

MODERATOR AND SPEAKERS PROFILE



Datuk Tan Kok Liang, President of FATA and President of MATTA

Tan Kok Liang is the current President of the Malaysian Association of Tour and Travel Agents (MATTA) as well as the President of FATA. He is a Chartered Accountant by training, and due to his passion in travel, he further pursued his studies and obtained a Masters in Tourism from the University of Toulouse, France.

As MATTA president, Tan has instituted several key initiatives to further drive inbound tourism to Malaysia such as setting up the Malaysia-based on-line booking engine to ensure members' business interests are protected and initiating aggressive overseas promotions to China, India, UK, Europe and ASEAN. During this pandemic which subsequently led to the closing of the border, Tan has been lobbying the Malaysian government to reassess for gradual easing of the border to international tourists, especially when Malaysia entered the recovery phase of the Movement Control Order in June, and the numbers of new Covid-19 cases were in single and double digits.

He is the owner and director of Borneo Trails Tours & Travel, a leading inbound tour operator based in Sabah which has won numerous awards and recognition from Tourism Malaysia and Sabah Tourism.

He also operates an eco-lodge in Sabah known as Borneo Nature Lodge. In 2018, he was the award recipient of Tourism Promotion Organisation (TPO) Best Award – Best Tourism Industry Leader, in recognition of his valuable contribution to the development of the tourism industry in the Asia Pacific region. The award was conferred by Tourism Promotion Organization for Asia Pacific Cities, an international organization established in 2002 with the blessing of the 5th Asian-Pacific City Summit.

MODERATOR



Tan Sri Ong Hong Peng – Former Secretary General, Ministry of Tourism, Arts & Culture, Malaysia

Dr. Ong served as Secretary General, Ministry of Tourism and Culture, Malaysia from 2008 – 2016. He was also Head of NTO Malaysia (2008 -2016), Chair of Senior Officials Committee for the ASEAN Socio-Cultural Community (SOCA) in 2015 and SOCA Leader for Malaysia (2014-2016). He was the Chairman of UNWTO Regional Commission for East Asia and the Pacific (2011-2013), and Chair of Heads of ASEAN National Tourism Organisations' (NTOs) Meeting in 2014.

As Head of NTO and SOCA Leader of Malaysia, Dr. Ong was actively involved in the preparation of ASEAN Tourism Strategic Plan 2011-2015, ASEAN Tourism Strategic Plan 2016 – 2025, ASEAN Socio-cultural Community Blueprint 2025 and ASEAN 2015 ASCC Scorecard Report.

He holds a Masters in Economics from Hiroshima University, Japan and Ph.D. in Economics from Michigan State University, USA.

SPEAKERS – FATA GUESTS



Dato' Dr. Noor Zari Bin Hamat, Secretary General of Ministry of Tourism, Arts and Culture, Malaysia (MOTAC)

YBhg. Dato' Dr. Noor Zari Hamat has been appointed as the Secretary-General of Ministry of Tourism, Arts and Culture Malaysia (MOTAC) effective on the 16th of December 2019. Previously, Dato' Dr Noor Zari had served as the Deputy Secretary General (Policy), Ministry of Economic Affairs (MEA). He has been in service since 1986 and his prior appointments include the Ministry of Trade and Industry, Ministry of Domestic Trade and Consumer Affairs, Federal Territory Development and Klang Valley Planning Division and Economic Planning Unit, Prime Minister's Department, Ministry of Education and National Institute of Public Administration Malaysia (INTAN).

Dato' Dr. Noor Zari Hamat received his Ph.D in Economic Development and Policies from Kobe University, Japan in 2005. His Ph.D dissertation was "An Analysis of the Impact of Foreign Direct Investment on the Development of the Malaysian Manufacturing Sector". He completed his Masters in Policy Analysis from Saitama University, Japan in 1995, which his thesis focused on the Electrical and Electronics Industry of Japanese Foreign Direct Investment in Malaysian Manufacturing Sector. He has an honours bachelor degree in Economics (Analytical Economics) from University of Malaya, Malaysia.

Dato' Dr Noor Zari's extensive experience as a civil servant is internationally recognized, leading him being sought after for consultancy works and capacity building developing government officials in Timor-Leste, Uzbekistan, Kazakhstan, Cambodia and Laos.

