



Programme

Day 1 **Monday,**
4 August 2025



"Spicing Up Business Events"

4 - 6 AUGUST 2025

Malaysia International Trade and Exhibition Centre (MITEC)

Celebrating **10^{Years}** of Uniting Passion with Progress

- 9:00 am** **Hands-Only CPR Course**
by National Heart Association
of Malaysia
(Paid participation for CPR course only)
- 2:00 pm** Registration
- 2:30 pm** Arrival of Guests & VIPs
- 2:40 pm** Arrival of
YBrs. Mr. Chua Choon Hwa
Deputy Secretary General (Tourism)
Ministry of Tourism, Arts and
Culture
- 2:45 pm** Arrival of
**YBhg. Dato' Shaharuddin
Bin Abu Sohoh**
Secretary General
Ministry of Tourism, Arts and
Culture
- 3:00 pm** Arrival of
YB Dato Sri Tiong King Sing
Minister of Tourism, Arts and Culture
- 3:15 pm** National Anthem – Negaraku
- 3:20 pm** Welcome Remarks by
**YB Tuan Sivakumar A/L
Varatharaju Naidu**
Chairman of MyCEB
- 3:25 pm** Opening Address by
YB Dato Sri Tiong King Sing
Minister of Tourism, Arts and Culture
- 3:30 pm** Official Launch of MBEW 2025
- 3:45 pm** Opening Gambit
- 4:00 pm** BE Xchange Walkabout
- 4:30 pm** SPICE Market Networking
Reception

10.00 am

BE Xchange
B2B Session

3:00 pm

**Programme subject to change.*

Planning

Execution

Networking

Innovation