

As of September 3, 2025

The 12th TPO General Assembly

Press kit



**Tourism Promotion Organization
for Global Cities**

Event Overview

- **Period:** Wed. September 3- Sat. September 6, 2025/ 4 days
- **Theme:** Shaping the Future of Tourism: Embracing Digital and Green Transformation
- **Venue:** Sheraton Grand Saigon Opera Hotel and Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Vietnam
- **Participants:** Approximately 1,000 participants, including 436 delegates from 32 delegations

Overall Program

1. Meetings

- 1.1. The 45th TPO Executive Committee Meeting (EXCOM) Wed. September 3 (13:00-14:30)
- 1.2. Leaders' Conference Thu. September 4 (15:00-16:30)
- 1.3. Plenary Session Fri. September 5 (14:00-16:50)

2. Thematic Sessions

- 2.1. Session 1 Wed. September 3 (16:00-17:20)
- 2.2. Session 2 & ITE High-level Tourism Forum Thu. September 4 (10:00-12:00)
- 2.3. Session 3 (Case Presentation) Fri. September 4 (10:00-12:00)

3. Side Events

- 3.1. TPO Joint Promotion Presentation Thu. September 4 (14:00-17:00)
- 3.2. TPO Tourism Roadshow Thu. September 4 (14:00-17:00)
Fri. September 5 (10:00-17:00)
- 3.3. Bilateral Meeting Fri. September 5 (09:00-14:00)
- 3.4. TPO Best Awards 2025 Fri. September 5 (18:00-20:00)
- 3.5. Site Inspection Tour of Ho Chi Minh City Sat. September 6 (09:00-15:00)

4. Banquet

- 4.1. Vietnam Night Wed. September 3 (18:00-20:00)
- 4.2. TPO Night Thu. September 4 (15:00-16:30)
- 4.3. Farewell Dinner Fri. September 5 (18:00-20:00)

Program Overview

| Date | Time | Program | |
|-----------------|-------------|--|--|
| Wed., Sep. 3 | All day | Arrival of Participants Ton Son Nhat Intl' Airport | |
| | 13:00-14:30 | The 45 th TPO Executive Committee Meeting (EXCOM members only) 2F, Saigon - Dalat room, Sheraton | |
| | 15:00-16:00 | Opening Ceremony 3F, Grand Ballroom, Sheraton | |
| | 16:00-17:20 | Session I 3F, Grand Ballroom, Sheraton | |
| | 18:00 | Vietnam Night 5F, Thiskyhall | |
| Thu., Sep. 4 | 10:00-12:00 | Session II & ITE High-level Tourism Forum 2F, Conference Room, Saigon Exhibition and Convention Center (SECC) | |
| | 12:00 | Luncheon | |
| | 13:30-15:00 | TPO Joint Promotion Presentation 1F, Main Stage, Hall A, SECC | [14:00-17:00] TPO Tourism Roadshow 3F, Sheraton Foyer |
| | 15:00-16:30 | Leaders' Conference 3F, Grand ballroom, Sheraton | |
| | 18:00 | TPO Cultural and Artistic Exchange Gala (Dinner) Van Thanh Tourist Village | |
| Fri., Sep. 5 | 10:00-12:00 | Session III 3F, Grand Ballroom, Sheraton | [09:00-14:00] Bilateral Meetings 2F, Saigon Room / Dalat Room, Sheraton |
| | 12:00 | Luncheon | [10:00-17:00] TPO Tourism Roadshow 3F, Sheraton Foyer |
| | 14:00-16:50 | Plenary Session 3F, Grand ballroom, Sheraton | |
| | 18:00 | Farewell Dinner (2025 TPO Best Awards) 23F, Nightspot and Wine bar, Sheraton | |
| Sat., Sep. 6 | 09:00-15:00 | Site Inspection Tour of Ho Chi Minh City Cu Chi Tunnels or HCMC Tour | |

1. Meetings

1.1. The 45th TPO Executive Committee Meeting (EXCOM)

Wed. September 3 (13:00-14:30)
2F, Saigon-Dalat room,
Sheraton

The Executive Committee members convene to deliberate on key issues related the operation of the Organization, including budget plans, joint projects, and the admission of new members. The outcomes of these discussions will be submitted to the General Assembly for final approval. During this session, the next Executive Committee members for the upcoming term will also be composed.

1.2. Leaders' Conference

Thu. September 4 (15:00-16:30)
3F, Grand Ballroom, Sheraton

High-level delegates, including mayoral-level representatives from TPO members gather for a closed-door conference. The round table meeting offers a strategic dialogue platform for leaders to share insights on key urban tourism issues, their city-level priorities, and innovative practices. The session culminate in the consideration and adoption of the Ho Chi Minh City Declaration.

1.3. Plenary Session

Fri. September 5 (14:00-16:50)
3F, Grand Ballroom, Sheraton

As the Organization's highest decision-making body, the General Assembly deliberates on important issues, including the election of the next President and Co-President Cities (2025-2027), and the selection of the host cities for the 13th General Assembly (2027) and the 11th Forum (2028). All member cities are required to attend and participate in this important session.