He was seconded to Cooperative Commission Societies of Malaysia as Executive Chairman 2016-2018. In this role, he contributed significantly in the development of cooperatives on Malaysia. During his time as the Deputy Secretary General (Policy) of Ministry of Economic Affairs (MEA), he provided oversight for the formulation and implementation of Malaysia's national development, which includes the social dimension, human capital development, equity development, monitoring of 31 agencies under MEA

and international cooperation, particularly as senior official for the BIMP-EAGA and IMT-GT regional cooperation.

In the Southeast Asian region, he was the Chairman of IMT-GT Senior Officials Meeting in 2019 dan Senior Officer in BIMP-EAGA 2018-2019. He also played a role in the establishment of Malaysia-Russia Joint Commission in Economic, Science, Technology and Culture.



Bapak Drs Vinsensius Jemadu, Director, Tourism Marketing Regional 1, Ministry of Tourism

Name: Drs. Vinsensius Jemadu, MBA

Position: Director of Tourism Marketing for Domestic, ASEAN, Australia, New Zealand and Oceania;

Place and Date of Birth: Flores, 22 November 1965

Gender: Male

Religion: Christian

Educations:

1998 - Graduate Diploma Management, Central Queensland University, Australia;

1999 - Master of Business Administration, Central Queensland University, Australia;

2002 - Diploma in Tourism, Rotterdam, Netherlands.

Working Experiences:

- Director of International Marketing for Great China 2018 Director for Asia Pacific Tourism Promotion 2015 – 2017
- Director of Public Communication and Spoke Person Ministry of Tourism and Creative Economy 2014 – 2015
- Deputy Director Promotion for America and Pacific Region 2012 – 2014
- Deputy Director for Tourism Relations and Familiarization Trip 2010

- Deputy Director for International of Tourism Information 2006, Department for Culture and Tourism

Professional Assignment:

Has been assigned by the Ministry of Tourism on overseas in more than 100 countries within 25 years employment

Email:vjemadu@yahoo.com



Mr. Benito C. Bengzon, JR. Undersecretary for Tourism Development Philippine Department of Tourism

Benito C. Bengzon, Jr. is the Undersecretary for Tourism Development at the Philippine Department of Tourism (PDOT). Under his purview are product and market development; tourism development planning, research and information management; and public affairs and advocacy. He also serves as the PDOT's spokesperson, kept up-to-date by regular consultations with industry stakeholders and guided by more than three decades of experience in public service.

He completed his undergraduate Hotel and Restaurant Administration degree at the University of the Philippines, his Master's in Business Administration at the Ateneo Graduate School of Business, and his Masters in National Security Administration at the National Defense College of the Philippines.

He represents the PDOT in the following organizations: the ASEAN National Tourism Organization, the Asia-Pacific Economic Cooperation, the World Tourism Organization, the Pacific Asia Travel Association, and the World Travel and Tourism Council.



H.E Thong Rathasak, Director General of Tourism Development and International Cooperation

Job Positions

2012 - Present

2018 - Director General of International Cooperation and Tourism Development

2016 - Deputy Director General of International Cooperation and Tourism Development

2015 - Vice President of Cambodia Sailing Federation (CSF)

2013 - Assistant and advisor to the Minister of Tourism (MOT) and the President of Cambodia National Olympic Committee (NOCC) H.E Dr. Thong Khon

2012 - Member of Minister's Cabinet

2012 - Present – National Olympic Committee of Cambodia (NOCC)

2012 - Attended the 30th Summer Olympics in London

2013 - Attended 27th Sea Games in Myanmar

2014 - Attended the 17th Asian Games in Incheon, South Korea

2015 - Vice President of Cambodia Sailing Federation (CSF)

- Attended 28th Sea Games in Singapore

2016 - Attended the 31th Summer Olympic in Rio de Janeiro, Brazil

- Attended World Sailing (WS) Conference in Barcelona, Spain

2017 - Attended the 29th Sea Games in Malaysia

2018 - Attended the 18th Asian Games in Jakarta–Palembang, Indonesia

M&T and Wells Fargo Banks

M&T Bank

2009 - 2011

M&T Bank Corporation is a United States bank holding company. Founded in 1856 in western New York State as Manufacturers and Traders Trust Company.

- Worked as Marketer for M&T Bank, location (Lancaster, Pennsylvania)

Wells Fargo

2011 – 2014

Handled various of transactions such as (Deposit/Withdrawal/Loan/E-Funding etc.)

- Forecast and monitoring funds for the branch location, customer relations to improve and enriched diversity culture of the stakeholders.

