

## Jens Thraenhart

In 2014, the six tourism ministries of Cambodia, Laos, Myanmar, Thailand, Viet Nam, and China (Yunnan and Guanxi Provinces) appointed Jens Thraenhart to head the Mekong Tourism Coordinating Office (MTCO) as its Executive Director. The Mekong Tourism Coordinating Office (MTCO) is an inter-governmental body to promote the Mekong region as a single tourism destination, and foster responsible tourism development in the Greater Mekong Subregion (GMS). In his tenure, which the governments extended for two additional terms, he digitised the organization, introduced new programs and initiatives to drive engagement with industry stakeholders, organized the annual Mekong Tourism Forum, and was recognised with various prestigious awards for innovation and design for the new website MekongTourism.org, as well as the MekongMoments.com collaborative marketing platform, as well as the Mekong Mini Movie Festival campaign. He created the public-private partnership framework Destination Mekong, which operates various initiatives, including the collaborative social commerce platform Mekong Moments, the Experience Mekong Collection curating responsible travel experiences, and the Mekong Innovative Startups in Tourism (MIST) accelerator program.

In 2009, he co-founded award-winning China digital marketing and social media agency Dragon Trail, based in Beijing/PR China, helping companies all over the world to reach affluent Chinese consumers. Prior he has led marketing, CRM, and digital strategy teams at the Canadian Tourism Commission based in Vancouver/Canada, and at Fairmont Hotels & Resorts based in Toronto/Canada.

In 1999, he founded his consulting firm Chameleon Strategies, an Affiliate Member of the World Tourism Organization (UNWTO), incorporated in Bangkok, Hong Kong and Vancouver. He has personally assisted many global companies with their digital transformation over the past twenty years. In 2016, Chameleon Strategies moved its main office to Bangkok/Thailand, offering services from strategic consulting, social technology development, communications, content creation, branding, marketing services, and creative design.

Educated at Cornell University with a Masters of Management in Hospitality, Mr. Thraenhart was recognized as one of the travel industry's top 100 rising stars by Travel Agent Magazine in 2003, was listed as one of HSMIA's 25 Most Extraordinary Sales and Marketing Minds in Hospitality and Travel in 2004 and 2005, and named as one of the Top 20 Extraordinary Minds in European Travel and Hospitality in 2014. A member of the UNWTO Global Panel of Experts, and PATA Board Member, he also served as past executive global board member of HSMIA (Hospitality Sales Marketing Association International), and was the past Chair of PATA China. A dual citizen of Germany and Canada, he now lives in Bangkok/Thailand.

## Kontaktdaten

### Jens Thraenhart

CEO

Mekong Tourism Coordinating Office (MTCO)



## Veranstaltung

### Mekong Tourism Forum: Filmtourismus und Storytelling

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019

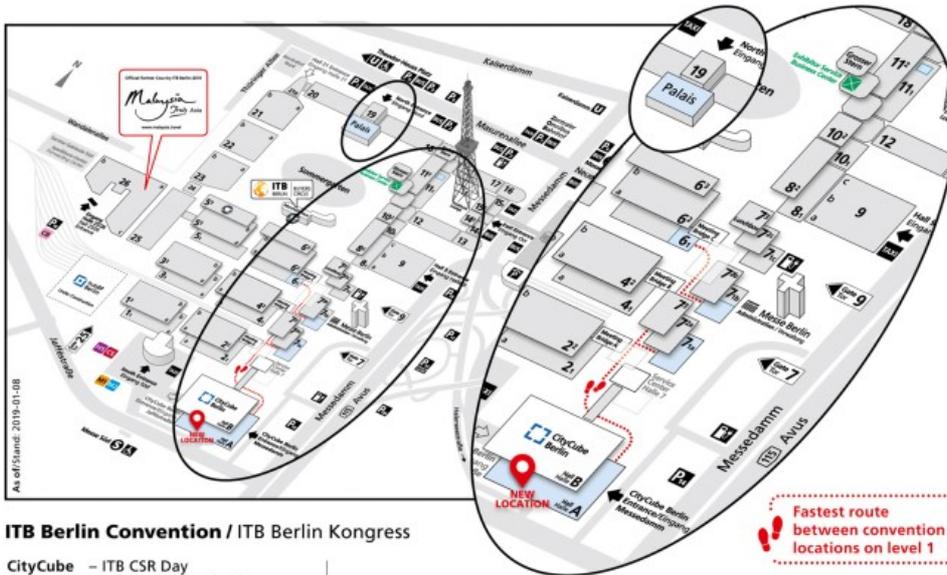


EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

Mittwoch, 6. März 2019, 15.00 - 15.45 Uhr  
CityCube Berlin, Cube Club

Same, same but different? – Gemeinsame Lösungen für eine nachhaltige Tourismusentwicklung in Südostasien  
Donnerstag, 7. März 2019, 17.00 - 17.45 Uhr  
CityCube Berlin, Saal A3



## ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

Fragen zu Kongressinhalten/-organisation

**ITB Berlin Kongressbüro**  
c/o Multivisio GmbH  
Hanauer Landstraße 287  
60314 Frankfurt am Main

**Alexandra Saless**  
Freiberufliche Kongressmanagerin  
Telefon: +1 843 602-2720  
alexandra.saless@multivisio.de

Fragen an die Messe Berlin

**Lisa Klimke**  
Product Manager  
Messe Berlin  
Messedamm 22  
14055 Berlin  
Telefon: +49 (0)30 / 3038 2167  
Telefax: +49 (0)30 / 3038 23113  
klimke@messe-berlin.de

Wissenschaftliche Leitung ITB Berlin Kongress

**Prof. Dr. Roland Conrady**  
Hochschule Worms  
Erenburgerstr. 19  
67549 Worms  
Telefon: +49 (0)6241 / 509 126  
conrady@hs-worms.de

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.