

**BE@  
PENANG**

# PROGRAMME BOOKLET



# BE EMPOWERED



Setia SPICE Convention Centre  
7<sup>th</sup> and 8<sup>th</sup> December 2017

[www.beatpenang.com](http://www.beatpenang.com)



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# MESSAGE

from the Right Honourable Chief Minister of Penang

It is my great pleasure to welcome you to Penang for the second edition of the BE @ Penang industry conference.

The BE @ Penang conference is the first-of-its-kind business events industry conference organised in Penang. This homegrown conference is produced by the Penang Convention & Exhibition Bureau (PCEB), which was incorporated by the Penang State Government in 2016 to strengthen and develop the existing business events industry.

Last year, PCEB organised the first edition of the BE @ Penang industry conference at The Wembley, Penang. Over 120 delegates from the Penang business events industry attended the conference, along with those based in Kuala Lumpur, Johor and Singapore who were actively involved in hosting and organising business events in Penang.

BE @ Penang 2017 is themed BE EMPOWERED, following last year's theme of BE ENGAGED. During last year's conference, the delegates stepped forward to the call to form Team Penang. This year, the conference aims to encourage the industry players to communicate, collaborate, and conquer businesses for Penang. As members of Team Penang, PCEB wants them to be empowered in sourcing for leads, and collaborate on bidding and winning the bids for Penang.

Moreover, Penang now boasts the world's first hybrid solar powered convention centre, which will lead the way in sustainable practices for the business events industry. The RM350 million SPICE project that includes both the Setia SPICE Convention Centre and the SPICE Arena has, in 2017, hosted corporate conventions of up to 15,000 international delegates.

The future for business events in Penang is looking positive, and Penang is fast rising as a key second tier destination in the region. With a unified business events industry, Penang as a state would stand to benefit from the economic impact of business events.

I wish the delegates of BE @ Penang 2017 many Experiences Unfiltered, and I hope that you find the conference engaging and empowering. I thank you for your support towards driving the business events industry in Penang to greater heights.

BE @ Penang. BE Empowered.

Thank you.



**Lim Guan Eng**  
Chief Minister of Penang



# MESSAGE

from **Ashwin Gunasekeran, CEO of Penang Convention & Exhibition Bureau**

It is with great pride and pleasure that the Penang Convention & Exhibition Bureau invites you to the second edition of the Business Events @ Penang or BE @ Penang industry conference.

BE @ Penang 2017 is themed BE EMPOWERED, and will be held on 7 & 8 December at Setia SPICE Convention Centre. The conference will host 20 expert international and local speakers from the Business Events industry, and 250 delegates from around the world.



This conference serves as a catalyst for the Bureau and the industry's collective effort in developing Penang into a matured and competitive Business Events destination, especially Meeting, Incentive, Convention and Exhibition (MICE).

Being the first Penang homegrown business events industry conference, it is vital for BE @ Penang to be seen as the benchmark for organising meetings in Penang. The conference is designed in tandem with the meetings and conference trends world-wide, bringing in expert speakers from around the globe to Penang to share their knowledge.

We are also proud to announce that the Keynote Speaker for BE @ Penang 2017 is the esteemed Mr Roy Sheppard, a specialist conference moderator, an experienced speaker and the author of six books. He is the acknowledged European expert on building profitable business relationships through networking and referrals and has spoken at conferences internationally for many of the world's largest companies and associations, including the International Congress & Convention Association (ICCA) congresses.

With BE @ Penang 2017, PCEB aims to encourage our partners to communicate, collaborate, and conquer businesses for Penang. We are all Team Penang, and we must BE EMPOWERED to take charge to become the Business Events destination for the present and future. The conference will not only address the challenges the industry in Penang is facing, but also to inspire the industry to work together with PCEB in setting goals and achieving them.

We welcome meeting planners, destination management companies, professional conference organisers, suppliers, and MICE owners and buyers from anywhere in the world who are interested in doing business in Penang to join us this December at BE @ Penang.

Selamat datang and we look forward to sharing with you Penang's many Experiences Unfiltered at BE @ Penang this December.

