



**21<sup>st</sup> AUGUST 2023**  
**BE EXCHANGE**

**Ballroom 1, Level 3**  
Kuala Lumpur Convention Centre

Time	Programme
8.00 am	Registration & Welcome Refreshment
9.00 am	BE Xchange Briefing
9.05 am	Group Photo
9.10 am	Business Meeting I
10.50 am	Morning Break
11.10 am	Business Meeting II
12.50 pm	Lunch
2.30 pm	Business Meeting III
5.10 pm	Session Ends Afternoon Refreshment



21<sup>st</sup> AUGUST 2023

# SHAPING BUSINESS EVENT LEGACIES: AN INTERACTIVE IJBEL WORKSHOP

Meeting Room 301, Level 3  
Kuala Lumpur Convention Centre

Time	Programme
9.00 am	Arrival of guests and networking
9.15 am	<b>Introduction of International Journal of Business Events and Legacies (IJBEL)</b> by  Madam Amelia Roziman, Chief Executive Officer, Business Events Sarawak
9.30 am	Discussion, Q & A
9.45 am	Photo Session
10.00 am	Morning Break
10.15 am	<b>Shaping Business Event Legacies: An Interactive IJBEL Workshop</b> by  1. Associate Professor Ts Dr Margaret Chan Kit Yok, Associate Professor, Universiti Teknologi MARA 2. Prof. Dr. Andreas H. Zins, Director Regenerative Living Lab for Sustainable Tourism, Curtin University Malaysia
11.00 am	End of programme Lunch





21<sup>st</sup> AUGUST 2023

## WELCOME DINNER

Frangipani & The Pavilion, Level 6  
THE RUMA HOTEL & RESIDENCES

Time	Programme
1930 hrs	Arrival of Guests & Media ( <i>by invitation only</i> )
2000 hrs	Arrival of VIP Guests
2015 hrs	Welcome Remarks by <b>YBhg. Dato' Roslan Tan Sri Abdul Rahman</b> Secretary General, Ministry of Tourism, Arts & Culture
2030 hrs	Dinner & Networking
2130 hrs	Dinner ends

22<sup>nd</sup> AUGUST 2023

# BE KNOWLEDGE

**Banquet Hall, Level 3**  
Kuala Lumpur Convention Centre

Time	Programme
8.00 am	Registration
9.00 am	Arrival of YB Dato Sri Tiong King Sing, Minister of Tourism, Arts & Culture
9.05 am	Negaraku
9.10 am	Opening Performance By National Academy of Arts Culture and Heritage (ASWARA)
9.20 am	Welcome Remarks by <b>YBhg. Datuk Hajah Saraya binti Arbi</b> Interim Chairman, Malaysia Convention & Exhibition Bureau
9.30 am	Officiating Speech by <b>YB Dato Sri Tiong King Sing</b> Minister of Tourism, Arts & Culture
9.45 am	<b>Launching of MyTripleE Campaign</b>
9.50 am	Presentation of Certificate to UFI Certified Professional Programme
9.55 am	Presentation of Certificate to MBEW Sponsors & Collaborators
10.00 am	<b>Keynote: Adapting to Change</b> By <b>Ms. Ping Liu</b> Chief Executive Officer - China Star Ltd
10.15 am	<b>Press Conference</b>
10.15 am	Morning Break
10.45 am	<b>Panel Session: The Clients' Wants and Needs</b>

Moderator:

**Ms. Cynthia Martin**

Director - Bespoke Marketing

Panellist:

**1. Ms. Florence Chua**

Managing Director APAC - Professional Convention  
Management Association (PCMA)

**2. Mr. Nathan Sharma**

Director of Sales & Head of International CVBs APAC - Cvent

**3. Ms Sabrina Khoo**

General Manager - USANA Health Sciences





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11.30 am UFI's Global Barometer Research  
**Ms. Anna Lawrence**  
Programme Manager - UFI, The Global Association of the Exhibition Industry

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12.00 pm A word from Platinum Sponsor: Kuala Lumpur Convention Centre  
**Mr. John Burke**  
General Manager - Kuala Lumpur Convention Centre

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12.10 pm Networking Lunch

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2.00 pm **Energizer: Office Ergonomic**

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2.20 pm **Panel Session: Business Events Sustainability**  
by The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)

Moderator:

**Ms. Kavitha Pragalathan**

Manager Research & Market Analytics – International Congress & Convention Association

Panellists:

1. **Mr. John Burke**

General Manager - Kuala Lumpur Convention Centre

2. **Mr. Edmund Lee**

Operations Manager – Informa Market

3. **Ms. Dee Dee Quah**

Director - Medical Conference Partners

4. **Mr. Chandra Ganesh**

Sustainability Chair - The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)

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3.05 pm **Panel Session: Talent Crunch: Brain Drain**

Moderator:

**Ms. Lim Win Nee**

General Manager - Business Development - Malaysia International Trade & Exhibition Centre (MITEC)

Panellist:

1. **Ms. Deanna Varga**

Chief Executive Officer & Founder - Mayvin Global

2. **Ms. Florence Chua**

Managing Director APAC - Professional Convention Management Association (PCMA)

3. **Dato Ir. Dr. Andy Seo**

Managing Director - Andy Seo & Associate

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3.50 pm **Panel Session: Crisis Communications**

Moderator:

**Ms. Xinyi Liang-Pholsena**

Senior Editor - Meetings & Conventions Asia

Panellist:

**1. Mr. John Burke**

General Manager - Kuala Lumpur Convention Centre

**2. Ms. Ping Liu**

Chief Executive Officer - China Star Ltd

**3. Mr. Nadzeem Rahman**

Executive Director - DSA Exhibition And Conference Sdn Bhd

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4.35 pm **Plenary: ESG for Business Decision (Financial sustainability)**

