

**B.E.A.T.S**  
BUSINESS EVENTS AND TECHNOLOGY WITH SUSTAINABILITY

**ASIA CONVENTION ALLIANCE ASSOCIATION FORUM**

Venue: Meeting Room 304 & 305 (Level 3 - West Wing), Kuala Lumpur Convention Centre

(By Invitation only)

TIME	PROGRAMME – 19 AUGUST 2024 (Monday)	VENUE
0845 hrs.	Registration (ACA members only) & Welcome Refreshments	<b>Entrance Foyer,</b> Meeting Room 306 (Level 3)
0900 hrs.	ACA Members Meeting (ACA members only)	MR 306 (Level 3)
0915 hrs.	Registration (ACA Hosted Association clients)	<b>Entrance Foyer,</b> Meeting Room 304 & 305 (Level 3)
0930 hrs. (1h 30min)	<b>“Ice breaker” &amp; Business Exchange</b> (ACA members and Hosted Association clients only)	MR 306 (Level 3)
1000 hrs.	Morning Refreshments	<b>Foyer</b> MR 304 & 305 (Level 3)
1030 hrs.	Registrations (local Invited Industry Members, Malaysia Professional Associations & Media)	<b>Entrance Foyer</b> MR 304 & 305 (Level 3)
1100 hrs.	Opening Remarks by <b>En Noor Azlan</b> , Director, Business Development Malaysia Convention & Exhibition Bureau	MR 304 & 305 (Level 3)
1110 hrs.	Introduction of ACA members	MR 304 & 305 (Level 3)
1120 hrs.	Expert Talk 1 by Seoul Tourism Organization (STO)  <b>“The Intersection of Sustainability and MX (Meeting Experience): How Technology Drives MX Enhancement”</b> <i>Speaker: Chris S. Na, CEO of Chris &amp; Partners</i>	MR 304 & 305 (Level 3)
1140 hrs.	Expert Talk 2 by Taiwan External Trade Development Council (TAITRA)  <b>“Business Events and Technology with Sustainability in the APAC Region”</b>  <i>Speaker: David Chiang, Co-Head Asia Pacific, World Forum Offshore Wind (WFO)</i>	MR 304 & 305 (Level 3)

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TIME	PROGRAMME – 19 AUGUST 2024 (Monday)	VENUE
1210 hrs.	Expert Talk 3 (Thailand Convention & Exhibition Bureau)  <b>“Innovative Approaches to Sustainable Gastronomy: Local Sourcing as a Catalyst for Change”</b>  Speaker: Prof. (Emeritus) Pavinee Chinachoti, Chair of Food Innovation and Regulation Network (FIRN)	MR 304 & 305 (Level 3)
1230 hrs.	Lunch	Ballroom 2 (Level 3)
1330 hrs.	End of Programme (for local participants) Visit to EVENTXPO (for hosted international buyers)	Ballroom 1& 2 (Level 3)
1600 hrs.	Site Inspection (for hosted international buyers) • Malaysia International Trade & Exhibition Centre (MITEC) • Kuala Lumpur Convention Centre (KLCC)	Meeting Venue: Main Entrance, KL Convention Centre
1700 hrs.	End of Programme (for hosted international buyers)	
1830 hrs.	ACA Members' Networking Dinner	SmartConnect 301 (Level 3)

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**MEET IN MALAYSIA @ MALAYSIA BUSINESS EVENTS WEEK 2024**  
**THEME: 'B.E.A.T.S – Business Events and Technology with Sustainability'**  
**VENUE: Kuala Lumpur Convention Centre, KL City Centre, Kuala Lumpur, Malaysia**