A stylized, handwritten signature in black ink, appearing to read 'Ashwin Gunasekeran'.

**Ashwin Gunasekeran**

CEO of Penang Convention & Exhibition Bureau

# PROGRAMME

## DAY 1 : THURSDAY, 7 DECEMBER 2017

0800	<i>Registration &amp; Welcome Coffee Break</i>
0900	<p><b>Welcome Remarks by Penang Convention &amp; Exhibition Bureau</b></p> <p>Presented by: Ashwin Gunasekeran, Chief Executive Officer</p>
0905	<p><b>Opening by YAB Lim Guan Eng, Chief Minister of Penang</b></p> <p>Presentation of token of appreciation to the Chief Minister</p>
0920	<p><b>Keynote: Empowering The Penang Business Events Industry to act independently, yet Collectively</b></p> <p>Penang is fast rising as a key second-tier destination in the region. Industry players need to be empowered to act independently—yet collectively—to position themselves to win more business events. With PCEB coming alongside, Team Penang is poised to collaboratively mould the state as a premier BE destination.</p> <p>Keynote Speaker: Roy Sheppard</p>
1020	<p><b>Presentation of token of appreciation to Keynote Speaker</b></p> <p>Presented by: Ashwin Gunasekeran, Penang Convention &amp; Exhibition Bureau (PCEB)</p>
1030	Break
1100	<p><b>BE @ Penang 2016 In Retrospect</b></p> <p>BE @ Penang 2016 concluded on a high note with two planned outcomes: Team Penang Bid Alliance, and Education and Training. Ashwin Gunasekeran reviews and analyses the issues raised and subsequent moves in the industry to date, and delineates a vision for the future.</p> <p>Presented by: Ashwin Gunasekeran, PCEB</p> <p>Moderated by: Fu Kei Cheong, CMP, Anderes Fourdy</p>
1140	<p><b>Attracting the European Market - Associations &amp; Corporate Sectors</b></p> <p>Martin Lewis provides insight on attracting the European market, especially associations and the corporate sector, and how this benefits local associations.</p> <p>Presented by: Martin Lewis, CAT Publications</p>

# PROGRAMME

<b>1300</b>	<i>Lunch</i>	
<b>1400</b>	<p><b>Business Events: The Industry of the Future?</b> Team Penang, a collaborative effort between PCEB and the BE industry, looks to mould the state as a premier BE destination. This panel dissects the current segmentation of BE in Penang and how to capitalise on it for the future.</p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Jason Yeh, GIS Group</li> <li>• Fu Kei Cheong, CMP, Anderes Fourdy</li> <li>• Noor Ahmad Hamid, International Congress and Convention Association (ICCA)</li> </ul> <p>Moderated by: Karen Yue, TTG Asia Media</p>	<p><b>CEO Deep Dive</b> <b>Why Business Events and collaboration matter to my bottom line.</b> A matured, competitive BE industry requires collaborative networks that provide a seamless experience for visitors and tourists—yet fear for the bottom line often prevents such alliances from forming. Roy Sheppard dives into the hard facts of feasibility and viability, and discusses ways to sell stakeholders the vision of a collaborative future.</p> <p>Facilitated by: Roy Sheppard</p> <p><i>(Register in advance – C-Level Executives)</i></p>
<b>1530</b>	<i>Break</i>	
<b>1600</b>	<p><b>Crucial Role of Technology in Business Events</b> Technological advances are key in any burgeoning industry, yet their value lies in how they support desired outcomes. This panel discusses international technology platforms, how they support delivery chain outcomes, and whether they are worth the investment.</p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Rahul Bharadwaj, CMP, Anderes Fourdy</li> <li>• Yusno Yunos, Evenesis</li> </ul> <p>Moderated by: Karen Yue, TTG Asia Media</p>	<p><b>CEO Deep Dive (Continued)</b> <b>Why Business Events and collaboration matter to my bottom line.</b> A matured, competitive BE industry requires collaborative networks that provide a seamless experience for visitors and tourists—yet fear for the bottom line often prevents such alliances from forming. Roy Sheppard dives into the hard facts of feasibility and viability, and discusses ways to sell stakeholders the vision of a collaborative future.</p> <p>Facilitated by: Roy Sheppard</p> <p><i>(Register in advance – C-Level Executives)</i></p>
<b>1700</b>	<i>Session Ends</i>	

