



香港會所管理協會
The Club Managers' Association of Hong Kong

15th Asian Club Managers' Conference, Hong Kong

15th – 16th September 2025



Welcome by the CMA HK

Welcome to the 15th Asian Club Managers' Conference in Hong Kong on 15th – 16th September 2025. This year, we focus on "The Future of the Club and Hospitality", a theme that speaks to the evolving landscape of our Club industry.

The conference featured a distinguished line-up of industry professionals who will share their insights and experiences, offering a unique opportunity for the club members and delegates to advance their professional development, expand their networks, and broaden their perspectives.

Hong Kong, with its rich blend of diverse cultures and traditions, provides the perfect the backdrop for our event. It is a vibrant hub where professionals from around the globe can exchange ideas and learn from one another's journeys. Beyond the conference sessions, you will find countless attractions and experiences that reflect the city's unique character and energy.

Your participation and support is a significant vote of confidence in our collective commitment to shape the future of club management. The Conference would not be the same without you. Those who enrol in the CMAA BMI course (F&B module) are also invited to attend our Conference. We are confident that the 2025 CMA Conference will provide a rewarding and insightful experience for all attendees.

Lastly, I would like to thank the Conference Committee for their amazing work in organising what promises to be two great days of education and two evenings of social networking including dinner at an authentic Dai Pai Dong and a sunset cruise on a traditional Chinese junk. I would also like to thank the Royal Hong Kong Yacht Club for stepping up to serve as the host venue for all of the educational sessions.

On behalf of the Conference Committee, I would like to express our gratitude for your support and for taking the time from your busy schedule to attend. We look forward to an inspiring event!



Jacco Klip
Chairman
15th Asian Club Managers' Conference

Conference Registration

CMA Hong Kong Member

Early Bird Full Registration (until 15th August 2025) \$3,200
Including all Educational Sessions, Networking Dinner and Closing Cocktail

Full Registration \$3,500
Including all Educational Sessions, Networking Dinner and Closing Cocktail

CMA Hong Kong Member - Additional Delegate

Full Registration \$2,800
Including all Educational Sessions, Networking Dinner and Closing Cocktail

2-Day Educational Sessions Only \$1,800

Overseas Clubs & Non-CMA Hong Kong Member (in Hong Kong)

Morning Educational Session on 15th September (Day 1) *for BMI only* \$1,000

Full Registration \$3,750
Including all Educational Sessions, Networking Dinner and Closing Cocktail

Payment & Cancellation

Payment Deadline: on or before Monday, 1st September 2025

Please notify us at CMAconference2025@hkbankersclub.com once payment has been settled.
And for those who pay by bank transfer, please attach a proof of transaction for record purpose.

Bank Telegraphic Transfer

Please remit funds to: "CLUB MANAGERS' ASSOCIATION OF HONG KONG"
Name of Bank: Standard Chartered Bank (Hong Kong) Limited
Bank Code: 003
Bank Account No.: 447-0-029038-1
Bank's Address: Standard Chartered Bank Building, 4-4A Des Voeux Road
Central, Hong Kong
Bank's Swift Code: SCBLHKHH

Please note our invoice amount is net of wire transfer, all local and overseas charges borne by remitter.

Cheque Payment

Made payable to "CLUB MANAGERS' ASSOCIATION OF HONG KONG"
and post to The Club Lusitano, 23rd Floor, 16 Ice House Street,
Central, Hong Kong.

Cancellation

All cancellations must be in writing and sent to CMAHK
office via email at CMAconference2025@hkbankersclub.com.

On or before 31st August 2025 - 50% refund



Scan the QR
code or click on it
to sign up now!