TIME	PROGRAMME – 20 AUGUST 2024 (Tuesday)
0730 hrs.	<b>Registration (Banquet Hall Registration Counter) &amp; Welcome Refreshments (Foyer, Ballroom 2)</b>
0830 hrs.	<b>Doors Open to Main Plenary Room: Banquet Hall</b>
0900 hrs.	<b>Arrival of Guest of Honour Followed by National Anthem: NegaraKu (0905hrs) &amp; Opening Performance</b>
0910 hrs.	<b>Welcome &amp; Officiating Remarks by Yang Berusaha Dr Yasmeen binti Yasim Deputy Secretary-General Ministry of Tourism, Arts and Culture of Malaysia</b>
0920 hrs.	<b>Officiating Ceremony by Guest of Honour</b>
0945 hrs.	<b>Presentation of Mementos to Strategic Partners:</b> <ul style="list-style-type: none"><li>• MACEOS</li><li>• KL Convention Centre</li><li>• ICCA</li><li>• PCMA</li><li>• MSAE</li></ul>
1000 hrs.	<b>Guest of Honour &amp; Entourage to visit EVENTXPO @ Ballroom 1 &amp; 2 (Opening hours: 10am – 5pm daily) Morning Coffee Break @ Foyer, Ballroom 2</b>
1030 hrs.	<b>Panel Session #1 "Advancing Business Events in the Next Frontier"</b> <p><b>Panel Speakers:</b></p> <ul style="list-style-type: none"><li>• <b>Datuk (Dr) M Gandhi</b> - President, Malaysian Association of Convention &amp; Exhibition Organisers &amp; Suppliers (MACEOS)</li><li>• <b>Dato' Vincent Lim</b> - President, Asian Federation of Exhibition and Convention Associations (AFECA)</li></ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"><li>• <b>Noredah Othman</b>, CEO, Sabah Convention Bureau</li></ul>

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TIME	PROGRAMME – 20 AUGUST 2024 (Tuesday)		
1100 hrs.	<p><b>Panel Session #2</b> “Adapting to Change: How Venues are Meeting the Demands of Modern Business Events”</p> <p><i>Panel Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Dato' Sri Dr. Hj. Irmohizam Ibrahim</b>, <i>Group Managing Director</i>, World Trade Centre KL (WTCKL)</li> <li>• <b>Datuk Dr Hajah Rosmawati Haji Lasuki</b>, <i>Chief Executive Officer</i>, Sabah International Convention Centre (SICC)</li> <li>• <b>Winnee Lim</b>, <i>General Manager</i>, Malaysia International Trade &amp; Exhibition Center (MITEC)</li> </ul> <p><i>Moderator:</i> <b>Robert Hatton-Jones</b>, <i>Deputy General Manager</i>, KL Convention Centre</p>		
1130 hrs.	<p><b>Panel Session #3</b> “The Evolving Landscape of Business Events: Embracing Technology and Sustainability”</p> <p><i>Panel Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Florence Chua</b>, <i>Managing Director – APAC</i>, Professional Conference Management Association (PCMA)</li> <li>• <b>Dr. Gang Lu</b>, <i>Co-Founder</i>, Beyond Expo, Founder &amp; CEO, TechNode Group (TechNode &amp; TN Global), Chairman of Macao Technology General Association</li> <li>• <b>Shaun Daws</b>, <i>Senior Technical Project Manager (Events Industry)</i>, Arinex Pty Ltd</li> </ul> <p><i>Moderator:</i> <b>Mike Williams</b>, <i>Sr Partner</i>, GainingEdge</p>		
1230 hrs.	<p><b>Networking Lunch (Ballroom 2)</b> <b>EVENTXPO (Ballroom 1&amp;2)</b></p>		
1400 hrs.	<p><b>BIG GROUP REGROUP @ Banquet Hall</b> <b>MOU Signing Ceremony</b> <b>Let's Energize!</b></p>		
1430 hrs.	<p><b>START OF CONCURRENT TRACK SESSIONS</b></p>		
	<p><b>Concurrent Track 1 –</b> <b>MR304 &amp; 305</b></p>	<p><b>Concurrent Track 2 –</b> <b>Banquet Hall</b></p>	<p><b>Concurrent Track 3 –</b> <b>MR302 &amp; 303</b></p>

