

PROGRAMME BOOKLET

[BE] [ENGAGED]

The Wembley | 6th & 7th December 2016



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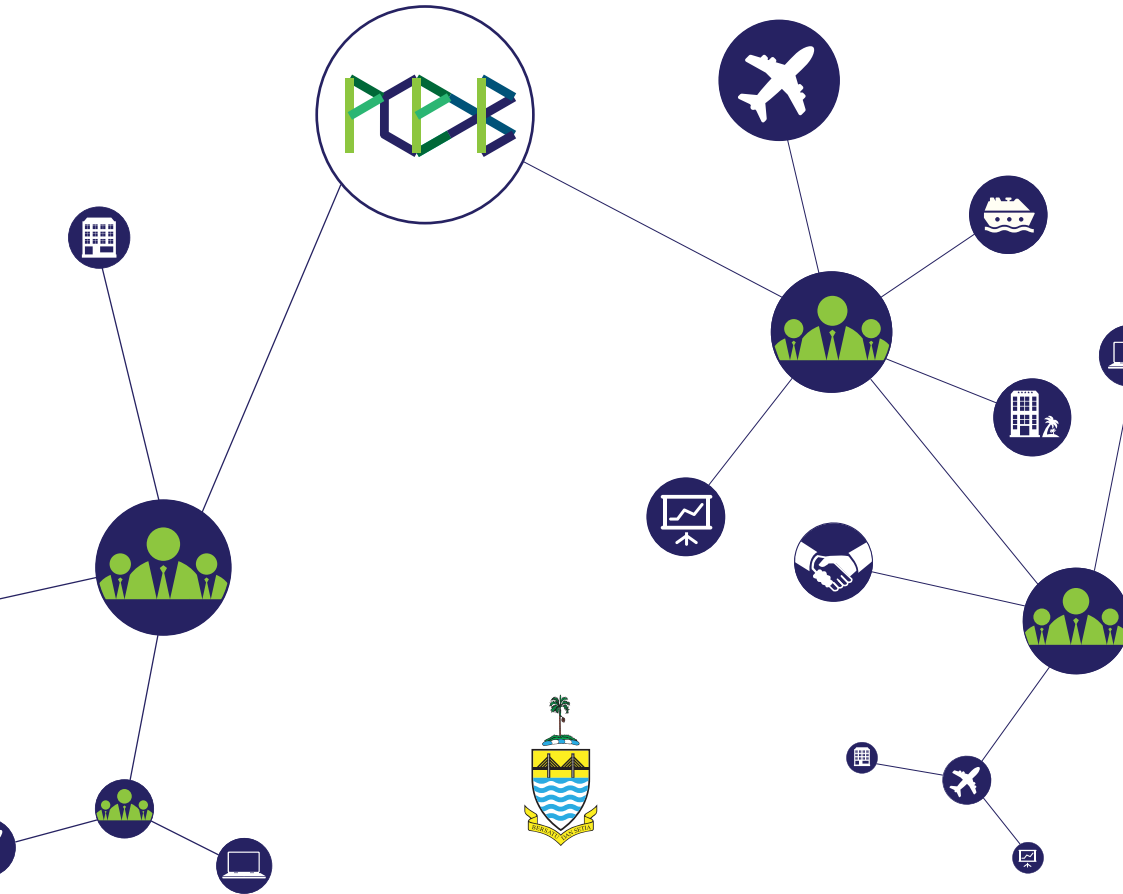
For more information, visit www.BEatPenang.com | Contact +604-261 6161

