

Malaysia Convention & Exhibition Bureau (868264-K)

(Ministry of Tourism, Arts and Culture)

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**MALAYSIA BUSINESS EVENTS WEEK
21ST – 25TH AUGUST 2023
KUALA LUMPUR CONVENTION CENTRE**

PROGRAMME

Date: 22nd August 2023 (Banquet Hall, Level 3)

Time	Programme
0800 hrs.	Registration
0900 hrs.	Arrival of YB Dato Sri Tiong King Sing, Minister of Tourism, Arts & Culture
0905 hrs.	Negaraku
0910 hrs.	Opening Performance By National Academy of Arts Culture and Heritage (ASWARA)
0920 hrs.	Welcome Remarks by YBhg. Datuk Hajah Saraya binti Arbi Chairman, Malaysia Convention & Exhibition Bureau
0930 hrs.	Officiating Speech by YB Dato Sri Tiong King Sing Minister of Tourism, Arts & Culture
0945 hrs.	Launching of MyTripleE Campaign
0950 hrs.	Presentation of Certificate to UFI Certified Professional Programme
0955 hrs.	Keynote: Adapting to Change By Ms. Ping Liu Chief Executive Officer - China Star Ltd
1010 hrs.	Press Conference
1010 hrs.	Morning Break

Date: 22nd August 2023 (Banquet Hall, Level 3) continues

Time	Programme
1040 hrs.	<p>Panel Session: The Clients' Wants and Needs</p> <p><u>Moderator:</u> Ms. Cynthia Martin Director - Bespoke Marketing</p> <p><u>Panellist:</u></p> <ol style="list-style-type: none"> Ms. Florence Chua Managing Director APAC - Professional Convention Management Association (PCMA) Mr. Nathan Sharma Director of Sales & Head of International CVBs APAC - Cvent Ms Sabrina Khoo General Manager - USANA Health Sciences
1125 hrs.	<p>UFI's Global Barameter Research Ms. Anna Lawrence Programme Manager - UFI, The Global Association of the Exhibition Industry</p>
1155 hrs.	<p>A word from Platinum Sponsor: Kuala Lumpur Convention Centre Mr. John Burke General Manager - Kuala Lumpur Convention Centre</p>
1205 hrs.	Networking Lunch
1400 hrs.	Energizer: Office Ergonomic
1420 hrs.	<p>Panel Session: Business Events Sustainability by The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)</p> <p><u>Moderator:</u> Ms. Kavitha Pragalathan Manager Research & Market Analytics – International Congress & Convention Association</p> <p><u>Panellists:</u></p> <ol style="list-style-type: none"> Mr. John Burke General Manager - Kuala Lumpur Convention Centre Mr. Edmund Lee Operations Manager – Informa Market Ms. Dee Dee Quah Director - Medical Conference Partners

	<p>4. Mr. Chandra Ganesh Sustainability Chair - The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)</p>
1505 hrs.	<p>Panel Session: Talent Crunch: Brain Drain</p> <p><u>Moderator:</u> Ms. Lim Win Nee General Manager - Business Development - Malaysia International Trade & Exhibition Centre (MITEC)</p> <p><u>Panellist:</u></p> <ol style="list-style-type: none"> Ms. Deanna Varga Chief Executive Officer & Founder - Mayvin Global Ms. Florence Chua Managing Director APAC - Professional Convention Management Association (PCMA) Dato Ir. Dr. Andy Seo Managing Director - Andy Seo & Associate
1550 hrs.	<p>Panel Session: Crisis Communication</p> <p><u>Moderator:</u> Ms. Xinyi Liang-Pholsena Senior Editor - Meetings & Conventions Asia</p> <p><u>Panellist:</u></p> <ol style="list-style-type: none"> Mr. John Burke General Manager - Kuala Lumpur Convention Centre Ms. Ping Liu Chief Executive Officer - China Star Ltd Mr. Nadzeem Rahman Executive Director - DSA Exhibition And Conference Sdn Bhd
1635 hrs.	<p>Plenary: ESG for Business Decision (Financial sustainability) By Ms. Deanna Varga Chief Executive Officer & Founder - Mayvin Global</p>
1705 hrs.	<p>Closing Remarks by YBhg. Datuk Mohd Zamri bin Mat Zain Deputy Secretary General (Tourism) Ministry of Tourism, Arts and Culture</p>
1730 hrs.	<p>Networking Session</p>
1900 hrs.	<p>End of Programme</p>

Date: 23rd August 2023 (Meeting Room 402 | 403 | 404, Level 4)

Time	Programme		
0800 hrs.	Registration		
0900 hrs.	Association Development Workshop: What does ESG means to association management? by Malaysian Society of Association Executives (MSAE) & ICCA	Extranet Onsite Training by Simpleview (Session 1)	Business Events National Challenge 2023 by The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
1030 hrs.	Morning break		
1100 hrs	Association Development Workshop: What does ESG means to association management? by Malaysian Society of Association Executives (MSAE) & ICCA continues	Extranet Onsite Training by Simpleview continues	Future Leaders Forum by The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) continues
1230 hrs.	Networking Lunch		
1300 hrs.	Registration		
1400 hrs.	Unlocking the Power of Generative AI for Business Event by Professional Convention Management Association (PCMA)	Extranet Onsite Training by Simpleview (Session 2)	
1530 hrs.	Afternoon break		
1600 hrs.	Unlocking the Power of Generative AI for Business Events by Professional Convention Management Association (PCMA) continues	Extranet Onsite Training by Simpleview continues	
1730 hrs.	End of programme		

Date: 26th August 2023 (Taman Alam Kuala Selangor)

Time	Programme
0830 hrs.	Registration & Welcome Refreshment
0845 hrs.	Arrival of: <ol style="list-style-type: none"> 1. YBhg. Datuk Hajah Saraya binti Arbi, Chairman, MyCEB 2. YBrs. Encik Azrul Shah Bin Mohamad A.I.S, Chief Executive Officer, Tourism Selangor 3. YBrs. TBA President, Kuala Selangor Municipal Council (MPKS) 4. YBrs. Encik Mohd Raiz S.I.S, A.M.S, District Officer, Kuala Selangor
0900 hrs.	Welcome Remarks by YBrs. En Zain Azrai Rashid Senior Director of Corporate Affairs and Acting CEO of MyCEB
0905 hrs.	Brief Remarks by YBrs. Encik Azrul Shah Bin Mohamad A.I.S , Chief Executive Officer, Tourism Selangor
0910 hrs.	Speech by YBrs. Encik Mohd Raiz S.I.S, A.M.S. , District Officer, Kuala Selangor
0920 hrs.	Briefing and Task Assignments by Malaysian Nature Society (MNS)
0930 hrs.	Photo Session
0935 hrs.	MyCSR Programme Starts
1200 hrs.	Lunch End Of Programme

**The programme may be subject to change without prior notice*