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TIME	PROGRAMME – 20 AUGUST 2024 (Tuesday)		
	Concurrent 1	Concurrent 2	Concurrent 3
1430 hrs.	<p><b>“Elevating the Corporate Experience: Discovering Insights &amp; Strategies for Malaysia’s Premier Incentive &amp; Meetings Industry”</b></p> <p>By: <b>Paula Wong, President, SITE Thailand &amp; Founder and CEO, Paula &amp; Co. DMC (Thailand) Co., Ltd.</b></p>	<p><b>“Empowering Innovation Through Diversity, Equity and Inclusion”</b></p> <p><i>Panel Speaker:</i> • <b>Emeera Hashim, Chief Impact Officer, IMPACTO</b></p> <p><i>Moderator:</i> <b>Mike Williams, Sr Partner, GainingEdge</b></p>	<p><b>“Sustainability in Action: Shaping a Sustainable BE Destination Through Collaboration”</b></p> <p><i>Speakers:</i> • <b>Julian Loh, Head of Marketing and Communications, KL Convention Centre</b> • <b>Mohd Zulkifly Mohd Shariff, Sustainability Manager, KL Convention Centre</b></p>
	Concurrent 4	Concurrent 5	Concurrent 6
1515 hrs.	<p><b>Case Study: Ironman Langkawi</b></p> <p>By: <b>CG Lim, Head of Operations, Asia Region, Regional Director, Malaysia, Ironman Group</b></p>	<p><b>“Unlocking the Future of Business Events: Harnessing the Power of AI”</b></p> <p><i>Panel Speakers:</i> • <b>Rahul Bharadwaj, Co-Founder, Anderes Fourdy</b> • <b>Shaun Daws, Senior Technical Project Manager (Events Industry), Arinex Pty Ltd</b> • <b>Will Kataria, Senior Director &amp; General Manager, Asia Pacific, Cvent</b></p>	<p><b>“Incorporating Sustainable Development Elements into Business Events”</b></p> <p><i>Speaker:</i> • <b>Jane Vong-Holmes, Sr Manager - Asia, GainingEdge</b> • <b>Catherine Khor, Project Director, Anderes Fourdy Events</b></p>

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TIME

PROGRAMME – 20 AUGUST 2024 (Tuesday)

	Concurrent 7	Concurrent 8	Concurrent 9
		<p><i>Moderator:</i></p> <ul style="list-style-type: none"> <li>• Emeritus Prof Dato' Dr Halimah Badioze Zaman, Holder, Tan Sri Leo Moggie</li> </ul> <p><i>Distinguished Chair in Energy Informatics, Institute of Informatics and Computing in Energy (IICE), Universiti Tenaga Nasional (UNITEN)</i></p>	
1600 hrs.	<p><b>"She/Her/He/Him: Does It Even Matter?"</b></p> <p><i>Panel Speakers:</i></p> <ul style="list-style-type: none"> <li>• Emeritus Prof Dato' Dr Halimah Badioze Zaman, Holder, Tan Sri Leo Moggie</li> <li>• <i>Distinguished Chair in Energy Informatics, Institute of Informatics and Computing in Energy (IICE), Universiti Tenaga Nasional (UNITEN)</i></li> <li>• Liz Kamaruddin, Senior Adviser, The Tantalus Group</li> <li>• Izzana Salleh, Co-Founder and Global President – Project Girls4Girls</li> </ul> <p><i>Moderator:</i></p> <p><b>Mona Manap. CEO,</b> Place Borneo</p>	<p><b>The Art of Delivering Immersive Brand Experiences - Demystifying Experimental Lead Generation &amp; Engagement</b></p> <p>By:</p> <p><b>Lance Ng,</b> Group CEO, Searix</p>	<p><b>The Future of Marketing: Blending Art Direction, Content and Technology</b></p> <p>By:</p> <p><b>Suryadipura Salleh,</b> Executive Creative Director, VML Malaysia</p>
1645 hrs.	Afternoon Coffee Break & Visit to EVENTXPO		
1700 hrs.	End		

\*The Programme may be subject to change.