2. Thematic Sessions

2.1. Session 1

Wed. September 3 (16:00-17:20)
3F, Grand Ballroom, Sheraton

The session focuses on how innovation can drive sustainable growth and transformation in the urban tourism sector. Keynote speeches and a panel discussion explore cutting-edge technologies, data-driven strategies, and inter-governmental collaboration models that enhance tourism experiences while minimizing environmental impact.

• **Moderator**

Dr. Justin Matthew Pang, Interim Senior Program Manager and Senior Lecturer of Hospitality Operations and Management with the Royal Melbourne Institute of Technology (RMIT) University, Vietnam Campus

• **Presenter**

Dr. Pham Hong Long, Associate Professor, Chairman of Education and Research Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi
Digital Transformation and Green Urban Tourism Future

Michal Prochazka, Director of Czech Tourism Korea and the Philippine
Czech Tourism -Korea

Daniel Wu, Director, Global Government Affairs, Agoda
Re-Inventing the flywheel: AI driving user-centric transformation in travel tech

2.2. Session 2 & ITE High-level Tourism Forum

Thu. September 4 (10:00-12:00)
2F, Conference Room, Saigon Exhibition and Convention Center (SECC)

Held in conjunction with the ITE (International Travel Expo) HCMC 2025, this session brings together high-level leaders from governments, international organizations, and the private sector to explore how digital technology and green strategies are reshaping the global tourism landscape. Speakers present innovative tools, sustainable models, and future tourism forecasts, sharing practical insights for building resilient and competitive tourism systems.

Speakers

Mr. Harry Hwang, Director of the Regional Department for Asia Pacific, UN Tourism
Digital Transformation

Ms. Natalie Kidd, Managing Director Asia, Intrepid Travel
Green Transformation

Mr. Olive Ponti, Director of Intelligence and Marketing, ForwardKeys Trend and Outlook for the Tourism Industry

2.3. Session 3 (Case Presentation) & TPO Best Award 2025 presentation

Fri. September 4 (10:00-12:00)
3F, Grand Ballroom, Sheraton

This session provides a platform to showcase their best practices, success stories, and initiatives in tourism. Presentations should align with the Assembly's main theme, highlighting how member cities are responding to current challenges and opportunities in the tourism sector. A selected Awardee of the TPO Best Awards 2025 deliver a special presentation, highlighting their achievements and model practices.

Presenter

Chung Hoang Chuong, International Rivers, Research Institute for Climate Change, Mekong Issue

Bảo Ngọc, Miss World Viet Nam, Founder, Gen Zero

Jung Minju, Gimhae (Korea), Manager, Tourism Facilities Operations, Gimhae Digital Innovation for The Future of Sustainable Urban Tourism

Mohd Helmi Bin Arifin, Manjung, Deputy Mayor, Manjung Gateway to Palau Paradise Pangkor Island

Djurabek Suyunov, Samarkand, Head, Department of Tourism, Samarkand Region, Samarkand

Ahmad Munir Bin Ishak, Secretary, Mayor's Office, Ipoh City Council

Jamunarani S. Nadaraja, Deputy Director, Community and Social services department, Ipoh City Council

Kim Hongjin, Department of Tourism MICE, Incheon Metropolitan City

3. Side Events

3.1.TPO Joint Promotion Presentation

Thu. September 4 (13:30-15:00)
1F, Main Stage, Hall A, SECC

TPO Joint Promotion Presentation offers member cities a valuable opportunity to showcase their tourism strategies, signature attractions, and key initiatives to international leaders, industry stakeholders, and media representatives. Each participating city is allocated approximately 10

minutes for their presentation, providing a platform to enhance inter-city visibility and foster collaboration in the tourism sector.

Participating cities (7): Busan, Sanya, Incheon, Manjung, Pohang, Taichung, Ulsan

3.2. TPO Tourism Roadshow

Thu. September 4 (14:00-17:00)/ Fri. September 5 (10:00-17:00)
3F, Foyer, Sheraton

This two-day promotional event offers TPO member cities a valuable platform to showcase their unique tourism products, attractions, and key initiatives.

With exhibition booth located in the hotel foyer, the Roadshow facilitates greater visibility, networking, and collaboration with local tourism stakeholders, media, and participants of the International Tourism Expo (ITE) HCMC 2025.

