Asia Pacific Snow Conference 2016
Date: Thursday, 25th of February 2016
Location: Venue CNCC, Convention Area Conference Room M-306B (No. 7 East Tianchen Road, Chaoyang District, Beijing, China)

Morning: Chinese ski industry towards the Winter Olympics: international best practice examples

09.10 – 09.30 Registration

9.30 – 10.00

● The Chinese winter industry and the assignment of the Winter Olympics 2022 to Beijing:
  - **2015 Overview of the key industry figures for International ski resorts**
    Mr. Laurent Vanat, Founder of Laurent Vanat Consulting SARL
  - **2015 China report on ski resorts industry: CHINA RESORT WHITE BOOK**
    Mr. Wu Bin, Wanda Senior consulting manager of Changbai Mountain Ski resort

10.00 – 10.30

● Key factors for planning and developing successful mountain resorts

  Mr. Ryley Thiessen, Vice President of Ecosign Mountain Resort Planners Ltd.
  Mr. Eric Callender, Vice President of Mountain Planning

10.30 – 11.00

● The Canadian Ski Industry: best practice of successful national programs

  Mr. Paul Pinchbeck, CEO of the Canadian Ski Council

11.00 – 11.30

● Chamonix 1924: one century of Winter Olympics heritage
Mr. Alexandre YANG

11.30– 12.30

- **Enhance services of ski teaching: best practice.**
  
  *Mr. Bao Yonglin or Miso, Nordica China*
  
  *Mr. Wang Chunlu, Secretary General of Chinese Ski Association*

12.30– 14.00   Break

**Afternoon: Solutions for ski resorts**

Moderation:

14.00 – 14.30

- **Year-round activities in ski resorts: the Messner Mountain Museum project in Kronplatz – South Tyrol.**
  
  *Mr. Andrea Del Frari, Skirama Kronplatz/Plan de Corones*

14:30– 15:00

- **Services and human resources in Chinese ski resorts: strategies, problems ...**
  
  *Mr. Wei Qinghua, Antaeus Ski Resort Investment & Management Co., Ltd*

15.30 – 16.00

- **The key role of youth and women in the Chinese winter industry**
  
  *Mrs. Jennifer De Rose, Stoked Education*

16:00– 16:30

- **Japanese ski industry**
  
  *Speaker tbd*
16.30 – 17.00

- **Planning of Snowparks**
  
  *Andrea Coatti, Yibu Snowparks*