



Programme

Day 3 Wednesday, 6 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

8:00 am	Morning Refreshments	12:00 am	Plenary: The State of AI in Events: Trends, Transformations & the Road Ahead
9:00 am	Energiser: IMU Hospital		<i>Speaker:</i> Daniel Tjan Managing Director Gevme
9:30 am	Plenary: Rebuilding Lives, Reimagining Possibilities <i>Speaker:</i> Professor Dr. Nazirah Hasnan Past President Malaysian Association of Rehabilitation Director University Malaya Medical Centre	12:30 pm	Networking Luncheon
		2:00 pm	Energiser: IMU Hospital
10:00 am	Panel Session : Embracing Diversity & Inclusion in Business Events <i>Moderator:</i> Mala Dorasamy Chief Executive Officer Malaysia International Trade and Exhibition Centre (MITEC) PCMA Asia Pacific Advisory Board <i>Panellists:</i> Florence Chua Managing Director APAC Professional Convention Management Association (PCMA) Professor Dr. Nazirah Hasnan Past President Malaysian Association of Rehabilitation	2:30 pm	Plenary session: Pedal to Podium: Lessons in Championship Performance for Success
		3:00 pm	Closing Remarks by Tan Mei Phing Chief Executive Officer Malaysia Convention & Exhibition Bureau
10:45 am	Coffee Break	3:50 pm	Farewell Tea Reception & End of MBEW 2025
11:15 am	Panel Session : Sustainable Practices in Malaysia's Business Events Industry: A Collective Responsibility <i>Moderator:</i> Dee Dee Quah Founder and Director Medical Conference Partners <i>Panellists:</i> Mohd Zulkifly Mohd Shariff Sustainability Manager Kuala Lumpur Convention Centre		

*Programme subject to change.

9:00 am



4:00 pm