Educational Session: Day 1

Monday, 15th September

Venue: Royal Hong Kong Yacht Club
Kellett Island, Causeway Bay

Attire: Smart Casual

7:30am – 8:30am	Registration and Coffee
8:30am – 8:45am	Welcome Speech by the CMA HK Chairman
8:45am – 9:15am (30 mins)	Brett Kruse <i>Topic: Power of Community & Inspiration</i>
9:15am – 10:00am (45 mins)	Technology Panel Discussion Vishal Kirpalani, Alex Withers <i>Topic: The Tech Revolution: Elevating Member Engagement and Optimising Club Operations</i>
10:00am – 10:30am	Break
10:30am – 11:15am (45 mins)	Gary Tsang <i>Topic: How Technology & AI Assist Clubs and Hospitality for Digital Transformation</i>
11:15am – 12:15pm	James Bishop & Darwin Anitipolo <i>Future Foresight Session 1 ('What?') Exploring the Emerging 'Signals' of Clubs</i>
12:15pm – 1:30pm	Lunch
1:30pm – 2:15pm (45 mins)	Connor Best, James Kilmartin <i>Topic: Australian Wine Trends vs. Napa Wine Maker, New but Opposite World Wines</i>
2:15pm – 3:15pm (1 hr)	F&B Panel Andrew Ford, Randy Ruder, Sandeep Sekhri <i>Topic: New Business Models, Robots in Service, Niche F&B Trends</i>
3:15pm – 3:30pm	Break
3:30pm – 5:00pm	James Bishop & Darwin Anitipolo <i>Future Foresight Session 2 (So What?) Exploring Unique Future Outcomes for Clubs in Asia and Beyond</i>
5:00pm – 6:00pm	Post Conference Sundowners Royal Hong Kong Yacht Club
6:00pm – 9:00pm	Networking Dinner Dai Pai Dong

Educational Session: Day 2

Tuesday, 16th September

Venue: Royal Hong Kong Yacht Club
Kellett Island, Causeway Bay

Attire: Smart Casual

7:30am – 8:30am	Arrival and Coffee
8:30am – 9:15am (45 mins)	Adrian Halkes <i>Topic: Governance - PRL Leasing Challenges, Capacity Expansions, Outdoor Dining, Opportunities to Grow</i>
9:15am – 9:45am	James Bishop Energiser
9:45am – 10:45am	Break & TECHNOGYM - Wellness and Fitness
10:45am – 12:15pm (90 mins)	Wellness Panel Discussion Panellists: Andrew Cox, Mac Ling, Philip Watkins <i>Topic: Nutrition, Mindset & Movement as Medicine</i>
12:15pm – 1:15pm	Lunch
1:15pm – 1:30pm	James Bishop Energiser
1:30pm – 2:30pm (60 mins)	Future Clubs Panel Discussion Panellists: Genavieve Alexander, Mark Cho, Timothée Lesné, Simon Sheperdson <i>Topic: Modern Clubs</i>
2:30pm – 3:00pm	Break
3:00pm – 3:45pm (45 mins)	Jo Lodder <i>Topic: Resilience</i>
3:45pm – 5:00pm	Conference Sum up - James Bishop <i>What Are Your Takeaways from The Conference on the Future of Clubs?</i>
6:00pm – 8:30pm	Sunset Harbour Cruise Embark at Royal Hong Kong Yacht Club Enjoy cocktails and canapés on board

Speakers and Panellists



Brett Kruse
Self Employed

Kruse is a passionate athlete who initially focused on basketball throughout high school. Early in his professional career, he began participating in triathlons to stay fit and find a balance outside of work, ultimately discovering a love for Ironman racing. Having completed 14 Ironman events, including the World Championship, Kruse transitioned to open water swimming after moving to Hong Kong 2.5 years ago. This shift allowed him to embrace the local environment, increasing his swimming distance from 4 km to an impressive 45 km, showcasing a remarkable commitment to the sport.



