

## ASSOCIATION DAY

Jointly organised by Malaysia Convention & Exhibition Bureau (MyCEB)  
and Malaysian Society of Association Executives (MSAE)

Theme:  
Harnessing the power of Associations towards nation building

Date: 14 March 2023 (Tuesday), Venue: World Trade Centre Kuala Lumpur

0830hrs	Registration
0900hrs	National Anthem – Negaraku
	Opening gambit
	<b>Welcome remarks by YBhg. Dato’ Sri Dr. Abdul Khani Daud</b> Chief Executive Officer - Malaysia Convention & Exhibition Bureau (MyCEB)
	<b>Speech by Mr. Sunny Chee</b> President - Malaysian Society of Association Executives (MSAE)
	<b>Opening remarks by YB Dato Sri Tiong King Sing</b> Minister of Tourism, Arts and Culture (MOTAC)
	<ul style="list-style-type: none"> <li>• Appointment of new KESATRIA Malaysia</li> <li>• Presentation of Appreciation to KESATRIA Malaysia</li> </ul>
0950hrs-1015hrs	Coffee Break
	<p><b>The Power of Associations</b> Keynote by Ms. Lakisha Ann Woods, CAC, Chief Executive Officer, The American Institute of Architects (AIA) and Chair of the ASAE Board</p> <p><b>Panel Session 1: Harnessing the power of Associations.</b></p> <p>Each association has its own purpose and offers unique values in their respective fields, be it civil society, professionals or industry. Associations contribute towards upholding governance, socio-economic progress and overall nation-building. To achieve their respective objectives, it is therefore vital that associations are competently managed. This session will discuss the importance of proficiently managing association and how associations can further enhance their impact in elevating their respective fields.</p>

	<p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Mr. Rosman Hamzah, CPAE, Secretary General, Malaysian Gas Association (MGA), Honorary Treasurer, Malaysian Society of Association Executives (MSAE)</li> </ul> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> <li>Mr. Sunny Chee, President, Malaysian Society of Association Executives (MSAE), General Manager, National Heart Association of Malaysia</li> <li>Ms. Lakisha Ann Woods, CAE, Chief Executive Officer, The American Institute of Architects (AIA) and Chair of the ASAE Board</li> <li>Prof. Dr. Shameem Rafik-Galea, President, Malaysian Association of Applied Linguistics</li> </ul>
	<p><b>Panel session 2: From zero to hero</b></p> <p>Associations are a critical part of the Business Events Eco-system and a catalyst in identifying and progressing bidding opportunities with their members and stakeholders. Building the capacity of local associations through professional development advances destination bidding opportunities and bid wins. Our session explores the fundamentals behind what associations need to do to secure bid opportunities to host international conferences. The 3 R's – Research, Relationships and ROI are part of the fundamentals, and we will share more!</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Angeline van den Broecke, Independent Industry Consultant, Altis Business Solutions Sdn Bhd, Member, Malaysian Society of Association Executives (MSAE)</li> </ul> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Mr. Noor Ahmad Hamid, Chief Operating Officer, MyCEB</li> <li>Dr. Yu Kee Su, Board of Director, International Real Estate Federation (FIABCI)</li> <li>Prof. Ir. Dr. Zuhaina Haji Zakaria, IEEE Malaysia Section, Honorary Secretary, The Institution of Engineers Malaysia, Chair, IEEE Admission and Advancement Committee</li> </ul>
1215hrs-1330hrs	Lunch
1330hrs	End of official programme