

MEET IN MALAYSIA @ MALAYSIA BUSINESS EVENTS 2022
29 AUGUST 2022 (MONDAY)
TUN HUSSEIN ONN HALL, WORLD TRADE CENTRE KUALA LUMPUR

TIME	PROGRAMME
0800 hrs.	Registration Donation Drop Off (clothing and dry food items)
0845 hrs.	Arrival of YB Dato' Sri Hajah Nancy Shukri , Minister of Tourism, Arts and Culture
0900 hrs.	Negaraku
0902 hrs.	Emcee welcome
0904 hrs.	NASOM Maestro Choir (National Autism Society of Malaysia – NASOM)
0910 hrs.	Welcome Remarks by YBhg. Dato' Sri Abdul Khani bin Daud , Chief Executive Officer, Malaysia Convention & Exhibition Bureau
0920 hrs.	Officiating Speech by YB Dato' Sri Hajah Nancy Shukri , Minister of Tourism, Arts and Culture
0935 hrs.	Keynote Address by Mr. Sherrif Karamat , President & CEO at Professional Convention Management Association (PCMA)
0943 hrs.	Signing Ceremony of the MoC between Malaysia and Indonesia
0953 hrs.	Presentation of Appreciation to MBEW2022 Strategic Association Partners <ol style="list-style-type: none"> YBhg. Dato' Sri Datuk Wira Dr. Hj Irmohizam bin Ibrahim, JP, Protem Chairman – Business Events Council Malaysia Mr. Francis Teo, President – Malaysian Association of Convention and Exhibition Organisers and Suppliers Mr. Sunny Chee, President – Malaysian Society of Association Executives YBhg. Dato' Vincent Lim, President – Asian Federation of Exhibition and Convention Associations Ms. Sarah Markey-Hamm, President Elect – International Association of Professional Conference Organisers Ms. Jane Cunningham, Director of European Engagement - Destinations International Mr. Guy Bigwood, Chief Executive Officer and Chief Changemaker - Global Destination Sustainability Movement Ms. Adeline Vancauwelaert, Chief Operating Officer – UFI, The Global Association of the Exhibition Industry Ms Wong Wai Kin, Regional Director Asia Pacific - ICCA Asia Pacific Office Madam Siti Mariyam Mohd Yasin, Acting General Manager - The National Autism Society of Malaysia
1000 hrs.	Departure of YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture
1005 hrs.	Networking break

TIME	PROGRAMME
1030 hrs.	<p>Beyond Winning</p> <p>A successful bid to bring an international congress is not the be all and end all. Although hosting high-profile events play a big role in place branding and facilitating greater synergies in a particular field or area of expertise, the two Local Hosts of two upcoming conventions to Malaysia will share what truly motivated their bids to win.</p> <ol style="list-style-type: none"> 1. Dr Harikrishna K.R.Nair, <i>President Elect - World Union of Wound Healing Societies</i> 2. YBhg. Datuk Ar. Ezumi Harzani b. Ismail, <i>Conference Chair – Union of International Architect International Forum 2024</i>
1050 hrs.	<p>The Future We Want: Catalyzing A Regenerative Revolution</p> <p>Far from pushing the sustainability agenda to the bottom of the list, COVID19 has catalysed a “systems reset” and a massive paradigm shift in industry beliefs, values and business models. We call it the Regenerative Revolution. Guy will share the latest trends and insights about sustainability and explore how to redesign events and our industry to be more resilient, inclusive, and impactful.</p> <p>by Mr. Guy Bigwood, <i>Chief Executive Officer and Chief Changemaker - Global Destination Sustainability Movement</i></p>
1120 hrs.	<p>Voices of the Future</p> <ol style="list-style-type: none"> 1. <i>Ms. Son Hyo In, KINTEX</i> 2. <i>Ms. Diana Frederiksen, Hilton Germany</i> 3. <i>Ms. Suhaila Al-Munthari, Abu Dhabi Convention & Exhibition Bureau Department</i> 4. <i>Mr. Javier Contreras, GL Events</i> 5. <i>Ms. Doreen Richter, Messe Frankfurt</i> 6. <i>Mr. Sakhile Ndhlovu, South Africa National Convention Bureau</i>
1130 hrs.	<p>Our Values Today: DEI</p> <p>BE Partners should leverage the growing importance of DEI and adopt initiatives and practices to create and sustain a diverse, equitable and inclusive Malaysian BE environment.</p> <p>Moderator: <i>Ms. Jane Vong Holmes, Senior Manager – GainingEdge</i></p> <p>Panelist</p> <ol style="list-style-type: none"> 1. Ms. Sarah Markey-Hamm, <i>President Elect – International Association of Professional Conference Organiser</i> 2. Ms. Jane Cunningham, <i>Director of European Engagement - Destinations International</i>
1210 hrs.	<p>Lunch</p>
1330 hrs.	<p>Making Events Tech Adapt (META)-verse</p> <p>Moderator: Mr. Harpreet Singh Maan, <i>Founder – Blocklime</i></p> <p>Panelist</p> <ol style="list-style-type: none"> 1. Mr. Yusno Yunos, <i>CEO & Founder - Evenesis</i> 2. Mr. Fariz Hanapiah, <i>Creative Director - Experiential Design Team</i>

TIME	PROGRAMME
1400 hrs.	Global Navigators of Business Event - International Association of Exhibitions and Events 1. <i>Mr. David DuBois, President and Chief Executive Officer - International Association of Exhibitions and Events</i> 2. <i>Ms. Cathy Breden, CMP-F, CAE, CEM, Executive Vice President and Chief Operations Officer - International Association of Exhibitions and Events</i>
1410 hrs.	Business Events Talent Pool Moderator: <i>YBhg. Datin Puteri Julie Aziz, Director of Hospitality – City University Malaysia</i> Panelist: 1. <i>Dr. Lisa Tung, Programme Director – Taylor’s University</i> 2. <i>Dr. Teh Pek Yen, Senior Lecturer – Sunway University</i> 3. <i>Assoc. Prof. Dr. Margaret Chan - Universiti Teknologi MARA</i>
1440 hrs.	Global Navigators of Business Event – International Congress and Convention Association <i>by Mr. Senthil Gopinath, Chief Executive Officer - International Congress and Convention Association</i>
1450 hrs.	Networking break
1520 hrs.	Global Navigators of Business Event – UFI, The Global Association of the Exhibition Industry <i>by Ms. Adeline Vancauwelaert, Chief Operating Officer – The Global Association of the Exhibition Industry</i>
1550 hrs.	Global Navigators of Business Event - International Union of Association <i>by Ms. Clara Fernández López, External Relations Manager – International Union of Association</i>
1555 hrs.	Power of Collaboration
1600 hrs.	Malaysia Towards Achieving UNSDG <i>by TPr. Norliza Hashim, Chief Executive Officer – Urbanice Malaysia</i>
1630 hrs.	Reshaping Business Events <i>by YBhg. Datuk Hajah Saraya binti Arbi, Secretary General, Ministry of Tourism, Arts and Culture</i>
1640 hrs.	Wrap up and Group Photo 1. Speakers and moderators 2. Working Committee
1645 hrs.	Teh Tarik Time
1900 hrs.	End of Day 1

*programme subject to change