EDUCATION

2015/August - NIFISA – Sports Management Course (Kanoya, Kagoshima, Japan) - 16 Days Program that specifically designed for Sports Management and Performance

The certified certificate of diploma was presented by NIFISA, Japan equivalent to Master Course Program

2013 - 2015 Enrolled MBA Program at Pennsylvania State University (PSU)

Major (Marketing and Management) part of the 48 credits online course study program

2010 - B.S. in Business Administration and Marketing

Pennsylvania State University (PSU), Capital College Campus in Harrisburg, PA

2003 - 2005 2 years studied in Political Science and International Relation

Harrisburg Area Community College (HACC), Pennsylvania

2003 - High School Valedictorian - Northbridge International School of Cambodia (NISC)



Mr Pradip Lulla (President – TAFI) –Managing Director – Cupid Travels Pvt Ltd.

Mr. Pradip Lulla is one of the 8 founder Members (Charter Member) when TAFI was established in 1986. Ever since he has played a vital role in various capacities & contributed towards the growth of TAFI whose Membership stands at 1400.

He has represented TAFI at various forums such as APJC, Airlines Tourism Boards etc.

He has also worked closely on legal issues affecting TAFI with his vast knowledge and expertise which has benefitted the Association immensely.

SPEAKERS – FATA MEMBERS



Madam Chhay Sivlin, Deputy President of FATA and President of CATA

Sivlin Chhay was born on 11 November 1972 as the youngest of five in Siem Reap province, Cambodia. Her first-ever business in the tourism industry was the creation of CSL Travel & Tours in 2002, in which she was one of the tour leaders to both inbound and outbound tour groups. After the success of the company, CSL Travel & Tours expanded its business and became an accredited IATA agent since 2011.

Seeing the ever-increasing opportunity in the tourism industry in Cambodia, Mrs. Chhay Sivlin founded CSL Group Co., Ltd. in 2009, while in the same year, she had begun her venture into the hospitality sector by establishing a four-star hotel, Kingdom Angkor Hotel, in Siem Reap Province. The hotel and travel agency were both added to CSL Group Co., Ltd under the same umbrella. As the local tourism industry was booming, and both companies kept performing better, Mrs. Chhay Sivlin realized the need for an increased number of boutique hotels in Siem Reap; hence when Lynnya Urban River Resort was born in 2014.

After years of gaining invaluable experiences through her businesses in both hospitality and travel industries and being one of the board members of Cambodia Association of Travel Agents (CATA), Mrs. Chhay had a vision to share those personal experiences to her fellow colleagues as well as new entrepreneurs within the industry, and that led her to get nominated to become the president of CATA.

Her first mandate as the president at the association began in 2017 which lasted for 3 years and in midst 2019, she got re-elected for the second mandate, 2020-2022. In 2017, Mrs. Chhay Sivlin was amongst the 9 women who were awarded with the ASEAN Outstanding Women Entrepreneurs Award in Manila, Philippines. Last but not least, she is currently one of the board members to ASEAN Tourism Association (ASEANTA) that consists of tourism-related members from all ASEAN countries, as well as a deputy director to Federation of ASEAN Travel Associations.



Mr. Ritchie Tuano, Secretary General of FATA and President of PTAA

Jose Ma. Renard Gregory Tuaño or more known by his short name, Ritchie has more than 25 years' experience in the travel and tourism industry.

He is the current president of the Philippine Travel Agencies Association, the biggest grouping of industry stakeholders and the partner of the government in the promotion of his country's tourism.

At the same time, Ritchie is also the Federation of ASEAN Travel Associations' (FATA) secretary general. FATA, with more than 7,700 members, is crucial in addressing challenges and trends in the tourism industry within the region.

Since 2013, Ritchie serves as the general manager of Asiareps Travel Services, Inc., an IATA and Philippine Department of Tourism accredited, full-service travel company.

He has also been involved in various executive capacities with leading international airlines including Northwest Airlines, Qatar Airways, Wataniya Airways, Gulf Air, and Cebu Pacific. He was posted for work in other places domestically and internationally outside of Manila.

Ritchie holds a degree in Business Management from San Beda College in Manila.



Mr. Cesar R Cruz, President of PHILTOA

Mr. Cesar is currently the President of Philippine Tour Operators Association (PHILTOA). He also holds the position of the President and General Manager of Travel Related Incentive Services, Inc. (T.R.I.P.S Travel). Apart from that, he is also the Chairman of Philippine Travel Mart.



Mr. Weera Bumrungsee, Exco of ATTA

Weera has served a long time as a professional Tour Operator for PAN HOUSE TRAVEL as a Managing Director for the inbound tourism in Thailand. He was the former President of Thai Eco and Adventure Association. He participates in Thailand tourism developments for Ecotourism and sustainable goal that care for the environments.

