WiT JAPAN & NORTH ASIA

13 & 14 May 2024 | The Westin Tokyo

Programme correct at time of publishing
All times shown are in Japan Standard Time (UTC +9)

Day 1 Mon - 13/05 | **Day 2** Tue - 14/05

10:00 AM - 12:00 PM
WiT Japan & North Asia Travel Tech Thinktank, presented by EY

This event is by invite only

Possibilities and Responsibilities of Travel In The Age of Generative AI
The travel industry is at an inflexion point with Generative AI playing a leading role in this next generation of travel. We all have to learn to use it and live with it and learn how our customers are going to use it, so we can adapt to this step change. This "Chatham House Rule" closed-door, by-invite session will discuss and share the findings of the Thinktank held at WiT Singapore in October 2023 and come up with key recommendations on how we should navigate travel in this accelerated age of AI and technology.

12:00 PM - 1:00 PM
Registrations Begin For Main Stage/Coffee & Networking

1:00 PM - 1:20 PM
Kick-Off

1:20 PM - 1:35 PM
Japan Destination-Super-Power

How to innovate and create next level growth, new experiences and more engaged customers.

Jesper Kolf
Global Ambassador
Mores Group

1:35 PM - 1:40 PM
Open Space

1:40 PM - 2:10 PM
Welcome To The Third Age of Digital Travel

We've gone from Web 1.0, a browser-based world, to Web 2.0, when everything went social and mobile. Now we're into the third digital age of travel, an age dominated by generative AI although not exclusively. Should we be excited or terrified? Will it herald the next golden age of tech or a world where humans become subservient to the machine? We ask industry leaders with diverse perspectives to share their projections for the future. What's the new age of AI we are coming into and how do we humans working in travel engage with it?

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Shaue Chee Beh
Director
Uber

Kazuhisa Takahashi
CEO
Trajiro

Mizuho Hiragori
Corporate Development
Revival Co.,Ltd.

Timothy Hughes
Vice President, Corporate Development
Agoda

2:10 PM - 2:30 PM
Coffee Chat: Going Places with Traveloka

From its homebase of Indonesia, this OTA has been going places, with its mobile and platform strategy, targeting travellers in South-east Asia. What's next for this Asia homegrown unicorn as competition intensifies in its region, and what will be its differentiator in this new age of travel?

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Caesar Indra
President
Traveloka

2:30 PM - 2:40 PM
The Short Form Content Revolution

As short form videos catch on with a new generation of travellers, what are the trends being seen in this space, what kind of content cuts through and how can travel providers leverage this new form of inspiration?

Tajveer Bedi
Head of Travel, Hospitality and Tourism, SEA
TikTok

2:40 PM - 3:00 PM
Coffee Chat: The Growth Story of Asia Pacific

He got his grounding in online travel in Japan and North Asia, and then spent a stint in South-east Asia, getting to know and understand another region. What are the differences that underline both regions, yet unite them? What's the common thread that links the two regions? Unique perspectives from this executive who will bring his human lens to the growth story of Asia Pacific.

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Michael Dykes
Vice President, Market Management, Asia Pacific
Expedia Group

3:00 PM - 3:30 PM
Coffee Break

3:30 PM - 4:00 PM
South Korea: Gearing Up For The Next Revolution

Its recovery was robust. The competition is fierce. The lines are blurring. How are South Korea's leading online travel brands preparing for the next revolution as they expand beyond their borders, grow across verticals and face the competition at home?
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Moderator:

Timothy Hughes
Vice President, Corporate Development
Agoda

Panel:

Donggun Lee
CEO & Founder
MyRealTrip

Min Yoon
CEO & Founder
Triposyere

Henry Lim
Head of Strategy
GC Company

4:00 PM - 4:40 PM
WiT Startup Showcase, Part 1

Disruption often leads to innovation and out of the wreckage sprouts new startups and voices, who found a more open world for their ideas. In this showcase, startups get their five minutes of fame to pitch their business to the audience and get feedback from a panel of dragons. **View their profiles →**

Startups:

Yuta Kuratate
CEO
Delta HQ

Jeff Lu
CTO
Gogoout

Hidenori Miyamoto
Founder & CEO
Logo Inc

Sarah Chung
CEO
Like It Formosa

Dragons:

Atsushi Taira
Managing Director, Mistletoe /
Chairman & Co-founder, The Edgeof

Mizuho Hiragori
Corporate Development
Revival Co.,Ltd.

Matthew Romaine
Founding Partner
Ocean Capital

Amy Yin
Venture Partner
defy VC

4:40 PM - 5:00 PM
Coffee Chat: Humans Making Positive Impact

After a career of chasing and closing the big deals with companies like Softbank, this veteran investor and player in the Internet space decided to switch focus to positive impact investments. He and Taizo son (brother of Masa-son) started Mistletoe eight years ago as a family-run fund, betting on startups that are different, meaningful and good for the planet. This year, they are going all in – they acquired Softbank Ventures Asia and are starting a new $400m fund to double down on positive impact investments. Let's hear the story first hand and how he sees travel in this investment ecosystem.

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Atsushi Taira
Managing Director, Mistletoe /
Chairman & Co-founder, The Edgeof

5:00 PM - 5:30 PM
Taiwan: Lessons In Sustainability, Community and Biodiversity

In Taiwan, it's as much about the Human Revolution, as it is the Sustainability Revolution. A big focus of the industry this year is around Sustainability and ESG. Meet the players who are putting serious efforts into building a better travel industry in their home island.

Moderator:

Daniel Cheng
Founder & President
RTM Association (Redefine Tourism Mixer)

Panel:

Wang Chun Huang
Chairman
Lavender Forest Group

James Huang
Deputy CEO
Brother Travel Travel Service Company

Gina Tsai
President
CCLAT (Creative Tourism & Community Design Association, Taiwan)

Kun Li Chin
Curator
Slow Food Tatung

5:30 PM - 5:50 PM
Coffee Chat: Building Customer Love & Trust in Tours & Activities

It's the most fragmented part of travel – tours, activities & attractions – and hence the hardest to digitise. But digitisation is happening as consumers move online and operators know they have to follow. Learn from this product chief the challenges and opportunities of implementing tech in a largely offline industry, and how it localises to solve customer pain points across markets in Asia, including Japan.

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

David Liu
Chief Product Officer
Klook

5:50 PM
It's A Wrap for Day One

6:00 PM
Opening Cocktails at The Westin Tokyo hosted by Marriott International

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