

ICE2025 Conference Programme (Provisional)

17-19 September 2025 | Beijing, China

	16 September	17 September (Day 1)	18 September (Day 2)	19 September (Day 3)	Sep 20
9:00-12:00	Registration	Opening, Keynote Speaker: Li Xinjian, BISU Waikin Wong, ICCA Asia Pacific Director Judith Mair, Queensland University Luo Qiuju, Sun Yat-Sen University	Panel Session 2: Future Trends in Destination Development Parallel Session 3: Paper Presentations Parallel Session 4: Paper Presentations	Panel Session 3: Editors' Roundtable Discussion Parallel Session 5: Paper Presentations Parallel Session 6: Paper Presentations	Post-conference Trip: The Great Wall
12:00-14:00		Lunch Break	Lunch Break	Lunch Break	
14:00-18:00		Panel Session 1: China's MICE Industry Parallel Session 1: Paper Presentations Parallel Session 2: Paper Presentations	The 5 th Annual Conference on MICE Education	Tour of China National Convention Center or New China International Exhibition Center (NIEC)	
18:00-20:00	Reception	Visit to Qianmen Street	Sanduban Art Space: Artist Roundtable (798 Art District) & Dinner at Aite Café		