The Old time River cruise operated in Uthai Thani province by Rice barges along Koh Tepo (the Island) serving as the unique attractions of the Bamboo River Raft House experiencing Thailand in the olden day. We are still serving tourists from all over the world mostly from the Western countries to appreciate relaxing nature and the former Thai ways of life.



Ms. Khun Wachira Wichaiwatana, Exco of FATA and Deputy President of TTAA

Miss Wachira Wichaiwatana holds a Bachelor Degree and Master Degree of Agricultural Economic from Kasetsart University, Bangkok, Thailand starting her career in the travel industry with World Travel Service Co., Ltd a first travel agent and tour operator in Thailand.

Work Experience

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| 1983-1987 | World Travel Service Co.,Ltd. |
| 1987-1992 | United Airlines at American Embassy, Bangkok |
| 1992-1995 | United Airlines Office in Bangkok |
| 1995-Present | Worldwide Agency Co., Ltd |

The honorable positions

1992-1994	Hon. Secretary General of Local International Reservation Group (LIRG)
2000-2002	Committee, The Association of Domestic Travel (ADT)
2004-2006	Committee, Thai Travel Agents Association (TTAA)
2006-2008	Deputy Secretary General, Thai Travel Agents Association (TTAA)
2008-2010	Hon. Secretary General, Thai Travel Agents Association (TTAA)
2012-2014	Vice President, Thai Travel Agents Association (TTAA)
2014-2018	Vice President and Chairman AEC Strategy, Thai Travel Agents Association (TTAA)
2018-Present	Vice President, Thai Travel Agents Association (TTAA)
2018-Present	Committee, Federation of ASEAN Travel Association (FATA)

TTAA (Thai Travel Agents Association) is a gathering of outbound tour operators and air ticket sales distribution agencies. The main objective is to promote and raise the standards of the aforementioned business of members.



Dr. N Rusmiati, President of ASITA

M.Si is presently President of ASITA (Association of Indonesian Tour & Travel Agencies). She started with a Professional University Degree in Travel and Tourism Management in 1988. In 2006, Dr. Rusmiati obtained her Bachelors in Communication from London School of Public Relations Jakarta majoring In Public Relations. Dr. Rusmiati furthered her study in 2008 and earned her Masters in Corporate Communications from London School of Public Relations Jakarta and subsequently completed her PhD in Communication in Sahid Jaya Professional Academic Jakarta in 2009.

Dr. Rusmiati plays a prominent role in the Indonesian Travel Industry. She is presently the President of ASITA (Association of Indonesian Tour & Travel Agents), Indonesia since early 2019. ASITA has 7,000 members throughout Indonesia and is involved in the development of its members and also taking care of their interest and needs. She has been involved in ASITA since 2007, previously as Honorary Treasurer and later as General Secretary (2010) prior to her current appointment as President. Dr. Rusmiati is also currently the General Secretary of GIPI (Gabungan Industri Pariwisata Indonesia) which is an umbrella organization of players in the tourism industry under the Ministry of Tourism Indonesia. She is also the Board Member for Ikatan Sarjana Komunikasi Indonesia (ISKI) since 2014.

In enhancing her professional skills, Dr. Rusmiati also attended various Professional Training from the following organization:

- 1994 Ministry of Tourism and Communications Jakarta - Professional Training in Human Resources and Skills in The Travel and Tourism Industry;
- 1995 ASEAN Internship Program Tokyo, Japan Travel, Tourism and Multicultural Internship Program;
- 2004 Chambers of Commerce and Industry Jakarta - Accomplishing Member;
- 2004 Abacus - Competitions of Proficiency Level in Fares and Ticketing;
- 2004 Indonesian Ministry of Culture and Tourism Jakarta - National Workshop of Indonesia Inbound Tour;
- 2004 LSP Internship Program Singapore - Undergraduate Internship Program in Public Relations;
- 2005 Indonesian Hotel and Restaurant Assembly Jakarta - Certification of Recognition as Active Member and Accomplishing Support;



Ms. Pauline Suharno, Secretary General of ASTINDO

Commissioner and Director | Secretary General

PT Elok Tour, Indonesia | ASTINDO – The Indonesian Travel Agents Association

Jakarta-born Pauline Suharno began her career in the travel industry on the operational side of things. Having done work in tours and ticketing, Pauline is keenly aware of the needs of travellers and industry members alike. These ground-level experiences eventually helped to propel her through the ranks among local associations.

