



Meet in 
Malaysia
BE Greater, Together.

You are invited to the
**Launch of
Malaysia Business Events
Strategic Marketing Plan
2021 – 2030**

**15 April 2021, Thursday
Grand Ballroom,
Pullman Bangsar, Kuala Lumpur**

Attire: Malaysian Batik/Business Attire

**Kindly RSVP by Thursday, 8 April 2021 to
Ms. Khaleeda/Ms. Nurul Nadia**

E: khaleeda@myceb.com.my
nadia.rahim@myceb.com.my

T: +603 8893 4548/4545

4.30 pm
Arrival of Guests

5.00 pm
Arrival of **YB Dato' Sri Hajah Nancy Shukri**,
Minister of Tourism, Arts and Culture Malaysia

5.05 pm
Welcome by Emcee

5.10 pm
Opening Remarks by
YBhg. Dato' Sri Abdul Khani Daud,
Chief Executive Officer,
Malaysia Convention & Exhibition Bureau (MyCEB)

5.20 pm
Introduction to Malaysia Business Events
Strategic Marketing Plan 2021 – 2030 by
Ms. Adlina Borhan,
Chief Executive Officer and Co-Founder,
AB & Artho Tourism Marketing & PR

5.45 pm
Speech by **YB Dato' Sri Hajah Nancy Shukri**,
Minister of Tourism, Arts and Culture Malaysia

6.00 pm
Launch of Malaysia Business Events
Strategic Marketing Plan 2021 – 2030 by
YB Dato' Sri Hajah Nancy Shukri,
Minister of Tourism, Arts and Culture Malaysia

6.45 pm
Press Conference

7.20 pm
Commencement of Buka Puasa

8.30 pm
Programme Ends