Vishal Kirpalani
App It

Vishal founded App It with the intention to provide IT consulting and 'development as a service' offering to the local market in order to serve clients better, improve client & vendor relationships and build a community around our clients' expertise. Leveraging his background and experience, having been born and brought up in HK, a club member since young, App It has grown year-on-year, working with some of the biggest membership clubs, brands and exciting corporates in HK & SG. App It is determined and focused on taking care of our partners' technical and creative needs with local support, so that our partners can trust their systems will enable their continuous and sustainable growth.



Alex Withers
NorthStar

Alex Withers is the Chief Sales and Marketing Officer at Northstar, where he leads the company's sales and marketing initiatives, driving growth and enhancing the strategic positioning of its market-leading club management platform. A seasoned executive in golf and technology, he specialises in go-to-market strategy and revenue growth. Withers brings extensive experience from top brands like USGA, ESPN, and LexisNexis. Previously, he served as Senior Vice President of Golf at TriMark, developing marketing strategies for esteemed clients such as Golf Pride, Pinehurst, Invited, Concert Golf Partners, and UST Mamiya.



Gary Tsang
Shiji

Director at Shiji Group HK, Taiwan and Asia Pacific with over 10 years of experience driving strategic growth and innovation in the hospitality and technology sectors. Proven leader in optimising operations, fostering client relationships, and implementing cutting-edge solutions to elevate business performance. Passionate about transforming industry standards and empowering teams to achieve excellence.

Speakers and Panellists



Connor Best
Napa Valley Vintners

Connor serves as the Senior Director of Winery Relations and International Marketing for the Napa Valley Vintners. Since joining the organisation in 2011, he has been leading NVV's global initiatives, working to elevate the Napa Valley as a leading wine region.

Connor holds a Level 3 certification from The Wine & Spirits Education Trust, is a Certified Specialist of Wine through the Society Educators, and has completed the introductory Sommelier Course with the Court of Master Sommeliers.



James Kilmartin
Joval Group

James Kilmartin is the NSW & ACT State Manager at Joval Wine Group, a leading premium wine distributor in Australia. With over a decade of experience in wine sales, brand development, and market strategy, he has worked across wine media, co-founded a boutique label, and led top-performing sales teams. At Joval, James oversees the Red + White portfolio, partnering with leading hospitality groups and retailers to deliver tailored wine solutions. He's passionate about supporting venues through customised programmes, staff engagement, and offers that drive long-term value, aligning with goals like sustainability, education, and enhanced customer experience.



Andrew Ford
Fine Vintage

Andrew Ford has extensive expertise in the wine and spirits industry and the global airport commercial sector, focusing on strategic development and revenue optimisation. He began his career at Allied Domecq, marketing international brands in duty-free and Asian markets. As CEO of the Tax Free World Association, he expanded its global influence for seven years. In 2006, he moved to Hong Kong as Vice President of Global Business Development at DFS Group. In 2016, he founded Paccaya Resources Ltd., advising clients like airports and luxury brands on financial strategies. In 2025, he became CEO of Fine Vintage, merging his passion for artisanal wines with Hong Kong's heritage.



Randy Ruder
Beach Point Club

Randy Ruder, CCM, CCE, is a former Chairman of the Club Management Association of America (CMAA) and has been the General Manager of Beach Point Club in Mamaroneck since 1999, starting as a summer intern in 1993. He became Assistant Manager in 1994 and General Manager in 1998. A graduate of the University of WI - Stout with a double major in Hospitality & Tourism Management and Business Administration, he also holds an MBA from LaSalle University. Randy is a Past President of the Metropolitan Chapter of CMAA and actively participates in various committees and advisory boards, promoting student engagement through internships.

Speakers and Panellists



Sandeep Sekhri
Boutique Bars

Sekhri was the founder and CEO of Dining Concepts, overseeing over 26 restaurants and bars in Hong Kong, from casual cafés like Le Pain Quotidien to steakhouses such as Tango and Alto. His collaborations with celebrity chefs like Gordon Ramsay and Laurent Tourondel were pivotal to the group's growth. After selling Dining Concepts in 2018, Sekhri shifted his focus to nightlife, partnering with designer Ashley Sutton to create BOUTIQUE BARS. This venture aims to redefine nightlife with authentic and innovative designs, enhancing guest experiences and setting new expectations in the industry.



