



## 3<sup>RD</sup> INTERNATIONAL BUSINESS EVENTS FORUM

4 – 5 FEBRUARY 2026

Sabah International Convention Centre  
KOTA KINABALU, SABAH, MALAYSIA

# “Global Collaboration Through Business Events”

This gathering builds regional collaboration, strengthens networks, and demonstrates the region's ability to deliver world class events through a trusted supply chain, innovative ideas, and authentic cultural connections. It welcomes global partners to discover East ASEAN's readiness to connect and shape the future of business events together.

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## PROGRAMME

### DAY ONE: 4 FEBRUARY 2026 (WEDNESDAY)

8:00 a.m.

Arrival and Registration of Delegates, and Morning Networking

9:00 a.m.

#### **PLENARY SESSION I (60 minutes)**

##### **THE GLOBAL GROWTH ENGINE: POWERING TRADE, INVESTMENT AND CONFIDENCE THROUGH BUSINESS EVENTS**

Business Events play a critical role in driving national growth by enabling cross-border trade, stimulating investment pipelines and building market confidence. This discussion brings together influential global voices to explore economic opportunities, regional cooperation and resilient business strategies for the future.



*Speaker I*

**YANG BERBAHAGIA DATUK DR. M GANDHI**

Founder & Chairman, Bumiati Holdings Sdn Bhd cum President, Malaysian Association of Convention and Exhibition Organisers & Suppliers (MACEOS)

[Malaysia]



*Speaker III*

**MR MUBARAK HAMAD AL SHAMSI**

Director of Abu Dhabi Convention and Exhibition Bureau (ADCEB), Department of Culture and Tourism Abu Dhabi

[United Arab Emirates]



*Speaker IV*

**MR ASHWIN GUNASEKERAN**

Chief Executive Officer, Penang Convention & Exhibition Bureau (PCEB)

[Malaysia]



*Moderator*

**MS WAIKIN WONG**

Regional Director Asia Pacific, International Congress and Convention Association (ICCA)

[Malaysia]

10:00 a.m.

#### **KEYNOTE SPEECH I (45 minutes)**

##### **NEW AGE, NEW MANDATE: LEADING BUSINESS EVENTS WITH RISK, RESILIENCE AND RESPONSIBILITIES (3RS)**

The impacts of climate change are reshaping economies, industries and communities. Business Events have the power to accelerate solutions by advancing global collaboration, research exchange and climate innovation. This keynote examines why environmental responsibility is now an economic imperative – and how leadership must evolve to build a resilient future.



*Keynote Speaker*

**MR BERNARD D'ALESSANDRI**

General Secretary and Managing Director, Yacht Club De Monaco cum President of the Chambre Monégasque du Yachting

[Monaco]

10:45 a.m.

Arrival of guests for the Official Opening Ceremony of the 3rd International Business Events Forum - “BE in SABAH 2026”

11:00 a.m.

#### **OFFICIAL OPENING CEREMONY - BE IN SABAH 2026**

Arrival of Guest of Honour Yang Amat Berhormat Datuk Seri Panglima Haji Hajiji Bin Haji Noor, Chief Minister of Sabah

11:05 a.m.

Welcoming Remarks by Yang Berbahagia Datuk Dr. Hajah Rosmawati Haji Lasuki, JP - Organising Chairperson of BE in SABAH 2026 cum MACEOS Sabah Chair and Chief Executive Officer, Sabah International Convention Centre (SICC)

# PROGRAMME

## DAY ONE: 4 FEBRUARY 2026 (WEDNESDAY)

11:10 a.m.

### LEADERSHIP VISION (20 minutes)

#### GLOBAL BUSINESS EVENTS INDUSTRY GROWTH: HOW STRATEGIC CHANGE AND COLLABORATION DRIVE BUSINESS EVENTS

Global market conditions, shifting trade alliances and rising competition are reshaping how growth is achieved. Collaboration is no longer a networking gesture but a commercial strategy that unlocks access to markets, accelerates industry development and drives investment. This keynote explores how the Business Events industry functions as a growth engine—creating deal flow, driving supply-chain activation and fostering economic partnerships that lead to measurable outcomes and sustainable competitive advantage.



Keynote Speaker

#### DR. SENTHIL GOPINATH

Chief Executive Officer, International Congress and Convention Association (ICCA)

[The Netherlands]

11:30 a.m.

Official Opening Ceremony by Guest of Honour Yang Amat Berhormat Datuk Seri Panglima Haji Hajiji Bin Haji Noor, Chief Minister of Sabah

MOU Signing Ceremony

Memento Presentation

#### LUNCHEON | Sipadan Hall I, Level 4

12:30 p.m.

