

PROGRAMME
PATA ADVENTURE TRAVEL CONFERENCE

Venue: Pacific Grand Ballroom, 2nd Floor, Pacific Sutera Hotel
Dress Code: Smart Casual

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| 8.00 am | Registration and arrival of distinguished guests |
| 8.30 am | Arrival of YB Datuk Christina Liew,
Deputy Chief Minister cum
Minister of Tourism, Culture & Environment, Sabah |
| 8.45 am | Arrival of YB Datuk Mohamaddin bin Ketapi,
The Hon. Minister of Tourism, Arts and Culture (MOTAC) |
| 8.50 am | Welcome dance & Silat performance by
National Department For Culture & Arts, Malaysia |
| 8.55 am | Video presentation on TVC Global VM2020 |
| 9.05 am | PATA welcome speech by Dr. Mario Hardy,
Chief Executive Officer (CEO), PATA |
| 9.10 am | Opening speech by YB Datuk Mohamaddin bin Ketapi,
The Hon. Minister of Tourism, Arts and Culture (MOTAC) |
| 9.20 am | Official Launching of PATA Adventure Travel Conference & Mart (ATCM)
*Launching Gimmick |
| 9.25 am | Token of Appreciation from PATA to YB Datuk Mohammadin
bin Ketapi,
Minister of Tourism, Arts & Culture, Malaysia |
| 9.35 am | State of Adventure Tourism
Speaker: Mr. Raj Gyawali, Founder Director, Socialtours, Nepal
Ms. Natasha Martin, Adventure Tourism Experts, Hong Kong |
| 10.00 am | Who are our adventure tourists?
Speaker: Mr. Irshad Mubarak, Owner, Junglewalla Tours Langkawi |
| 10.30 am | Fly Malaysia: Malaysia Hospitality
Speaker: Mr. Roslan Ismail, Head of Sales, Malaysia Airlines |
| 10.45 am | Networking coffee break – Arranged by Tourism Malaysia
Venue: Foyer, Pacific Grand Ballroom |
| 10.45 am | *Media briefing / Press Conference – 1 hour
Venue: VIP Holding Room, 2nd Floor, Pacific Sutera Hotel |