

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

19 AUGUST 2024
(MONDAY)

ASIA CONVENTION ALLIANCE ASSOCIATION FORUM
(By Invitation Only)

TIME	ITINERARY
0900 hrs.	ACA Members meeting
0930 hrs.	ACA group photo
1000 hrs.	Registration for Forum participants
1015 hrs.	Morning Break
1030 hrs.	Opening Remarks & Keynote
1045 hrs.	Panel Session with Members
1130 hrs.	Expert Talk 1
1200 hrs.	Expert Talk 2
1230 hrs.	Expert Talk 3
1300 hrs.	Lunch
1830 hrs.	ACA Members' Dinner

EVENTXPO2024
Organised by MACEOS

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20 AUGUST 2024
(TUESDAY)

TIME	ITINERARY		
0800 hrs.	Registration and welcome refreshment		
0900 hrs.	Arrival of Guest of Honour		
0905 hrs.	Negaraku		
0920 hrs.	Welcome Speeches & Officiating Ceremony		
1000 hrs.	Launch of Malaysia Business Events Standard		
1015 hrs.	<ul style="list-style-type: none"> • Morning Break • Press Conference 		
1045 hrs.	Keynote Address		
1115 hrs.	Panel Discussion		
1200 hrs.	Plenary Session		
1230 hrs.	Networking Lunch		
1400 hrs.	Concurrent 1 (Corporate & Incentive)	Understanding Malaysia Business Events Standards (by invitation from Jabatan Standard Malaysia)	Concurrent 2 (Exhibition)
1445 hrs.	Concurrent 3 (International Sporting Events)		Concurrent 4 (Convention)
1530 hrs.	Concurrent 5 (Public Relations)		Concurrent 6 (Marketing)
1615 hrs.	Welcome Reception		
	End of Day 2		

EVENTXPO2024
Organised by
MACEOS
(10.00am-5.00pm)

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21 AUGUST 2024
(WEDNESDAY)

TIME	ITINERARY	
0900 hrs.	Welcome refreshment	
0930 hrs.	Plenary	
1015 hrs.	Morning Break	
1115 hrs.	Plenary	
1200 hrs.	Networking Lunch	
1400 hrs.	Concurrent 7 & 8 (Technology)	Concurrent 9 & 10 (Sustainability)
1600 hrs.	Afternoon Break	
	End of Day 3	

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22 AUGUST 2024
(THURSDAY)

TIME	ITINERARY
0800 hrs.	Welcome Refreshment & Registration
0900 hrs.	Welcome remarks by MSAE's President
0910 hrs.	Association meeting market trends and updates by ICCA
0930 hrs.	Bid Workshop by MyCEB
1030 hrs.	Morning Break
1100 hrs.	Bid Workshop continues
1300 hrs.	Lunch
1400 hrs.	Group Work
1445 hrs.	Group Presentation
1545 hrs.	Panel Session Dr. Wong Yi Kai Association of Chiropractic, Malaysia /MSAE Dr. Raja Elina Raja Aziddin Malaysian Association of Clinical Biochemists /Kesatria IEEE
1630 hrs.	End of Day 4



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23 AUGUST 2024
(FRIDAY)

TIME	ITINERARY
All Day	Technical Visits - Kuala Lumpur