1:30 p.m.

### PRESENTED IN COLLABORATION WITH (20 minutes)

#### THROUGH NIKKEI INC.'S LENS: THE STATE OF ASIA'S ECONOMY AND POLITICS

Viewed through Nikkei Inc.'s lens, this editorial briefing explores the state of Asia's economy and politics. It highlights emerging trends, structural shifts and strategic implications for business and policymakers. A concise overview of where Asia stands—and where it may be heading.



Keynote Speaker

#### MR TOYOAKI FUJIWARA

General Manager of Global Events and Conferences at Nikkei Inc.

[Japan]

1:50 p.m.

### PLENARY SESSION II (55 minutes)

#### SYNERGY UNLOCK: CLAIMING THE AI ADVANTAGE IN THE NEW ERA OF BUSINESS EVENTS

Artificial intelligence is transforming industries, economies and decision-making. But technology alone does not create progress—competitive advantage now lies in how effectively organisations combine human insight with intelligent systems. This session explores how AI is reshaping strategy, bid competitiveness, market analysis, delegate behaviour, event design and productivity across the global Business Events ecosystem. It examines how AI-human collaboration is redefining how destinations grow, how businesses compete and how value is created in the industry.



Speaker I

#### YANG BERBAHAGIA PROFESSOR EMERITUS DATO' DR. HALIMAH BADIOZE ZAMAN

Chairholder / Emeritus Professor,  
Institute of Informatics & Computing  
in Energy (IICE), Universiti Tenaga  
Nasional (UNITEN), Kuala Lumpur

[Malaysia]



Speaker III

#### TS. YUSNO YUNOS, CMP

Chief Event Intelligence  
Officer (CEiO)  
[Malaysia]



Speaker IV

#### MS FLORENCE CHUA

Managing Director APAC,  
Professional Convention  
Management Association (PCMA)  
[Singapore]



Speaker II

#### MR KAI HATTENDORF

Managing Partner,  
jwc GmbH & Former Chief  
Executive Officer, UFI

[France]



Moderator

#### MR MIKE WILLIAMS

Senior Partner and Senior  
Consultant, GainingEdge  
[Australia]

# PROGRAMME

## DAY ONE: 4 FEBRUARY 2026 (WEDNESDAY)

2:50 p.m.

### KEYNOTE SPEECH II (30 minutes)

#### STRATEGIES FOR SUCCESS : DESTINATION MANAGEMENT FOR BUSINESS EVENTS.

Business Events are the cornerstone of human connection and innovation, serving as dynamic platforms for shaping industries building relationships, uniting communities and driving transformation. The topic will give insights of what it takes to be a successful BE destination, and how to tap on opportunities for branding, networking and growth.



Keynote Speaker

**MR STEEN JAKOBSEN**

Chief Executive Officer, GainingEdge

[United Arab Emirates]

3:20 p.m.

### STRATEGIC FORUM (45 minutes)

#### THE BLUE GOLD RUSH: UNLOCKING SABAH'S BLUE ECONOMY INVESTMENT FRONTIER

Beyond traditional sectors, the Blue Economy transforms natural and strategic assets into investable, future-ready opportunities, driving sustainable growth and resilience.

##### INVEST SABAH

##### Fast-Tracking Bankable Blue Investments Through Business Events

This session shows how Business Events catalyse Sabah's Blue Economy—linking investors to incentives, market access and bankable projects.



Speaker I

**YANG BERBAHAGIA DATUK THOMAS LOGIJIN**

Permanent Secretary, Ministry of Industry, Entrepreneurship and Transport Sabah

[Malaysia]

##### SABAH ECONOMIC DEVELOPMENT AND INVESTMENT AUTHORITY (SEDA)

##### Activating Sabah's Blue Economy Corridor

Business Events as the gateway to Sabah's Blue Economy Corridor



Speaker II

**MR KEVIN GEORGE UKANG**

Chief Investment Officer

[Malaysia]

##### SEKRETARIAT SABAH MAJU JAYA (SSMJ)

##### From Policy to Impact: Responsible Blue Investment

How Sabah Maju Jaya provides policy certainty and ESG credibility for long-term investment.



Speaker III

**YANG BERBAHAGIA DATUK RAMLEE BIN KARIAH**

Chief Operating Officer

[Malaysia]

4:05 p.m.