Participating cities (7): Busan, Jeonju, Sanya, Hanoi, Incheon, Taichung, Ulsan

3.3. Bilateral Meeting

Fri. September 5 (09:00-14:00)
2F, Saigon-Dalat Room, Sheraton

The Bilateral Meetings offer participating cities a valuable opportunity to explore potential partnerships and strengthen mutual cooperation. Representatives of TPO member cities engage in one-on-one discussions to promote city-to-city exchanges and collaborative initiatives. On-site registration is available subject to slot availability.

| Time | Duration | Saigon Room | Dalat Room |
|---------------|----------|--|--|
| 09:00 ~ 09:30 | 30' | Ipoh ↔ Busan | Samarkand ↔ Ho Chi Minh City |
| 09:30 ~ 10:00 | 30' | Breakout Session By TPO Secretariat | Breakout Session By TPO Secretariat |
| 10:00 ~ 11:00 | 60' | Taichung ↔ TPO Secretariat | Tay Ninh ↔ TPO Secretariat |
| 11:00 ~ 11:30 | 30' | Busan ↔ Taichung | Ipoh ↔ Gimhae |
| 11:30 ~ 12:00 | 30' | Ipoh ↔ Taichung | |
| 13:00 ~ 13:30 | 30' | Sanya ↔ Ho Chi Minh City | |
| 13:30 ~ 14:00 | 30' | Busan ↔ Sanya | Kampar ↔ Samarkand |

3.4. TPO Best Awards 2025

Fri. September 5 (18:00-20:00)
23F, Nightspot and Wine bar, Sheraton

The TPO Best Award aims to recognize and celebrate outstanding achievements in tourism policy, innovation, and sustainable development among TPO member cities and tourism-related organizations. Launched in 2013, this Award Program has historically served as a platform to showcase exemplary tourism initiatives and share best practices across the network. The 2025 edition introduces a refreshed structure, reflecting global tourism trends emphasizing digital transformation, ESG principles, inclusive development, governance, and intercity trend cooperation while streamlining award categories for clarity and impact.

All award recipients will be honored at the TPO Best Award Ceremony during the 12th General Assembly in Ho Chi Minh City. Winning entries showcase to all delegates, providing high visibility and networking opportunities.

▪ **TPO Marketing Award**

▪ Excellence: Taichung
2024 Lantern Festival

▪ Distinction: Ho Chi Minh City
Find Your Vibes - Discover the Vibrant Energy of Ho Chi Minh City

▪ Merit: Taiping
Taiping City's 150th Anniversary (1874-2024)

▪ **Tourism Innovation Award:** Incheon

Incheon easy: The Start of Smart & Sustainable Travel

▪ **Sustainable Tourism Award**

▪ Excellence: Ipoh
Regenerative Ipoh: Pioneering Sustainable Tourism through the Doughnut Economics Model

▪ Distinction: Kota Kinabalu
Kota Kinabalu: Smart & Green Tourism

▪ Merit: Hanoi, Batu
Hanoi: *Hanoi launched the project "No Plastic Waste in Tourism"*
Batu: *Nature's Harmony, Sustainable Tourism: A Story From Tulungrejo village*

▪ **Tourism Leadership Award:** Ipoh

Jamunarani S. Nadarajah, Deputy Director, Community and Social Services Department, Ipoh City Council, Perak, Malaysia for the Tourism Officer)

▪ **Tourism Media Award:** Sanya

Media coverage of the 9th TPO Forum

3.5. Site Inspection Tour of Ho Chi Minh City

Sat. September 6 (09:00-15:00)

Option 1. Cu Chi Tunnels

The Cu Chi Tunnels are one of the Ho Chi Minh City's most renowned historical sites, where revolutionary soldiers once lived and fought in an extensive underground network stretching for hundreds of kilometers. Today, visitors can explore parts of this "underground village" and experience the resilience and ingenuity of its builders.

Option 2. Ho Chi Minh City Double-Decker Bus Tour

With the provided voucher, participants can enjoy a self-guided city tour on Ho Chi Minh's double-decker bus. This program does not include a separate guide or lunch, allowing guests the flexibility to explore the city's landmarks at their own pace while enjoying panoramic views from the open-top deck.

4.1. Vietnam Night

Wed. September 3 (18:00-20:00)

Hold alongside the International Travel Expo Ho Chi Minh City (ITE 2025), this night offers the first formal opportunity for all participants to network and experience Vietnamese hospitality. As one of the signature social events of the assembly, it brings together hundreds of city leaders, tourism professionals, and stakeholders from around the world, providing a vibrant platform for international networking, cultural exchange, and collaboration.

4.2. TPO Cultural and Artistic Exchange Gala

Thu. September 4 (15:00-16:30)

Specially prepared by Ho Chi Minh City for TPO member cities, the gala presents a distinguished program of cultural exchange, featuring traditional booths, the graceful Lotus Dance, the Áo Dài Fashion Show "Silken Lotus Melody", and artistic performances from various countries, celebrating the spirit of unity, friendship and cooperation at the heart of TPO.

4.3. Farewell Dinner

Fri. September 5 (18:00-20:00)

The Farewell Dinner marks the official conclusion of the General Assembly, providing a warm and memorable closing for all participants. It offers an opportunity for reflection, appreciation, and networking before departure. During this event, the recipients of the TPO Best Awards will be formally recognized and presented with their awards.

Contact Information

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