



Ministry of Tourism, Arts and Culture

**LAUNCHING OF SHARP AQUOS 8K VM2020 VIDEO
COLLABORATION BETWEEN
TOURISM MALAYSIA AND SHARP ELECTRONICS MALAYSIA**

28th February 2020 (Friday)
Level 3, Main Entrance, Pavilion Kuala Lumpur
Dress code: Semi-formal/smart casual

OFFICIAL PROGRAMME

- 6.30 pm : Arrival of Guests and Media
- 7.30 pm : Arrivals of VIPs
- 7.55 pm : Arrival of YBhg. Dato' Dr. Noor Zari bin Hamat, Secretary General,
Ministry of Tourism, Arts and Culture Malaysia
- 8.00 pm : Opening :
Negeraku & Malaysia Bersih
Overture Performance & Cultural Dance
- 8.15 pm : Welcoming Remarks by Emcee
- 8.20 pm : First Video – Behind The Scene (BTS)
- 8.23 PM : Speech by Mr Robert Wu
Deputy Chief Executive Officer of ASEAN & Managing Director
- 8.27 pm : Message from President Mr Yoshihiro Hashimoto,
Managing Officer Head of President's Office
- 8.30 pm : Speech by Secretary General, Ministry of Tourism, Art & Culture Malaysia
- 8.35 pm : Presentation of Certificate – Asia Destination Film Awards 2020
(Tourism Board Category - "Amazing")
- 8.40 pm : Launch Gimmick
- Devise appear next to VIPs seat and press launch button
- Amazing & Diverse Videos
- 8.46 pm : Press Conference
- 8.50 pm : Programme Ends