### PLENARY SESSION III (55 minutes)

#### FUTURE BUILDERS: EMPOWERING EMERGING TALENT FOR GLOBAL INDUSTRY TRANSFORMATION

The next generation will shape the future of Business Events—and the world they will inherit demands new competencies, leadership mindsets and global fluency. This session highlights the importance of future talent pipelines, skill mobility and creating leadership opportunities that shape a progressive and resilient industry.



Speaker I

**BAPAK HOSEA ANDREAS RUNKAT**

Chairman, Indonesia Exhibition Companies Association (IECA)

[Indonesia]



Speaker III

**MS CARINA MONTAGUT**

Events Department Director, Feria Valencia

[Spain]



Speaker II

**MS FIONA HAGAN**

General Manager, Shangri-La Rasa Ria Kota Kinabalu

[Malaysia]



Speaker IV

**MR JOHN BURKE**

General Manager, Kuala Lumpur Convention Centre (KLCC)

[Malaysia]



Moderator

**MS YAP LI LING**

President, Commonwealth Association of Leadership Malaysia (CALM)

[Malaysia]

## PROGRAMME

### DAY ONE: 4 FEBRUARY 2026 (WEDNESDAY)

5:30 p.m.	<b>SUNSET WALK @SICC &amp; COCKTAIL   Promenade, Level 2</b>
7:00 p.m.	<b>WELCOMING DINNER HOSTED INNOPRIZE CORPORATION SDN BHD   Sipadan Hall, Level 4</b>
	Arrival of Guest of Honour Yang Berhormat Datuk Jasnih Bin Daya, Executive Chairman, Innoprize Corporation Sdn Bhd
7:35 p.m.	Welcome Remark by Guest of Honour Yang Berhormat Datuk Jasnih Bin Daya, Executive Chairman, Innoprize Corporation Sdn Bhd
	Memento Presentation
	Dinner is served
	<b>Malaysia Truly Asia Showcase</b>
9:30 p.m.	Thank You and Good Night!
	End of Day One

## PROGRAMME

### DAY TWO : 5 FEBRUARY 2026 (THURSDAY)

8:00 a.m.	Arrival and Registration of Delegates, and Morning Networking
9:00 a.m.	<b>PLENARY SESSION IV (55 minutes)</b> <b>STRATEGY GAP: HOW ASSOCIATIONS LEAD BUSINESS EVENTS INDUSTRY TRANSFORMATION</b> Associations shape industries, influence policy, and set professional standards. As the landscape evolves, leaders must go beyond events to deliver lasting value. This session explores strategies to strengthen relevance, sustainability, and global impact.
	 <p><b>Speaker I</b> <b>PROFESSOR DATIN DR LYDIA ABDUL LATIF</b> President, Malaysian Society of Association Executives (MSAE) [Malaysia]</p>
	 <p><b>Speaker III</b> <b>MS SARAH FLEMING</b> Founder / Managing Director, SFA Connect [United Kingdom]</p>
	 <p><b>Speaker II</b> <b>MR SUMATE SUDASNA</b> President Emeritus, Thailand Incentive and Convention Association (TICA), 1<sup>ST</sup> Vice President, Asian Federation of Exhibition and Convention Associations (AFECA), Chief Resilience Officer, CDM – Conference &amp; Destination Management [Thailand]</p>
	 <p><b>Speaker IV</b> <b>PH.D PETER LEE</b> Executive Director, Goyang Convention &amp; Visitors Bureau (Goyang CVB) [South Korea]</p>
	 <p><b>Moderator</b> <b>MR KURT JUSTIN SANTIAGO</b> President &amp; CEO of Hongli Consumer Goods Trading / Vice President of the Political Officers Federation of the Philippines [The Philippines]</p>
10:00 a.m.	<b>Coffee Break (30 minutes)</b>

# PROGRAMME

## DAY TWO : 5 FEBRUARY 2026 (THURSDAY)

10:30 a.m.

### PLENARY SESSION V (55 minutes)

#### LIMITLESS HORIZON: HOW STRATEGIC PARTNERSHIPS DEFINE THE FUTURE OF BUSINESS EVENTS INDUSTRY

The future of Business Events will not be built by one sector alone — it will be shaped by an ecosystem of leaders who are setting new standards for growth, relevance and global influence. This session brings together some of the industry's most influential voices from strategy, destination development, media, associations, consulting and market expansion. In this rare power panel, industry leaders will share unfiltered insights, lessons earned from experience and forward strategies that are redefining what is possible for Business Events worldwide.



