
A look ahead to this year's APOT forum

By **PAX International** on May, 21 2019 | Events



*Sanur Beach ~ Bali ~ Indonesia
1st ~ 3rd June 2011*

APOT has hosted its forum across Asia, including in Bali for its 2011 edition

[APOT](#) is hosting its forum from June 16 to 18 at the Hotel Intercontinental Expo in Pudong, Shanghai, marking the first time the event has been held in Mainland China.

APOT is unlike any other forum in this industry with a focus on relaxed networking and plenty of time for getting to know colleagues and forging business ties.

The premise of APOT is to bring together industry professionals to promote destinations as well as the journey – at APOT, the tourism aspect is as important as the onboard hospitality and service elements.

This year, the organization hopes to provide an opportunity for China-based businesses, both airlines and their suppliers, to discuss, learn and teach those from outside of China the business models and routes to market.

As China grows exponentially fast, many aspects of its growth show how things are done differently there from the rest of the world, and in particular the rest of Asia. APOT will be looking to establish relationships to support the industry at large through the expansion of these markets.