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## Mekong Forum: Collaborative Social Commerce & User-Generated Storytelling

Category	Date	Time	Location
Convention Workshops	March 8, 2018	11:00 - 11:45	Convention Hall 4.1, Room Regensburg

Born out of the need for innovative and cost effective sales and marketing initiatives to promote the six countries and its tourism destinations of the Greater Mekong Subregion (Cambodia, PR China, Lao PDR, Myanmar, Thailand & Viet Nam), the public-private partnership framework Destination Mekong, strategically aligned with the secretariat of the Tourism Working Group of the governments of the Greater Mekong Subregion, created the globally unique collaborative social commerce platform MekongMoments.com. Beta-launched at ITB Asia 2017 in Singapore, the initiative that is founded by six private and six public sector organizations, and developed by UNWTO Affiliate Member Chameleon Strategies, has gained traction with over 6,000 businesses listed and over 30,000 shared visual experiences tagged with #MekongMoments aggregated from social media in just three months. The platform enables any organization regardless of type and size to run their own social media campaign, and get an expandable and customizable digital presence. Learn how collaborative social commerce can transform tourism marketing in the Southeast Asia, by building capacity for businesses of any size and type, driving sales, promoting the destinations, and developing a powerful social CRM, data intelligence, and loyalty engagement platform at the same time.

### Moderated by:

[Jens Thraenhardt](#), Executive Director, Mekong Tourism Coordinating Office

### Panel guests:

[Gerrit Krueger](#), Operations Manager, Destination Mekong

[Puppub Ongsiirikul Niddin](#), General Manager, Nam Kat Yor La Pa Resort, Lao PDR

[Dr. Ha Van Sieu](#), Vice Chair, Viet Nam National Administration of Tourism

[Visothy So](#), Undersecretary of State, Ministry of Tourism of Cambodia

[May Myat Mon Win](#), Chair, Myanmar Tourism Federation