logo of AdAsia 2021 Macao features the Macao Tower and Ruins of St Paul's, the landmarks of the fantastic destination, as the main contour, highlighting the city's charm as an organic blend of old and new cultures. The white box in the logo is shaped like an open window to accommodate the colourful core blocks, symbolising the diversity of Asia's cultural resources as well as the open-mindedness and inclusiveness of the congress. With the object of bringing together Asia's creative minds to form international communication and marketing platform, the image blends Asia's colourful characteristics from different regions and represents the eager expectation of thriving advertising industry and a vision of a new era.



Empower Marketing

Develop brand attractiveness by creative precision marketing.



Establish Communication

Convey insightful values beyond geographical limits.



Encourage Tourism

Bring tourism to new life with brilliant cultural treasure.



Embrace Technology

Grasp the revolutionary trend from an intelligent perspective.



Explore Greater Bay Area

Seize rich opportunities within the new business hub.

MICE

**Creative
Gastronomy**

Sports

**Arts &
Entertain-
ment**

**Cultural
Heritage**

**Intergrated
Resorts**

**Festivals
& Events**

FUTURETOPIA

Marketing in the Brave New World

AI

**Search
Engines**

**Smart
Transpor-
tation**

**New
Media
Marketing**

**VR
AR**

**Video
Live**

**Big
Data**

CONFERENCE AGENDA

3

Day 1
/Half Day



INAUGURATION SEMINAR

Brand Building

Brand building has always been a long way that requires correct value proposition, constant monitoring and ensuring good customer experience. Join us to explore: How to develop suitable branding strategy? How to personalize your brand to better connect with the target market? How to maintain your brand promise in the pandemic context?

New Era Marketing

As marketing strategy and resources changes, so do consumers and their loyalty — today, they use more ad blockers and have increasingly sophisticated experience expectations. It's undoubtedly that surprising creativity, continuous innovation, businesslike precision and valuable content have been the crucial secrets in this new era of marketing.

CONFERENCE AGENDA

4

Day 2
/Half Day



SEMINAR LIGHT FESTIVAL

Technological Application

At one time, artificial intelligence, data-driven application and humanized digital system were ambitious concepts bordering on the ridiculous. Today, these hi-tech communication trends are among the top priorities for considerable business owners. If you have any intention of remaining competitive in today's advertising landscape, you must adapt to, and make good use of the rapidly evolving changes in the digital respect.

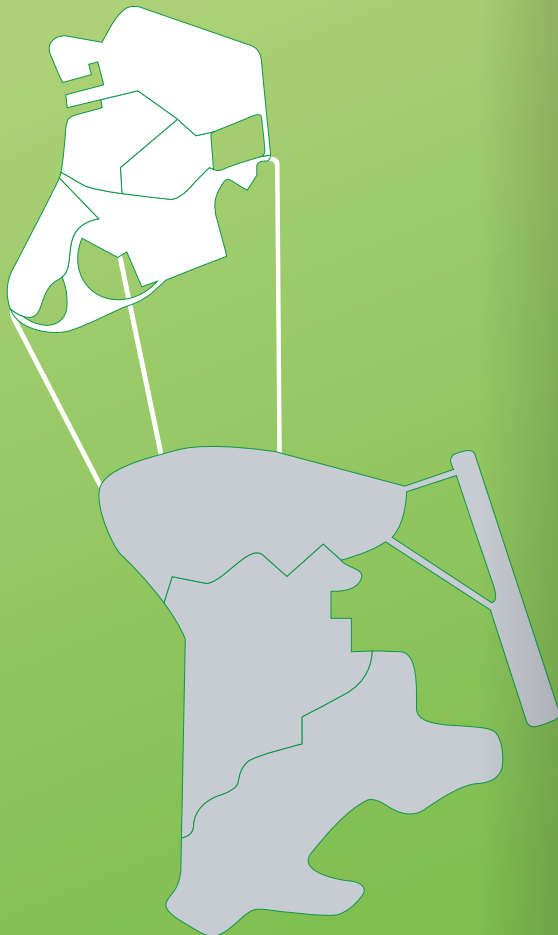


Day2
Route 1

ROUTE 1

Classic Macao Tour

· The classic Macao itinerary takes guests to Macao's must-see attractions and a glimpse of the world heritage