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**VENUE: Kuala Lumpur Convention Centre, KL City Centre, Kuala Lumpur, Malaysia**

TIME	PROGRAMME – 21 AUGUST 2024 (Wednesday)
0730 hrs.	<b>Registration (Banquet Hall Registration Counter) &amp; Welcome Refreshments (Foyer, Ballroom 2)</b>
0830 hrs.	<b>Doors Open to Main Plenary Room: Banquet Hall</b>
0900 hrs.	<b>Session #1</b> <b>"Transforming Your Local Event into a Global Phenomenon"</b> <b>Speaker:</b> • Nadzeem Rahman, Executive Director – Defence Services Asia
0930 hrs.	<b>Session #2</b> <b>"The Role of Public Relations in Enhancing Corporate Reputation"</b> <b>Speaker:</b> • Izad Ismail, Head of PR, Air Selangor
1000 hrs.	<b>Session #3</b> <b>"Sustainable Stories: How Every Gift Tells a Tale of Tradition and Conservation"</b> <b>Speaker:</b> • Teh Yong Lin, Managing Director, Unseen Matters
1030 hrs.	<b>Session #4</b> <b>"The Potential of Generative AI in Revolutionizing Audience Experiences"</b> <b>Speaker:</b> • Daniel Tjan, Director of Business Innovation, GEVME
1100 hrs.	<b>Morning Coffee Break</b>

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TIME	PROGRAMME – 21 AUGUST 2024 (Wednesday)
1130 hrs.	<b>Panel Session #5</b> <b>"International Sporting Events in Embracing Sustainability &amp; Technology"</b>  <i>Panel Speakers:</i> <ul style="list-style-type: none"><li>• <b>Datuk Captain Nik Ahmad Huzlan Nik Hussain</b>, Chief Executive Officer, Rimba RAID</li><li>• <b>Ahmad Faedzal Md Ramli</b>, Chief Executive Officer, National Sports Institute of Malaysia (NSI)</li><li>• <b>CG Lim</b>, Head of Operations, Asia Region, Regional Director, Malaysia, Ironman Group</li></ul> <i>Moderator:</i> <ul style="list-style-type: none"><li>• <b>Nigel Fletcher</b>, CEO, International Sports Convention (ISC)</li></ul>
1230 hrs.	<b>Morning Coffee Break</b>
1400 hrs.	<b>Afternoon Sessions Begin</b>
1400 hrs.	<b>Session #6</b> <b>A Case Study on BEYOND Expo</b>  <i>Speaker:</i> <ul style="list-style-type: none"><li>• <b>Dr. Gang Lu</b>, Co-Founder, BEYOND Expo, Founder &amp; CEO, TechNode Group (TechNode &amp; TN Global), Chairman of Macau Science &amp; Technology Association</li></ul>
1445 hrs.	<b>Session #7</b> <b>"Fostering Community Partnership: A Catalyst to Amplify Impact in Your Sustainable Journey"</b>  <i>Speaker:</i> <ul style="list-style-type: none"><li>• <b>Ummi Kalthum Bte Shuib</b>, Director, Community Education Division, SW Corp</li></ul>
1515 hrs.	<b>Closing Plenary Speech</b>
1530 hrs.	<b>Afternoon Coffee Break / End</b>

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**BID TO WIN!**

A workshop in collaboration with Malaysia Society of Association Executives (MSAE)  
Venue: Meeting Room 406 & 407 (Level 4), Kuala Lumpur Convention Centre

(By Invitation only)

TIME	PROGRAMME – 22 AUGUST 2024 (Thursday)
0800 hrs.	Registration & Breakfast
0900 hrs.	Welcome Remarks by President of MSAE
0910 hrs.	<b>Association Meetings' Market trends and updates by ICCA</b>  Speakers: <ul style="list-style-type: none"><li>• Kavitha Pragalathan, CICS, Manager Research &amp; Market Analytics</li><li>• Jane Vong-Holmes, <i>Senior Manager</i>, Gaining Edge, ICCA Chapter Chair</li><li>• Shaun Daws, <i>Senior Technical Project Manager (Events Industry)</i>, Arinex Pty Ltd</li></ul>
0945 hrs.	<b>How does hosting international or regional conferences contribute to enhancing the stature of local associations and advancing their cause?</b>  <i>Panel Speakers:</i> <ul style="list-style-type: none"><li>• <b>Dr Wong Yi Kai</b>, <i>President</i>, Association of Chiropractic, Malaysia <i>Vice-President</i>, Malaysia Society of Association Executives (MSAE)</li><li>• <b>Dr Raja Elina Raja Aziddin</b> <i>President</i>, Malaysian Association of Clinical Biochemists and Kesatria</li><li>• <b>Dr Nordin Ramli</b> <i>Chair 2023/2024</i>, IEEE Malaysia Section</li></ul> <i>Moderator:</i> <ul style="list-style-type: none"><li>• <b>Mr Amos Wong</b>, <i>Internal Auditor &amp; Council Member</i>, Malaysia Society of Association Executives (MSAE)</li></ul>
1030 hrs.	Morning break