# PROGRAMME

## DAY 2 : FRIDAY, 8 DECEMBER 2017

0800	<i>Welcome Coffee Break</i>	
0900	<p><b>The Winning Bid</b> How does one win that coveted bid? This panel covers the requirements of preparing a winning bid, including lead research qualification and prioritisation, preparing for a world-class site inspection, bid strategy, and effective presentations. Is there one proven strategy to win that bid... find out here.</p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Ashwin Gunasekeran, PCEB</li> <li>• Gracie Geikie, Place Borneo</li> <li>• Noor Ahmad Hamid, ICCA</li> </ul> <p>Moderated by: Jason Yeh, GIS Group</p>	<p><b>Trends in Experiential Travel</b> The aim of experiential travel is for travellers to connect with and understand a destination's culture, people, and history, going beyond mere sight-seeing to arouse emotions and passion. This panel discusses current trends at the intersection of business events and experiential travel and will give you a taste of Penang's winning formulas.</p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Katharine Chua, Tropical Spice Garden</li> <li>• Lawrence Koay, Tour &amp; Incentive Travel</li> </ul> <p>Moderated by: Martin Lewis, CAT Publications</p>
1030	<i>Break</i>	
1100	<p><b>The Great Turnaround: Navigating the Malaysian Business in Current Affairs</b> The current affairs of a country, such as economic, FOREX, and political uncertainty, affects the BE industry as a whole. What issues can be traversed, sidestepped, or avoided altogether? We solicit meaningful advice from this esteemed panel to circumnavigate events that can sometimes be beyond our control.</p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Arved von zur Muehlen, Malaysia Airlines Berhad</li> <li>• Ho Yoke Ping, MyCEB</li> <li>• Noor Ahmad Hamid, ICCA</li> <li>• Khoo Boo Lim, Malaysian Association of Hotels - Penang Chapter</li> </ul> <p>Moderated by: Dato' Dr Ooi Kee Beng, Penang Institute</p>	
1230	<i>Lunch</i>	



# PROGRAMME

<p><b>1330</b></p>	<p><b>Making Media Work for You</b>            With the current social media and viral reporting trends, media coverage can make or break a business. Karen Yue and Martin Lewis discuss what makes the news, the right ways to handle both positive and negative media coverage, and how to utilise the media as a creative platform to promote a property or destination.</p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Karen Yue, TTG Media Group</li> <li>• Martin Lewis, CAT Publications</li> </ul> <p>Moderated by:            Yasmin Bathamanathan, PCEB</p>	<p><b>Grooming the Right Talents and Developing Business Events in Penang</b>            As Penang develops as a BE hub in the northern region, MACEOS' work will shift from exhibitions to focus on education and grooming local talents to support this growth. The MACEOS team discusses their efforts, including the creation of more avenues to support the conference and events industry.</p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Dato' Vincent Lim, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)</li> <li>• Ashwin Gunasekeran, PCEB</li> <li>• Gracie Geikie, Place Borneo</li> </ul> <p>Moderated by:            Ho Yoke Ping, MyCEB</p>
<p><b>1500</b></p>	<p><i>Break</i></p>	
<p><b>1515</b></p>	<p><b>Special Event: The Business Events Best Print Advertisement Award by TTG and PCEB</b></p>	
<p><b>1545</b></p>	<p><b>Summation of BE @ Penang 2017</b></p> <p>Presented by:            Ashwin Gunasekeran, PCEB</p> <p>Moderated by:            Roy Sheppard</p>	
<p><b>1615 - 1800</b></p>	<p><i>Programme Ends/ Networking Session</i></p>	

# Speakers

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## Arved von zur Muehlen, Malaysia Airlines Berhad

Arved assumed the position of Chief Commercial Officer in Malaysia Airlines in September 2016. His focus, in this crucial turnaround phase, is to restore MAB's position as a leading international carrier and develop the airline's innovative customer-centric services. He brings with him over 20 years of professional experience in the aviation industry and adds valuable breadth of understanding across revenue management, sales, marketing and technological innovation. He is also the Chairman for Malaysia Airlines's two turbo prop airline subsidiaries - Firefly and MASwings and a member of MAB Kargo's Board of Directors.

