

Michael Wilton

I'm a dedicated MICE industry professional with a strong focus on building meaningful relationships and driving collaboration across the business ecosystem. Through my hands-on experience in the sector, I have developed a practical understanding of the commercial, operational, and strategic dynamics that underpin successful meetings, incentives, conferences, and exhibitions.

My journey in the MICE industry began in my first role from university, working on trade shows run by a publisher in London. As I developed through the years in UK, I found myself in 2013 leading the company's expansion into Asia from a Bangkok office.

Currently I'm leading one of the world's largest trade show companies – Messe Munich – ASEAN subsidiary. Responsible for the development of the company in the ASEAN markets from our regional HQ in Singapore. I have over 20 years of experience in the MICE sector. 9 of which have been in-situ in the ASEAN market.

Building and leading a diverse multi-cultural, multinational team in ASEAN remains one of my highlights. This collaboration between people from different backgrounds and laying the foundations for them to thrive in their respective fields, demonstrates what I believe is important for businesses to thrive in a disruptive world.

My experience extends to deep collaborations with diverse stakeholders — from clients and industry partners to suppliers, associations and government agencies. Fostering trust, encouraging open dialogue, and creating shared momentum toward common goals is a goal I strive to achieve with every relationship.

I'm deeply committed to the continued growth and evolution of the teams I lead, the business I represent, and showcasing the multilayered benefits of the MICE industry, to sectors, industries and bodies outside of the in-person face-2-face meeting world

I view my strengths as dependable, proactive, and solutions oriented. I step forward when needed, value teamwork, and believe strong industries are built on strong communities.