



ASIA PACIFIC SNOW CONFERENCE 2010

March 4th and 5th 2010

PROGRAM

“SnowKnowHow – The Opportunities in Chinese Snow Industry”

Thursday, March 4th 2010

2.00 p.m. Indoor Skiing in China

Speaker: Ye, Qiaobo

2.30 p.m. Fun- Factor: create attractions and events. Terrain parks (snowboard parks) and correlated events.

Speaker: Jennifer Rowan, publisher of the US magazine SAM (Ski Area Management, www.saminfo.com).

3.00 p.m. Awarding of Skiresorts trough the tourism web portal www.lvren.cn and it's partner (www.people.com.cn, www.xinhuanet.com, www.china.travel)

Friday, March 5th 2010

09.30 a.m. The Tourism Real Estate in China

Speaker: Zhang Bao Quan, CEO of ANTAEUS Group, owner of several luxury resorts in China.

10.00 a.m. Masterplan

Speaker: Ing. Werner Hunglinger, Plan Team, Italy.

10.30 a.m. Mountain operator, profitable business without hotel accommodation

Speaker: Duncan Smith, ex CEO of NZSki.com, owner of 3 ski areas in Newsealand.

11.00 a.m Ski schools as a basic factor of success for the qualitative improvement of Chinese ski resorts: Organisation and goals.

Speaker: Riet Campell, President ISIA (international Ski Instructor Association), Swizerland.

11.30 a.m The Developing Opportunity in China's Snow Industry

Speaker: Wang Zhi Gang, CEO of WZG Real Estate Consultancy Firm, well-known real estate industry strategy expert

Product – presentation

Friday, March 5th 2010

2.30 p.m. Alpentech Inc. – Mountain resort design and development

“Principles of Succesful All Season Mountain Resort Development”

Speaker: Beat von Allmen and Harry Measure, architect and planner. Mr. von Allmen and Mr. Measure have collaborated on mountain resort planning and development projects in Canada, the United States, China, and are currently working in India.