Prior to his appointment, Arved was the Senior Vice President of Commercial Network Operations for Qatar Airways, responsible for global sales strategy and development as well as innovation and technology with a revenue target of more than USD7 billion. Whilst there he managed the roll-out of several successful projects, including the implementation of a new internet sales platform and booking engine. Before that he spent four years with Swiss International Airlines as Vice President Sales International where he was responsible, amongst other things, for sales and marketing across 18 online markets. Arved also spent over 15 years with Lufthansa Airlines covering a wide breadth of portfolios in revenue management, sales and marketing and left the airline as Managing Director of Greater China. Arved holds a Degree in Economics from the Johann Wolfgang-Goethe University Frankfurt.

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## Ashwin Gunasekeran, PCEB

Ashwin Gunasekeran is the Chief Executive Officer of Penang Convention & Exhibition Bureau (PCEB), the first State Convention Bureau in Northern Malaysia set up in 2016 to develop and grow its Business Events industry. A born and bred Penangite, Ashwin worked for the Penang Tourism Action Council upon obtaining his Master's degree in International Tourism from IMI University, Switzerland. An industry veteran of over 13 years, he brings his accrued experience in tourism and hospitality management, revenue analysis, yield management, business development and business tourism.

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## Fu Kei Cheong, CMP, Anderes Fourdy

KC is a co-founder of Anderes Fourdy, a PCO based in Kuala Lumpur, with over 20 years of experience managing Business Events internationally. KC is the first International Affiliate Member of Australia's Professional Conference Organisers Association (Australia PCOA). He was the Deputy Chairman of International Congress & Convention Association (ICCA) Malaysia. He also sits in the board of Malaysian Business Events Academic Board (BEAC). He is a Certified Meetings Professional (CMP) registered with Convention Industry Council (CIC) and a Certified Train-the-Trainer for Singapore Association of Convention, Exhibition, Organizers and Suppliers (SACEOS).

# Speakers

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## Gracie Geikie, Place Borneo

As a Tourism and Event Management consultant and trainer, Gracie Geikie covers conference management, bid documentation and workshop training, event design, bid presentations, PCO management operations and events management. She holds an MBA majoring in Tourism & Hospitality Management as well as a Masters in Business Administration, and is a certified PSMB Trainer (Malaysia) and Professional Conference Management trainer for MACEOS. With more than 40 years' experience, Gracie has valuable input and advice in entrepreneurial business management concepts, operational restructures as well as research and survey analysis for the related fields of hospitality, tourism and marketing.

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## Ho Yoke Ping, MyCEB

Ho Yoke Ping is the General Manager, Business Events of Malaysia Convention & Exhibition Bureau (MyCEB) and is responsible for the overall management and development of strategic plans to position Malaysia as a preferred destination for business events internationally. With more than 23 years' experience in sales and marketing, she is currently the Chairperson of International Congress and Convention Association (ICCA) Malaysia and sits on the advisory boards of Malaysia Society of Association Executives (MySAE); BizEvents Asia; and Centre for Tourism, Hospitality and Culinary Management, Sunway University Business School.

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## Jason Yeh, GIS Group

Jason Yeh is the current CEO of GIS Group, President of Taiwan Convention & Exhibition Association, and Board Member and Asia-Pacific Chapter Chair of International Congress and Convention Association (ICCA). GIS Group is a leading meeting solution provider in Taiwan. To constantly contribute to the MICE industry, Yeh lectures at the National Taiwan Normal University (Graduate Institute of Translation and Interpretation) and is an advisor to the Bureau of Foreign Trade and Economic Development Bureau, Kaohsiung City. He earned his B.A. in English Language and Literature (1986) and later an M.A. in Tourism (2000) from Chinese Culture University, Taipei, Taiwan.