Adrian Halkes
AJ Halkes

Adrian "AJ" Halkes is a leading legal authority in Hong Kong's food & beverage and members' clubs sector, with over 30 years of experience in liquor licensing and regulatory compliance. He advises a range of clients, from neighbourhood restaurants to high-profile private clubs, on business setup and acquisitions. Known for his practical approach, Adrian engages with licensing boards and regulators to navigate the complexities of the F&B landscape. Additionally, he is a barrister with expertise in construction law and regulatory defence, representing clients in trials and investigations. He has appeared in courts abroad and spoken at international forums like APEC and the Legislative Council.



Andrew Cox
Joint Dynamics

Andrew is a Co-Founder of Joint Dynamics in Hong Kong, and is a trainer, lifestyle coach and educator in the health and fitness industry working with individuals, teams and corporations on health, performance and productivity. Andrew is a sought-after speaker and educator. He presented at many international fitness conventions, international performance summits and has worked in conjunction with clients such as the Chinese Olympic Committee, Hong Kong Police Force, House of Dancing Water in Macau, as well as being a founding member of the Weston Price foundation in Hong Kong.



Mac Ling
Coaching Collective

Mac Ling is a trauma-informed executive coach and founder of Coaching Collective, specialising in leadership development across the Asia-Pacific since 2015. He assists elite professionals in navigating transitions by fostering essential new mindsets. Mac has coached leaders from firms like BlackRock, HSBC, and Netflix. Starting in sales engineering and consulting for Silicon Valley IT firms, he later held general management roles at Sprint Corporation. An eclectic entrepreneur, Mac has launched seven ventures. He is a certified Advanced Master Coach and ICF Professional Certified Coach (PCC), having completed the Compassionate Inquiry Trauma-Informed Therapy Program and teaches at Harthill's Advanced Diploma in Coaching.

Speakers and Panellists



Philip Watkins
IMI

Philip Watkins has over 10 years of clinical experience in naturopathy, homeopathy, and functional medicine, treating various health conditions in children and adults. A graduate of the Australian College of Natural Medicine, he previously ran a successful practice in Melbourne. Philip uses functional laboratory tests to identify health issues, addressing them with herbal medicine and lifestyle counseling. He focuses on the body's interconnected systems, promoting small changes for significant effects. Passionate about educating others on nutrition and natural medicine, he is also an engaging speaker and writer, contributing to publications like GNC Livewell and Men's Health.



Genavieve Alexander
67 Pall Mall

Genavieve is a luxury brand specialist with a background at LVMH throughout the Champagne & Wine Estates business. After moving to Asia, she enhanced Berry Brothers & Rudd in Singapore and Hong Kong, and later founded her own business to expand European lifestyle brands across the region. She returned to wine as Country Head, Greater China at 67 Pall Mall, launching its virtual membership in Hong Kong and expanding to Shanghai. Her club experience includes founding Boujis Members Club, establishing The Hong Kong Polo Club, and serving on the board of The Foreign Correspondents Club.



Mark Cho
Pedder Arcade

Mark Cho is the founder of the Pedder Arcade, a high-end retail mall concept in Hong Kong, co-founder of The Armoury, a group of classic menswear stores in Hong Kong and New York, and the co-owner of Drake's, a British menswear brand with shops in London, New York and Seoul. In addition to his retail and clothing ventures, he is also well known in the watch world as a collector, writer, researcher and collaborator. He was born in London and is a graduate of Brown University.



Timothée Lesné
Club Bâtard

Timothée Lesné is a Director at Club Bâtard in Hong Kong, a prestigious members-only dining and drinking destination featuring three restaurants and a capacity of 300 guests. The venue boasts an impressive three-storey wine cellar, the largest walk-in cellar in Hong Kong, and possibly all of Asia. With extensive experience from The Fine Wine Experience, Citadel Casing Ltd, and Ficofi, Timothée is dedicated to enhancing the culinary experience.