**By Ms. Deanna Varga**

Chief Executive Officer & Founder - Mayvin Global

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5.05 pm Closing Remarks by  
**YBhg. Datuk Mohd Zamri bin Mat Zain**  
Deputy Secretary General (Tourism)  
Ministry of Tourism, Arts and Culture

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5.30 pm Networking Session  
Ballroom 1, Level 3

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7.00 pm End of Programme

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23<sup>rd</sup> AUGUST 2023

# BE SATELLITE PROGRAMMES

## Association Development Workshop: What Does ESG Means to Association Management?

Meeting Room 403 & 404, Level 4  
Kuala Lumpur Convention Centre

Time	Programme
8.00 am	Registration
8.50 am	Welcome Remarks by Malaysian Society of Association Executives (MSAE)
9.05 am	Introduction of International Congress and Convention Association (ICCA)
9.15 am	Overview of ESG and how associations could apply ESG principles for long term success with case studies. Q&A
10.00 am	Interactive Session
10.20 am	Key outcomes of Global Association Survey ICCA
10.30 am	Coffee break
11.00 am	Strategic Dialogue: "Expectation & Excellency"
	<u>Moderator:</u> <b>Ms. Sheau Fen Lee</b> Membership Manager Asia Pacific, ICCA
	<u>Panellist:</u> <ol style="list-style-type: none"><li><b>Ms. Deanna Varga</b> CEO &amp; Founder Mayvin Global, Adjunct Associate Professor, UTS</li><li><b>Mr. Fu Kei Cheong, CMP</b> Co-founder, Anderes Fourdy</li><li><b>Mr. Robert Hatton-Jones</b> Deputy General Manager, Kuala Lumpur Convention Centre</li></ol>
11.45 am	Q & A
12.35 pm	Closing End of Programme Lunch



23<sup>rd</sup> AUGUST 2023

## BE SATELLITE PROGRAMMES: Extranet Onsite Training

(Meeting Room 402, Level 4)  
Kuala Lumpur Convention Centre

Time	Programme
8.00 am	Registration Extranet Onsite Training Session 1
9.00 am	Extranet Onsite Training Session 1  <u>Facilitators:</u> <ol style="list-style-type: none"><li><b>Mr. David Roberts</b> Lead Product Training Specialist, Simpleview</li><li><b>Ms. Robyn Casanova</b> Manager - Product Education, Simpleview</li></ol>
10.30 am	Morning break
11.00 am	Extranet Onsite Training continues
12.30 pm	Lunch
1.00 pm	Registration for Extranet Onsite Training Session 2
2.00 pm	Extranet Onsite Training Session 2
3.30 pm	Afternoon Break
4.00 pm	Extranet Onsite Training Session 2 continues
5.30 pm	End of Programme





23<sup>rd</sup> AUGUST 2023

## BE SATELLITE PROGRAMMES: Business Events National Challenge 2023 & Future Leaders Forum

Meeting Room 302 & 303, Level 3  
Kuala Lumpur Convention Centre

Time	Programme
8.00 am	Registration
9.00 am	<b>Business Events National Challenge 2023</b> by The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
10.30 am	Morning break
11.00 am	<b>Future Leaders Forum</b> by Universiti Teknologi MARA (UiTM), Sunway University & Taylor's University
12.30 pm	Closing End of Programme Lunch

## Unlocking the Power of Generative AI for Business Event

Meeting Room 403 & 404, Level 4  
Kuala Lumpur Convention Centre

Time	Programme
1.00 pm	Registration
2.00 pm	<b>Unlocking the Power of Generative AI for Business Event</b> by Professional Convention Management Association (PCMA)  <u>Speakers:</u> 1. <b>Mr. Daniel Tjan</b> Director- Business Innovation, Gevme  2. <b>Ms. Keerat Singh</b> Head of RevOps, Gevme
3.30 am	Afternoon break
4.00 am	Session continues
5.30 am	Closing End of Programme



**3<sup>rd</sup> & 24<sup>th</sup> AUGUST 2023**

## **BE TECHNICAL VISIT**

**LANGKAWI & SELANGOR**

<b>Time</b>	<b>Programme</b>
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All Day	Technical Visits to Langkawi / Selangor (hosted by Langkawi Development Authority (LADA) / Tourism Selangor)
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Hosted by the state bureau, the technical visit provides an immersive experience for buyers at a specific location within the state. It aims to showcase the state's wide range of exceptional products, services, and business events facilities, while offering unique networking opportunities with industry professionals.



26<sup>th</sup> AUGUST 2023

# MyCSR x TOURISM SELANGOR

TAMAN ALAM KUALA SELANGOR

Time	Programme
0830 am	Registration & Welcome Refreshment
0845 am	Arrival of: <ol style="list-style-type: none"><li><b>YBhg. Datuk Hajah Saraya binti Arbi</b> Interim Chairman, MyCEB</li><li>President, Kuala Selangor Municipal Council (MPKS)</li><li><b>YBrs. Encik Mohd Raiz S.I.S, A.M.S,</b> District Officer, Kuala Selangor</li><li><b>YBrs. Encik Azrul Shah</b> Chief Executive Officer, Tourism Selangor</li></ol>
0900 am	Welcome Remarks by <b>YBhg. Datuk Hajah Saraya binti Arbi</b> Interim Chairman, MyCEB
0915 am	Briefing and Task Assignments by Malaysian Nature Society (MNS)
0925 am	Photo Session
0930 am	MyCSR Programme Starts
11.00 am	Closing Session Presentation of Certificates to MyCSR Partners
12.00 pm	Lunch End of Programme

*\*The programme may be subject to change without prior notice*