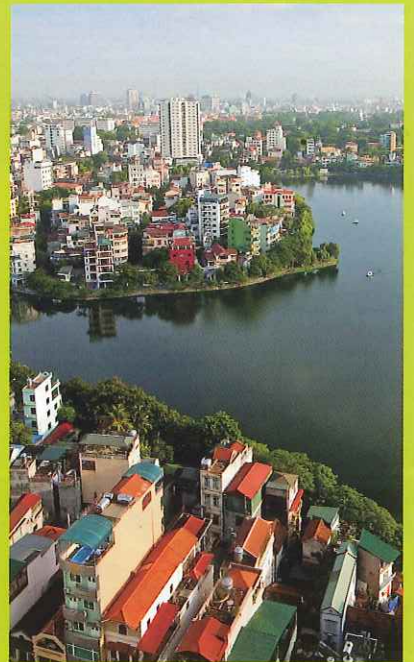
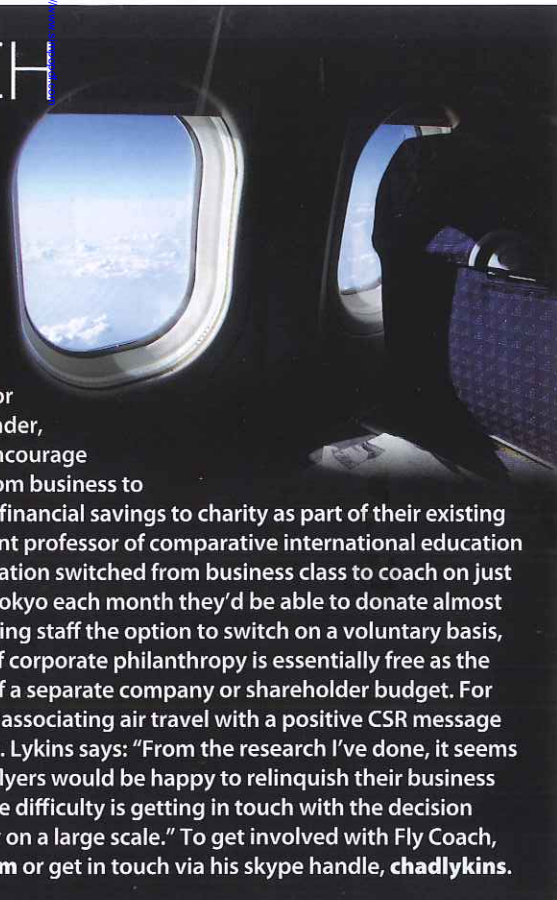


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FLY COACH FOR A GOOD CAUSE

HONG KONG In order to demonstrate its founding concept, Fly Coach is looking for its first corporate partner. Founder, Chad Lykins, believes he can encourage business travellers to switch from business to economy class and donate the financial savings to charity as part of their existing CSR strategy. Lykins, an assistant professor of comparative international education at HKU, says: "If a large organisation switched from business class to coach on just 10 flights from Hong Kong to Tokyo each month they'd be able to donate almost HK\$2 million to charity." By giving staff the option to switch on a voluntary basis, Lykins explains that this kind of corporate philanthropy is essentially free as the donations aren't coming out of a separate company or shareholder budget. For meeting and incentive groups, associating air travel with a positive CSR message could prove extremely popular. Lykins says: "From the research I've done, it seems that as many as 80 per cent of flyers would be happy to relinquish their business class seats for a good cause. The difficulty is getting in touch with the decision makers to really test the theory on a large scale." To get involved with Fly Coach, email chad.r.lykins@gmail.com or get in touch via his skype handle, **chadlykins**.



INTERCONTINENTAL TO OPEN LARGEST BALLROOM IN HANOI VIETNAM

The Intercontinental Hanoi Landmark 72 project is set to have both the largest pillar-less ballroom and largest ballroom foyer area in Hanoi. The ballroom itself will have a total area of 920 sqm, whilst the foyer will be 1,020 sqm.

Alongside the grand ballroom and foyer, the Intercontinental hotel also has a VIP suite and eight smaller meeting rooms which can be combined for larger gatherings. All the meeting rooms are located on the same floor for ease of navigation.

Scheduled to open in the third quarter of 2013, the hotel location is within Keangnam Hanoi Landmark Tower, Vietnam's tallest building. Once complete, the hotel will be the tallest in Southeast Asia and the 359 bedrooms will all be located at least 300 metres above ground level. Meanwhile, the Intercontinental lounge is to be perched 346 metres up on the 71st floor.

www.ihg.com



SEOUL WOWS AT IT&CM CHINA

CHINA This year's IT&CM China stole the show as part of an expanded Shanghai

Business Week. The conference, which celebrated its 7th year, saw 3,000 industry professionals gather for three days of business, networking and education. China's global importance was celebrated throughout the event with the country's meeting and incentive spend expected to grow by over 15 per cent throughout the current year. Further expansion was also predicted for 2014. Amid the many events, it was the gala dinner, hosted by the Seoul Tourism Organization (STO) and held on the conference's inaugural night, that stood out as a real highlight. Around 300 invited guests experienced wonderful Korean cuisine and culture with a break-dancing performance at the heart of proceedings. With passion and humour, STO's vice-president, Maureen O'Crowley, delivered a keynote speech, casting aside any notion of concern over South Korea's safety and, of course, injecting a little Gangnam Style into the proceedings. www.itcmchina.com