*Speaker I*

**MR MAHIR ABDULKARIM JULFAR**

Executive Vice President at  
Dubai World Trade Centre

[United Arab Emirates]



*Speaker III*

**DR REZA SOLTANI**

President, Institute of Tourism  
[Belgium]



*Speaker II*

**MR MARTIN BALMER**

Account Director Asia,  
Europe & Middle East  
Northstar Meetings Group

[United Kingdom]



*Speaker IV*

**DR BONA NAHYUN LEE**

Founder and Chief Executive  
Officer, BornTiger  
[South Korea]



*Moderator*

**MS JANE VONG HOLMES**

Senior Manager Asia,  
GainingEdge  
[Malaysia]

11:30 a.m.

### KEYNOTE SPEECH III (60 minutes)

#### THE INFLUENCE EQUATION: HOW TO DESIGN BUSINESS EVENTS THAT CHANGE POLICY, NOT JUST PEOPLE

Event design has moved beyond logistics—it is now a strategic tool for influence, behaviour change and measurable outcomes. This keynote reveals how global organisations are using structured event design to drive policy change, innovation impact and legacy outcomes that extend far beyond the event.

Join a design conversation that explores failure through a creative lens.



*Keynote Speaker*

**MR RUUD JANSSEN**

Co-Founder & Managing Director,  
Event Design Collective (EDCO Global)

[Switzerland]

12:00 p.m.

Arrival of invited guests for the Luncheon and Official Closing of BE in SABAH 2026

12:35 p.m.

**Presentation by Sabah Convention Bureau**

12:40 p.m.

**LUNCH SPONSORED BY SABAH CONVENTION BUREAU**

2:15 p.m.

Arrival of Guest of Honour Yang Berhormat Datuk Jafry Bin Ariffin, Minister of Tourism, Culture and Environment Sabah cum Patron of BE in SABAH at Sipadan II & III, Level 4

2:20 p.m.

**OFFICIAL CLOSING CEREMONY - BE IN SABAH 2026**

Closing Remarks By Yang Berbahagia Datuk (Dr) M. Gandhi, President, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and Yang Berbahagia Datuk Dr. Hajah Rosmawati Haji Lasuki, JP, Organising Chairperson of BE in SABAH cum MACEOS Sabah Chair and Chief Executive Officer, Sabah International Convention Centre

2:30 p.m.

Official Closing Ceremony by Guest of Honour Yang Berhormat Datuk Jafry Bin Ariffin, Minister of Tourism, Culture and Environment Sabah cum Patron of BE in SABAH

MOU Signing Ceremony

Graduation Ceremony – Certified Event Designer (CED) Graduates, 2025

Memento Presentation

3:30 p.m.

End of BE in SABAH 2026

See you at the 4th International Business Events Forum – BE in SABAH 2027

# pre-forum programme

TUESDAY, 3 FEBRUARY 2026

## EXECUTIVE LEADERSHIP / STRATEGIC INSIGHTS

8:30 - 9:30  
a.m.

### BREAKFAST CONVERSATION WIH MR STEEN JAKOBSEN, CHIEF EXECUTIVE OFFICER OF GAININGEDGE | SILAM LOUNGE, LEVEL 2, SICC

A closed-door C-suite breakfast focused on global Business Events strategy and market intelligence.

*By invitation only*

## BUSINESS DEVELOPMENT / BUSINESS MATCHING

9:00 a.m. -  
5:00 p.m.

### BE MATCH (B2B MEETINGS) | Sepilok Room, Level 5, SICC

Ahead of BE in SABAH 2026, an invitation-only Business Matching Session will bring together selected participants for structured, pre-arranged meetings—maximising networking efficiency and enabling impactful connections prior to the main forum.

*Please contact Ms Shirly-Ann at +6013 863 0011 for more information.*

*Limited to 100 persons*

## CAPACITY BUILDING / TALENT DEVELOPMENT

10:00 a.m.  
- 5:00 p.m.

### BE YOUTH HUB | Manukan Kapalai Room, Level 2, SICC

A student engagement platform promoting learning, cultural exchange, and global perspectives in Business Events.

*Please contact Mr Mawie Effendi at +6012 827 3803 for more information.*

*Limited to 50 persons*

## INDUSTRY CAPACITY BUILDING / PROFESSIONAL DEVELOPMENT

10:00 a.m.  
- 4:00 p.m.

### BE BOOTCAMP | Kinabalu Room, Level 5, SICC

An intensive industry boot camp focused on strengthening bidding strategies, site inspection readiness, and operational excellence.

*Please contact Secretariat at +6011 1642 6004 for more information.*

*Limited to 50 persons*

These programmes are open exclusively to registered delegates of BE in SABAH 2026.