PROGRAMME | DAY 1

TIME	TUESDAY, 6 DEC 2016
0800 Hrs	Registration Coffee & Tea
0900 Hrs	Doors Open
0905 Hrs	<p>Opening Ceremony</p> <p>Emcee to Introduce BE @ Penang and Business Events</p> <p>Welcoming Speech by Ashwin Gunasekeran, CEO of PCEB</p> <p>Speech from Industry Partner - Tony Goh, MAH Penang Chapter</p> <p>Opening Speech by CM YB Lim Guan Eng</p> <p>Plaque Signing by CM</p> <p>Presentation of Souvenir & Photo Session</p>
1000 Hrs	<p>Keynote Speech : Engage in the Power of Meetings</p> <p>- Noor Ahmad Hamid, ICCA</p>
1100 Hrs	Tea Break
1130 Hrs	<p>An Analysis of BE in Penang</p> <p>Panel 1 : Ashwin Gunasekeran, PCEB</p> <p>Panel 2 : Tony Goh, MAH Penang Chapter</p> <p>Panel 3 : Datuk Koe Peng Kang, SPICE</p> <p>Panel 4 : Noor Ahmad Hamid, ICCA</p> <p>Moderator : Dr Mary Ann Harris, PCET & PMED</p>
1300 Hrs	Lunch
1400 Hrs	<p>Branding a BE Destination</p> <p>Presentation by Yasmin Bathamanathan</p> <p>Panel 1 : Yasmin Bathamanathan, PCEB</p> <p>Panel 2 : Ooi Chok Yan, Penang Global Tourism</p> <p>Panel 3 : Lawrence Koay, Tour & Incentive Travel</p> <p>Moderator : Karen Yue, TTG</p>
1530 Hrs	Tea Break
1600 Hrs	<p>The Road Ahead for BE in Malaysia</p> <p>Speaker : Waikin Wong, MyCEB</p> <p>Q&A</p>
1700 Hrs	Closing

PROGRAMME | DAY 2

TIME	WEDNESDAY, 7 DEC 2016
0800 Hrs	Registration Coffee & Tea
0900 Hrs	<p>Concurrent Session #1 : Getting my venue ready for Business Events Panel 1: Rina Mariani, Hotel Equatorial Penang Panel 2: Allen Tan, The Habitat Penang Hill Panel 3: Jonathan Foo, The Majestic Panel 4: Oh Kin Tat, PICC Moderator: Karen Yue, TTG</p> <p>Concurrent Session #2 : Associations, NGOs & Government Conferences Panel 1: Ashwin Gunasekaran, PCEB Panel 2: Dr Mary Ann Harris, PCET & PMED Panel 3: Dr Hooi Lai Ngoh, Malaysian Medical Association Moderator: Rahul Bharadwaj, Anderes Fourdy</p> <p>Concurrent Session #3 : Transition From DMC to PCO Panel 1: Fu Kei Cheong, Anderes Fourdy Panel 2 : Lawrence Koay, Tour & Incentive Travel Panel 3 : Amos Wong, AOS Moderator: Noor Ahmad Hamid, ICCA</p>
1030 Hrs	Tea Break
1100 Hrs	<p>SUCCEED @ Bidding Panel 1 : YB Dato' Haji Abdul Malik Kassim, Penang State EXCO for Religious Affairs, Domestic Trade and Consumer Affairs Panel 2 : Oh Kin Tat, PICC Panel 3 : Adrian Cheah, PCEB Panel 4 : Waikin Wong, MYCEB Moderator : Fu Kei Cheong, Anderes Fourdy</p>
1230 Hrs	Lunch
1330 Hrs	<p>Attracting Foreign Buyers Panel 1 : Datuk Koe Peng Kang, SPICE Panel 2 : Datuk Lee Kah Choon, InvestPenang (TBC) Moderator: Karen Yue, TTG</p>
1430 Hrs	<p>Meaningful Collaboration in Propelling Penang Forward Panel 1 : Tony Goh, MAH Penang Chapter Panel 2 : Alun Jones, MACEOS Panel 3 : Waikin Wong, MyCEB Panel 4 : Ashwin Gunasekeran, PCEB Panel 5 : Datuk Lee Kah Choon, InvestPenang (TBC) Moderator : Tim Niklas Schoepp, Penang Institute</p>
1600 Hrs	Closing & recap by Ashwin Gunasekeran, PCEB
1630 Hrs	Business Events Networking Hosted by MAH Penang Chapter



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Penang Convention & Exhibition Bureau

No. 14A & 16A (First Floor) The Whiteaways Arcade, Lebuh Pantai, George Town, 10300 Penang, MALAYSIA

T/ +604 261 6161 F/ +604 261 6171

E/ info@pceb.my