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**TIME**

**PROGRAMME – 22 AUGUST 2024 (Thursday)**

1045 hrs. **Bid Workshop: How to Successfully Bid for International Conventions**

**Why Bid?**

- Why associations bid for international conferences?
- Key considerations before entering a bid
- Case studies

**Speaker:**

**Mike Williams, Sr Partner, GainingEdge**

1130 hrs.

**The Bid Process**

- Bid strategy
- Forming a bid committee
- Develop a compelling business case
- Customize bid documents
- Impactful bid presentations

1245 hrs.

Lunch

1400 hrs.

Bid Workshop 1: Forming an effective bid committee

1445 hrs.

Afternoon Coffee break

1500 hrs.

Bid Workshop 2: Developing Bid Strategies

1630 hrs.

End of Workshop

**PUBLIC CONSULTATION ON MALAYSIA STANDARDS (MS) FOR BUSINESS  
EVENTS HOSTED BY JABATAN STANDARD MALAYSIA**  
Venue: MR 306 (Level 3), Kuala Lumpur Convention Centre

(By Invitation only)

TIME	PROGRAMME – 22 AUGUST 2024 (Thursday)
8000 hrs.	Registration and Welcome Breakfast
9000 hrs.	Opening Ceremony <ul style="list-style-type: none"><li>• National Anthem 'Negaraku' and Doa Recitation</li><li>• 'Welcoming Remarks by Chairman of Technical Committee of Business Events (NSC 20/ TC 2)</li><li>• Opening Remarks by Director General, Department of Standards Malaysia (DSM)</li></ul>
0930 hrs.	Introduction to Infrastructure on the Development of Malaysian Standard (MS) by Department of Standards Malaysia (DSM).
1000 hrs.	<b>Session 1:</b> Presentation on Draft Malaysian Standard (DMS) 2765-1:2024 Business Events - Part 1: Convention, exhibition centre and event space – General requirements. <ul style="list-style-type: none"><li>• <b>Mr. Francis Teo, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), Chairman of NSC 20/TC 2/WG 1 – Business Events Venue</b></li></ul>
1030 hrs.	<b>Session 2:</b> Presentation on Draft Malaysian Standard (DMS) 2765-2:2024 Business Events - Part 2: Professional Congress Organiser - Requirements. <ul style="list-style-type: none"><li>• <b>Mdm. Gracie Veronica Geikie, Place Borneo Sdn Bhd, Chairman of NSC 20/TC 2/WG 2 - PCO</b></li></ul>
1100 hrs.	Morning Break
1130 hrs.	<b>Session 3:</b> Presentation on Draft Malaysian Standard (DMS) DMS 2765-3:2024 Business Events - Part 3: Professional Exhibition Organiser - Requirements. <ul style="list-style-type: none"><li>• <b>Mr. Jaggarao Simancha, Agenda Suria Communication Sdn Bhd, Member of NSC 20/TC 2/WG 3 - PEO</b></li></ul>



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**TIME**

**PROGRAMME – 22 AUGUST 2024 (Thursday)**

1200 hrs.

**Panel Discussion Session on Draft Malaysian Standard (DMS) on Business Events:**  
This session invites your valuable input and feedback on the draft Malaysian Standard DMS on Business Events.

**Moderator:**

Ms. Tan Lay Teng, Manager on Industry Development, Malaysia Convention and Exhibition Bureau (MyCEB)

**Panelist 1:** Mr. Francis Teo, MACEOS

**Panelist 2:** Mdm. Gracie Veronica Geikie, Place Borneo Sdn Bhd

**Panelist 3:** Mr. Jaggarao Simancha, Agenda Suria Communication Sdn Bhd

0130 hrs.

**End of session and Lunch**