



## TENTATIVE PROGRAMME

### ENGAGEMENT SESSION WITH TOURISM INDUSTRY PLAYERS (CENTRAL REGION)

**VENUE: ONE WORLD HOTEL, BANDAR UTAMA  
9 JANUARY 2025 |THURSDAY| 09:00 AM – 05:30 PM**

*Dress code: Business Attire/Batik*

09:00 AM	Registration & Arrival of Media & Guests
09:30 AM	Arrival of YBhg. Datuk Manoharan Periasamy Director General, Tourism Malaysia
09:45 AM	Arrival of Tourism Malaysia Board Members
	Arrival of YBhg. Datuk Wira Roslan Tan Sri Abdul Rahman Secretary General, Ministry of Tourism, Arts & Culture
	Arrival of YB Tuan Khairul Firdaus Akbar Khan Deputy Minister of Tourism, Arts & Culture
	Arrival of YB Dato Sri Tiong King Sing Minister of Tourism, Arts & Culture
09:50 AM	Opening Remarks by Emcee National Anthem “Negaraku”
10:00 AM	Welcome Remarks YB Dato Sri Tiong King Sing Minister of Tourism, Arts & Culture
10:15 AM	Presentation of the Certificate for VM2026 Collaboration
10:35 AM	Coffee/Tea Break

- 11:00 AM            Presentation: *“Tourism Malaysia Strategic Direction 2025”*
- Speaker:  
                         Mr. Shahrin Mokhtar  
                         Senior Director of Strategic Planning Division
- 11:20 AM            Presentation: *“Unveiling Surreal Experiences: Inspiring Journeys Towards Visit Malaysia 2026”*
- Speaker:  
                         Mr. Mohd Amirul Rizal Abdul Rahim  
                         Head of Secretariat VM2026  
                         Senior Director of Advertising & Digital Division
- 11:40 AM            Presentation: *“Geran Galakan Melancong (GAMELAN)”*
- Speaker:  
                         Ms. Yasmin Faizah Samsudin  
                         Senior Deputy Director, Domestic & Events Division
- 12:00 PM            Presentation: *“Matching Grant for International & Charter Flights (Geran Sepadan Penerbangan Antarabangsa dan Charter - GSPC)”*
- Speaker:  
                         Mdm. Nuwal Fadhilah Ku Azmi  
                         Director of International Promotion Division (ASAF)
- 12:20 PM            Q & A session
- 01.00 PM            Lunch Break
- 02:15 PM            Registration & Arrival of Guests for Business Matching
- 02:30 PM            Business Matching Session starts
- 05:30 PM            Business Matching Session ends

~~~ **END OF PROGRAMME** ~~~

## Business Matching Session

| Time                      | Division/Organisation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 02:30 PM<br>–<br>05:30 PM | <p><b>Domestic &amp; Events Division (Regional Offices, GSSP &amp; GAMELAN)</b><br/>Led by YBhg. Datin Rafidah Idris, Senior Director</p> <p><b>International Promotion Division (ASEAN – Southeast Asia)</b><br/>Led by Mr. Mohd Roslan Abdullah, Senior Director</p> <p><b>International Promotion Division (ASAF – Asia &amp; Africa)</b><br/>Led by Mdm. Nuwal Fadhilah Ku Azmi, Director</p> <p><b>International Promotion Division (AERO - Americas, Europe &amp; Oceania)</b><br/>Led by Mdm. Salinda Sany, Acting Director</p> <p><b>Package Development Division (Niche Segment)</b><br/>Led by Mr. Mohd Akbal Setia, Acting Director</p> <p><b>MyCEB</b></p> <p><b>Islamic Tourism Centre</b></p> |

*As of 2 January 2025, 11.00 AM*