

2008 PATA Face of the Future

The 2008 PATA Face of the Future is Kenneth Low, Director Strategy, Asia Pacific for the InterContinental Hotels Group (IHG). Mr Low will receive his honour during the PATA Foundation Gala Dinner at the Galle Face Hotel in Colombo, Sri Lanka on April 6.

Based in Singapore, Mr Low is responsible for planning IHG's growth strategy in Asia Pacific, with a particular focus on the key markets of China (PRC), India and Japan. He joined IHG in November 2005 from Abacus International, where he was Head of Corporate Planning and Development.

Announcing the award, PATA President and CEO Peter de Jong said Mr Low was a high achiever who had risen rapidly through the management ranks of two highly successful travel companies. "We were also pleased that along the way Kenneth found time to connect with PATA through our Young Tourism Professionals (YTP) programme," he said.

Mr Low described the award as a great honour and a big surprise: "It has been a fantastic few years of association with PATA for me, not only as a participant at PATA events but also being involved in YTP programme."

Courtesy of IMEX (the worldwide exhibition for incentive travel, meetings and events), Mr Low will be offered complimentary registration and subsidised travel to attend IMEX 2008 or 2009 in Frankfurt, Germany.