# Speakers

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## **Karen Yue**

As Group Editor of TTG Travel Trade Publishing since June 2012, Karen Yue personally manages the editorial direction of TTGmice as well as all special projects. In January 2014, Karen expanded the company's business events publication specialisation with the launch of TTGassociations, a quarterly magazine for trade associations. Under her charge, TTGmice features won PATA Gold Awards' Travel Journalism – Business Article in 2011, 2013 and 2014. These accolades join TTGmice's first PATA Gold Awards' win in 2009.

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## **Katharine Chua, Tropical Spice Garden**

Katharine has managed Tropical Spice Garden, a sustainable eco-tourism project and her beloved 'eden', for the past 13 years. Thrown into the deep end of management in her mid-twenties, she has since married the head gardener and had two children. For her, the gardens are more than just 'business as usual'. Rather, it is an expression of an ideal lifestyle and culture—living as close to nature as possible and understanding the symbiotic relationship between man and environment, culture and nature, and sharing these stories with as many as possible.

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## **Khoo Boo Lim, Malaysian Association of Hotels - Penang Chapter**

Khoo Boo Lim is the Chairperson of the Penang Chapter of Malaysian Association of Hotels and the Hotel Manager of Lone Pine Hotel Penang.

# Speakers

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## Lawrence Koay, Tour Incentive & Travel

Lawrence Koay is the owner and CEO of Tour & Incentive Travel, a Penang based DMC. Having been in the industry for 4 decades, he has witnessed and played a role in the growth of the tourism industry in Penang, particularly in the inbound segment. He would like to remain relevant and share his experiences with industry colleagues.



## Martin Lewis, CAT Publications

Martin Lewis is Managing Editor of Meetings & Incentive Travel magazine and Managing Director of CAT Publications Ltd, a unique organisation that specialises in magazines, directories, live events and web sites serving the conference and incentive travel markets. Martin has been awarded the first Profile & Power Award by the Joint Meetings Industry Council (JMIC), the first Award for Lifetime Achievement by EIBTM Barcelona, and the prestigious Moises Shuster Award by the International Congress and Convention Association (ICCA).

*Martin Lewis is co-supported by Penang Convention & Exhibition Bureau (PCEB) and Malaysia Convention & Exhibition Bureau (MyCEB).*



## Noor Ahmad Hamid, ICCA ASIA PACIFIC

Noor Ahmad Hamid is the Regional Director of International Congress and Convention Association (ICCA) Asia Pacific. He has been with ICCA since 2009. Under his leadership, ICCA's membership has grown to more than 227 members in 91 cities across the region. His passion is to help the region grow.

# Speakers

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## Dato' Dr Ooi Kee Beng, Penang Institute

Ooi Kee Beng is a sinologist and political biographer. He has published biographies of prominent politicians from Malaysia and Singapore, including Ismail Abdul Rahman, Goh Keng Swee, Lim Kit Siang and Yusof Ishak. He has also translated several ancient war manuals from classical Chinese into Swedish and English, including the 'art of war' books *Sunzi bingfa*, *Weilliaozi bingfa* and *Wuzi bingfa*. He is also the founder-editor of *Penang Monthly*, Penang Institute's policy brief series *ISSUES*, and Singapore's ISEAS–Yusof Ishak Institute's *ISEAS Perspective*. He is the executive director of Penang Institute.

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## Rahul Bharadwaj, CMP, Anderes Fourdy

Rahul is the co-founder of Anderes Fourdy, a Multimedia Super Corridor (MSC) Company specialising in developing integrated, seamless and scalable Congress Technology. While in college, Rahul developed eRegNow.com, an international event and association management software used by major event organisers across the globe. He was previously the Director of Operations for Reliance Conventions and Events, a Tier-1 Professional Congress Organizers (PCO) under MyCEB's PCO Partner Program, and has consulted many PCOs, event service providers and event software companies. He is a Certified Meetings Professional (CMP) registered with Convention Industry Council (CIC).

