"Spicing Up Business Events"

4 - 6 AUGUST 2025
Malaysia International Trade and Exhibition Centre (MITEC)

Celebrating **10** *Years* of Uniting Passion with Progress

8:00 am — Morning Refreshments

9:00 am — Energiser: IMU Hospital

9:30 am — Keynote Session:
Crisis Leadership in the Spotlight: Guiding Business Events Through Uncertainty

Speaker:
Tan Sri Dato' Seri Dr. Noor Hisham Abdullah
Chairman
UCSI Healthcare Group & National Heart Institute

10:00 am — Panel Session:
Malaysia as APAC's Launchpad: How to Incubate Inaugural Events for Regional Impact

Moderator:
Dee Dee Quah
Founder and Director
Medical Conference Partners

Panellists:
Greg Gammon
Director of Global Partnerships
Texas A&M University Turbomachinery Laboratory

Min Chen
Vice President
RX Greater China (RXGC)
Deputy GM, Reed Sinopharm Exhibitions (RSE)

10:45 am — Coffee Break

11:15 am — Breakout Sessions:
Cluster 1: Leveraging Global Roles to Power Malaysia's Business Events

Moderator:
Mona Abdul Manap
Chief Executive Officer
Place Borneo

Panellists:
Dato' Sri Dr. Irmohizam Ibrahim
Group Managing Director
World Trade Centre Kuala Lumpur
Board of Directors
World Trade Centre Association

Mala Dorasamy
Chief Executive Officer
Malaysia International Trade and Exhibition Centre (MITEC)
PCMA Asia Pacific Advisory Board

Cluster 2: Designing Experiential Journeys That Drive ROI in Incentive Travel
This session is ideal for destination management companies (DMCs)

Moderator:
Francis Cheong
Chief Executive Officer
Aavii Worldwide

Speaker:
Aki Yang
General Manager
WildChina Shanghai Office
Director
WildChina Corporate Services

Cluster 3: What Makes an Exhibition Sustainable?

Speaker:
Mike Gunawan
Founder & Activityst
LiveLife

Cluster 4: A Psychologically Safe Space for Young Professionals Audience
This session is a dedicated session exclusively for participants aged 21 to 27, limited to 40 attendees

Facilitator:
El Kwang
Founder & Chief Engager
BEAMexperience

***Programme subject to change.**

9:00 am — **BEXchange** **B2B Session** — **4:00 pm**

Planning   Execution   Networking   Innovation
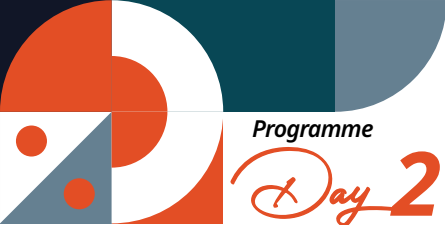
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12:00 am	Panel Session: **Associations Leading Change – The Next Era of Business Events in Asia-Pacific**

This session is ideal for association professionals and association executives.

Moderator:
Datin Christina Toh
President
Malaysian Association of Hotels (MAH)

Panellists:
Florence Chua
Managing Director Asia Pacific
Professional Convention
Management Association (PCMA)

Waikin Wong
Senior Regional Director Asia Pacific
International Congress and
Convention Association (ICCA)

12:45 pm Networking Luncheon

2:00 pm Energiser: IMU Hospital

2:30 pm Breakout Concurrent Sessions:
Cluster 1: Mind Games: The Secret Psychology Behind Events People Can't Stop Talking About
This session is suitable for middle management professionals in meetings and incentive travel

Speaker:
El Kwang
Founder & Chief Engager
BEAMexperience

Cluster 2: Strategic Communication in the Age of AI and Synthetic Content

Cluster 3: Silent Stories, Loud Impact: A Togetherness of Makers

Speaker:
Rebecca Yau
Creative Director
EKHA Langkawi

Cluster 4: Beyond the Buzz: Practical AI for Every Stage of the Event Journey.

Speaker:
Keerat Singh
Head of Revenue Growth &
Partnerships
Gevme

3:15 pm Panel Session:
You are the data. Are you okay with that? Ethical AI Powered by ICCA

Speaker:
Prof. Fei Hao
Assistant Professor
School of Hotel and Tourism
Management
The Hong Kong Polytechnic University

Moderator:
Waikin Wong
Senior Regional Director
Asia Pacific International Congress
and Convention Association (ICCA)

Panellists:
Daniel Tjan
Managing Director
Gevme

4:00 pm Plenary Session:
Impact Legacy Through Business Events

Speaker:
Amelia Roziman
Chief Executive Officer
Business Events Sarawak

4:30 pm Tea Reception & End of Programme

Programme subject to change.

BEXchange
B2B Session

9:00 am ←------------------ ------------------→ 4:00 pm

Planning　　　　Execution　　　　Networking　　　　Innovation