Speakers and Panellists



Simon Shepherdson

International Leisure Consultants

Simon moved to Asia in 1984, dedicating his career to the club and leisure industry. He spent six years with CCA International, establishing 25 clubs across Asia. Since 1996, he has led International Leisure Consultants (ILC), growing it into a respected consultancy with a focus on leisure development. Simon is a leading expert in private clubs, having conceptualised over 100 projects. He has also contributed to the wellness industry, developing spas for luxury hotels like Mandarin Oriental and Marriott. A regular conference speaker, Simon frequently writes for leisure industry media.



Jo Lodder

Action Asia Foundation

Jo Lodder is a pioneering entrepreneur, endurance athlete, and changemaker. As the founder of AI digital marketing agency Evolv Meta and co-founder of JNW Properties, he combines strategic insight with an adventurous spirit. A former professional jockey, Jo's career ended after a fall that left him with a broken back, inspiring him to advocate for people with disabilities. He leads the Action Asia Foundation, empowering individuals through mobility support and adaptive sports. Jo was the first to complete the HK5Trails in 5 Days and will undertake "Run for Ability - Beijing to Hong Kong" in October 2025, symbolising freedom and movement.

Conference Moderators



James Bishop
Koru Consulting Limited (HK)

As a Learning Experience Designer, Facilitator (CPF, CVF), and Team Coach, James brings over 30 years of experience in managing and leading teams across a variety of industries and cultures.

James has designed and delivered more than 1,500 days of programmes in 30 countries, engaging over 35,000 individuals from more than 185 companies. His expertise lies in gamifying both virtual and live learning journeys, ensuring that participants not only gain knowledge but also enjoy an engaging experience. Some tools he may use to support a process may include Lumina Spark, The 2030 SDGs Game, ClockWise Design Thinking, and LEGO® SERIOUS PLAY®.

James will energise our conference, fostering interaction and fun throughout the sessions. His dynamic approach promises to make this event both insightful and memorable.

Join us as we embark on this exciting journey with James leading the way!



Darwin Antipolo
Koru Consulting Limited (HK)

Darwin Antipolo is an experience design strategist, learning architect, and seasoned facilitator with over 20 years of experience helping organisations across Asia-Pacific reimagine how they engage, connect, and create value for their audiences.

Networking Social

Dive into the excitement at our Networking Social after the conference! Experience a dynamic fusion of flavours and connections in a lively atmosphere.

Day 1

Dai Pai Dong Experience

Beer Sponsor:



Savour the essence of Hong Kong with traditional Dai Pai Dong dishes, perfectly paired with local craft beer. Immerse yourself in the rich culinary culture and make meaningful connections over a shared love for food.

Day 2

Sunset Harbour Cruise

Champagne Sponsor:



Set sail for an enchanting evening on our Sunset Harbour Cruise! Enjoy breathtaking views of the iconic Hong Kong skyline and Victoria Harbour as the sun sets. Sip on cocktails and savour canapés while networking with peers against the backdrop of a stunning night sky.

Sponsor Acknowledgement

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THROUGH TECH.**

App It offers comprehensive onsite and offsite technical support to integrate IT systems seamlessly into clubs and hospitality venues across APAC.



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PLATFORM
DEVELOPMENT**



**TECHNOLOGY
CONSULTANCY**



**UI/UX DESIGN &
PRODUCT
MANAGEMENT**

- **IT Infrastructure:** Setup and management tailored to local standards.
- **Software Development:** Custom apps, system integrations, and AI solutions.
- **Equipment Setup:** Optimized hardware and software configurations.
- **Ongoing Support:** Maintenance to ensure performance and uptime.
- **Localized Expertise:** Onsite support for region-specific challenges.



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