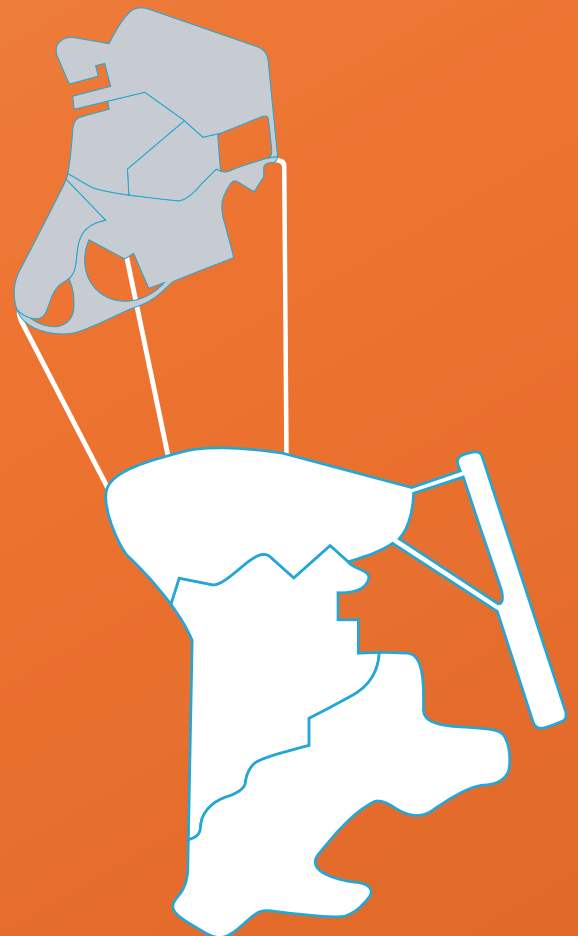


Day2
Route 2

ROUTE 2

Taipa Modern Tour

· The Taipa itinerary will take guests on a journey through the modern side of Macao, where East meets West.





Piyush Pandey
Ogilvy
Chairman of Global Creative



Mark Read
WPP Global
Chief Executive Officer



Joel Edmund Nettey
International Advertising Association
World President and Chairman



Julian Douglas
VCCP Partnership / IPA
Vice Chairman / President



James Murphy
New Commercial Arts
Founder



Rajeev Chaba
Morris Garage Motor India
President & Managing Director

Ad Asia 2021 Macao Guest Speakers



Horace Luke
Gogoro
Founder and Chief Executive Officer



Gowthaman Raghotamam
Aqilliz
Chief Executive Officer



Victoria Sunmie Lhie
Cohands / KPR
President / Senior Executive Director



Chunlin Duan
School of Journalism and Communication SCUT
Professor and Doctoral Supervisor



Tomaz Mo
Match
Founder



Mann Lao
Chilidesign
Creative Director



Highlights of Macao's December Events

- Macao Light Festival
- Macao International Marathon
- Macao Grand Prix Museum
- MGM Awakening Lion Dance Drama
- teamLab Super Nature Macao
- *FEEL THE INFINITE OF MACAO*



Scan code to view
"FEEL THE INFINITE OF MACAO"

Selamat datang di Macau!

澳門歡迎您！

Welcome to Macau!

Maligayang pagdating sa Macau!

هه لابقا سا اك پآ رسم واكم

Bem-vindo a Macau!

澳門欢迎你！

マカオへようこそ！

마카오에 오신 것을 환영합니다!

Selamat datang ke Macau!

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Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute



广东省广告协会
GUANGDONG ADVERTISING ASSOCIATION



香港廣告業聯合會
HK COMMERCIAL PUBLICITY ASSOCIATION



澳門旅行社協會
Associação das Agências de Viagens de Macau
Macao Travel Agency Association

ASSOCIATION SUPPORT

5G Telecom Partner

Official Carrier

Bank Support



澳門中華總商會
ASSOCIAÇÃO COMERCIAL DE MACAU



中国南方航空
CHINA SOUTHERN



大豐銀行
BANCO TAI FUNG

MEDIA PARTNER



澳門會展經濟報

Institution Support

Gift Support

Live Image Support



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MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



澳門理工學院
Instituto Politécnico de Macau
Macao Polytechnic Institute



澳門旅遊學院
Macao Institute for Tourism Studies



澳門城市大學
City University of Macau



Committee



澳門旅行社協會
Associação das Agências de Viagens de Macau
Macao Travel Agency Association



聯合招聘顧問服務
People For People
Recruitment & Consulting Services



傳力廣告制作有限公司
TRONIC Advertising & Production Co. Ltd.



— 滾 頻 道 —
HOT CHANNEL



澳門龍漢電視廣播有限公司
LONG HAN TELEVISION BROADCAST CO., LTD.

AdAsia 2021 Macao

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*Asian power jointly
to build international communication platform*