Her organisational career with PT Elok Tour began in 1997 when she started as a commissioner and branch manager. In 2011, she was promoted to the position of commissioner and director within the same company. She started to be involved with the travel association in 2008. Most of her colleagues are older than her, but these seniors saw her potential and led her to be the next leader.

Pauline was appointed as Secretary General of Federation of ASEAN Travel Associations (term 2018-2019) and Deputy Director of World Travel Agents Association Alliance (term 2018-2020).

She further demonstrated her trade expertise when she was invited as a speaker in some international events. Recently she was invited as panellist at World Tourism Alliance Conference in Hangzhou.

Pauline is one of the key persons behind the successful ASTINDO Travel Fair. First held in Jakarta in 2010, the fair has now grown to four editions across Jakarta, Surabaya, Palembang and Bali this year.



Steven Ler, President of NATAS

Steven has been in the travel industry for the past 18 years. He started as an airline executive in Abacus International and was responsible for managing the airline distribution solution.

During his tenure with Zuji/ Travelocity, he was also instrumental in building online contents, merchandising and partnerships for the region.

Steven joined American Express Travel and managed their global and regional supplier relations for 6 years. During this period, he received the Chairman's award for his contribution in developing strategic programs.

Steven served in UOB Travel for the past 6 years and was recently promoted to the position of Executive Director. He currently heads the leisure, concierge and MICE division. Over the past few years, he has been developing new technologies and ventures into new grounds in extending the reach of their leisure business.

Steven graduated from the University of Leeds with a Masters in Art and he is also a Chartered Marketing professional. He is bilingual in English and Mandarin.

Steven has been an active and dedicated member of the National Association of Travel Agents Singapore for many years. From 2010-2016, Steven served as a committee member in the NATAS Air Transport Committee as part of industry engagement. In addition, Steven served in the Membership Committee from 2012-2014 and as the Chairman of the Outbound Committee from 2014-2016.

In 2016, Steven was instrumental in forming and chairing the NATAS-STB Business Transformation Committee as part of the Travel Agent Roadmap, which seeks to boost the industry's capabilities through the areas of business transformation, technology and manpower. In 2017, Steven was appointed President of NATAS, and was re-elected for a 2- year term from 2018-2020.



Col (R) Haji Zainal Haji Harun, Deputy President of ATAB

Haji Zainal had spent 30 years of a rewarding career as a pilot with the Royal Brunei Air Force. His career highlight are; as Deputy Commander of Royal Brunei Air Force from 1993 to 1996, as Director of Intelligence and Security and Director of Operation and Plan at the Ministry of Defense from 1999 to 2005. He retired as a Colonel in 2005.

After retirement, Haji Zainal attended a Master Degree course in Psychology and run a counselling and motivation firm established by his late wife.

Haji Zainal is currently focused on developing a tourism business and established a Travel and Tour Company by the name of AZ Back to Nature Travel and Tour Sdn. Bhd since 2010. He is currently the Deputy President of Association of Travel Agents Brunei Darussalam since October 2019.



Mr. Naung Naung Han, EXCO of FATA and President of UMTA

Naung Naung Han started tourism business in 1994 when he was 21 years old and established Radiant Tours and Travels Co., Ltd. He entered into French Speaking market but the business was only successful in late 1997 after 3 years of continuous endeavour. He became Executive Committee member of UMTA in 2006 and he was assigned to lead the volunteer Relief Team of Cyclone Nagis affected area in 2008. He built 26 temporary schools to support children with the help of members and other associations.

He was promoted to Secretary General in 2012 and took part a major role in projects like National Export Strategy by ITC, Myanmar Tourism Master Plan and many other until 2015

when he resigned. In 2017, by request of colleagues, he joined again UMTA as Secretary General to organize Myanmar Tourism Conference (MTC) in 2018 which was the first National Assembly of tourism stake holders. The MTC published White Paper from Tourism Sector and the Leaders of Myanmar regarded as reference for tourism policy.

In 2019, he was elected as President of UMTA and prioritizes the Government Relationship with the Association and direct benefits of members. He was also appointed as Vice Chairman of Myanmar Tourism Federation in 2019 and was assigned for special mission in promotion of Korea Market to Myanmar. He speaks Myanmar, English and French. Currently, he is working hard for the survival of Travel Agents and Tour Operators by getting financial support from Government since the beginning of the COVID-19 and he is also taking part in leading role to draw a roadmap strategy for tourism in post COVID-19 era.