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## Roy Sheppard

Roy Sheppard is a specialist conference facilitator/moderator, an experienced speaker and the author of eight books. Roy works on high-profile conferences for some of the world's largest and most respected organisations, including the ICSC (International Council of Shopping Centers) in Rome, Dubai, CapeTown, Istanbul, NewYork and their flagship event RECON in Las Vegas, and has moderated 'private' conferences for the Olympic movement held in Lausanne, Beijing and Rio de Janeiro. He is also the acknowledged European expert on building profitable business relationships through networking and referrals and has spoken at conferences all over the world.

*Roy Sheppard is co-supported by Penang Convention & Exhibition Bureau (PCEB) and Malaysia Convention & Exhibition Bureau (MyCEB).*

# Speakers

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## **Dato' Vincent Lim, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)**

Dato' Vincent Lim is the president and founder of C.I.S Network. A successful entrepreneur passionate about organising trade and lifestyle exhibitions, he created the award-winning ARCHIDEX and HOMEDEC exhibitions. Dato' Vincent is a two-term President of MACEOS (2014-2018). Currently, he is a Director of MyCEB, a Board member of AFECA, and has been elected Assistant Secretary General of AFECA for the 2016-2018 term. Dato' has been appointed as the Chairman of AFECA-ASEAN Committee in November 2017.

Dato' Vincent is also the Founding President of MIIP. He was the President and Immediate Past President from 2011-2015 and 2015-2017 respectively.

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## **Yasmin Bathamanathan, PCEB**

Yasmin Bathamanathan is writer, poet and communications strategist based in Penang. She has co-authored three books, the latest of which is an ambitious bilingual poetry project and Malaysia's first English-Hokkien poetry book titled "Found in Translation". When she is not putting on her writer's hat, Yasmin spends her time working as a communications specialist and events and campaign manager. She is currently the Marketing Communications Manager at Penang Convention & Exhibition Bureau (PCEB).

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## **Yusno Yunos, Evenesis**

Yusno founded his company with an audacious vision to create a comprehensive event ecosystem that involves event planners, participants and suppliers. The enablers are Evenesis ([www.evenesis.com](http://www.evenesis.com)), a complete cloud-based end-to-end event management system and Venueville ([www.venue-ville.com](http://www.venue-ville.com)), the ideal venue deal maker. "I believe in being relevant and real time. I embrace challenges where innovation is key. Software development has always been my forte. Building a business around my passion keeps me motivated and grounded," says Yusno.

# NOTES





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# MEDIA KIT

# MEETING PLANNERS GUIDE



Meeting Planners Guide launch by the Chief Minister of Penang

The Meeting Planners Guide 2018 by PCEB is the definitive and comprehensive directory of venues, accommodations and Business Event products, services and suppliers in Penang. It has been designed to assist meeting planners and Business Events professionals in marketing and sourcing Penang as a Business Events destination.

With a print run of 5000 copies and an international digital circulation of 20,000, the Meeting Planners Guide 2018 will introduce your brand to Business Events planners and buyers at the first stage of their destination and venue sourcing process.

## 5000 PRINT COPIES

Year-long distribution

## 20,000 DIGITAL CIRCULATION

Globally

## CIRCULATION THROUGHOUT 2018 MAJOR TRADE SHOWS

AIME Melbourne • Penang Roadshow in India • IT&CM Shanghai • MYCEB China Roadshow • IMEX Frankfurt • The Meetings Show • IT&CMA Bangkok • IMEX Las Vegas • ITB Asia

### RATES & SPECIFICATIONS

- Full color
- 210 x 297 mm (Full Page)
- Bleed 3mm
- Working Adobe Illustrator or PDF file (fonts outlined)
- Side by side with listing
- RM10,000



### > BOOKING DEADLINE

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### > MATERIAL DEADLINE

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### > PUBLICATION DATE

March 2018

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### Advertising

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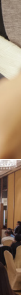
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