# post-forum programme



9 - 11 February 2026

## INDUSTRY CAPACITY BUILDING / PROFESSIONAL DEVELOPMENT

### EVENT DESIGN TRUSTED ADVISOR PROGRAM

The Event Design Trusted Advisor (CTA) Program is an intensive, fee-based professional development programme designed to elevate Business Events practitioners into strategic advisors. Taking place from 9-11 February 2026 at the Sabah International Convention Centre, the programme is facilitated by Ruud Janssen of Event Design Collective (Switzerland) and Paul Rulkens of Agrippa Consulting International (Netherlands). Participants will journey through CTA mastery foundations, strategic conversations and growth frameworks, and hands-on application via a blueprint lab, followed by six months of cohort-based coaching. With limited seats available, the programme offers an immersive, high-impact learning experience for professionals seeking to design purposeful events and deliver value beyond expectations.

*Please contact Ms Donaty Koijin at +6011 5505 7651 for more information.*

*Limited seats available. Fee-based programme*

## REGISTRATION FORM

### ONLINE REGISTRATION

[www.beinsabah.com.my](http://www.beinsabah.com.my)

or scan here



#### REGISTRATION FEE

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STUDENT

#### STANDARD RATE

RM800.00  
RM600.00  
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#### EARLY BIRD RATE\*

RM700.00  
RM500.00  
RM350.00  
RM350.00

\*by 31 December 2025



HRD Corp claims are applicable to normal registration rates only. Claims may be submitted until 30 January 2026, subject to HRD Corp's prevailing terms and conditions.

#### Notes

1. The registration fees are inclusive of participation at the conference sessions, all meals and conference collaterals for the Business Events Forum only. Please note that airfare and hotel accommodations are not included
2. Registration fee must be paid in full upon registration. Payment receipt to be submitted upon online registration.
3. No refunds will be given for any cancellations
4. The Organiser reserves the right to reject any registration without being obliged to discuss the reasons for doing so.
5. Any decision made by the Organiser is final, and no correspondence will be entered into.

## SUPPORTING AIRLINE PARTNERS

Kota Kinabalu International Airport in Sabah is accessible via direct international flights or through a 2.5-hour connecting flight from Kuala Lumpur, with typical flight durations ranging from 2 to 6 hours.

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# HOTEL PARTNERS

For the convenience of out-of-Sabah delegates, BE in SABAH 2026 has partnered with selected hotels in Kota Kinabalu offering preferred rates and easy access to the Sabah International Convention Centre (SICC).



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# CONVERSATIONS THAT MOVE THE WORLD

In Kota Kinabalu, **Sabah International Convention Centre** offers a world-class setting for global summits on sustainability, climate action, and inclusive growth.

Surrounded by protected rainforests such as Danum Valley, Sabah stands as a living model of conservation and carbon leadership, a place where global ideas gain purpose.

Here, conversations reflect what the world needs most: balance, resilience, and shared progress.



SABAH INTERNATIONAL  
CONVENTION CENTRE

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www.siccsabah.com



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## BE in SABAH: Gateway to East ASEAN – Elevating Business Events in Asia Pacific

Sabah, located on the northern part of Borneo, is one of Southeast Asia's most distinctive destinations—where nature, culture and commerce converge. Known for its world-renowned biodiversity, including the majestic Mount Kinabalu and the marine treasure of Sipadan Island, Sabah is also emerging as a strategic centre for international connection and economic collaboration.

Building on the growing influence of Asia Pacific in the global events economy, BE in SABAH 2026 returns as a high-level international Business Events forum designed to shape industry dialogue and drive strategic outcomes. Hosted by the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS) Sabah Chapter in collaboration with the Sabah International Convention Centre (SICC), the forum positions Sabah as a gateway to East ASEAN and a rising voice in the global Business Events network.

With the 2026 theme "Global Collaboration Through Business Events", this edition expands its focus beyond regional development to economic diplomacy, strategic partnerships and cross-border growth opportunities. The forum will gather global leaders, industry strategists, association executives, investors, and policymakers to strengthen global business connectivity through Business Events.



### OBJECTIVES

- Strengthen Asia Pacific's role in the global Business Events economy
- Advance cross-border industry collaboration and strategic partnerships
- Drive trade, investment and business growth through Business Events
- Develop industry leadership, talent and professional excellence
- Accelerate innovation through technology, AI and data
- Promote sustainable and impact-driven event strategies
- Position Sabah and East ASEAN as strategic Business Events gateways

### Who Should Join

BE in SABAH 2026 welcomes Industry Leaders, Event Professionals, NGOs / Associations, Academician, policymakers and future leaders.



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