

**Tuesday, 3 October 2023 - Asia CEO Summit Welcome Cocktail**

Time	Duration	Programme
600pm	-	Welcome Cocktail - Dress Code: Smart Business / Smart Casual (No jacket needed)
630pm	5 mins	Address by Richard Ireland, President, SACEOS
635pm	5 mins	Address by Poh Chi Chuan, Executive Director (Exhibitions & Conferences) Singapore Tourism Board
640pm	-	Networking Session
900pm		END

**Wednesday, 4 October 2023 - Asia CEO Summit Day 1**

Time	Duration	Programme
830am	30mins	Registration and Morning Coffee @ JW Marriott Singapore South Beach, Grand Ballroom - Dress Code: Smart Business with Jackets (No ties needed)
900am	5 mins	Opening Remarks from the Chair - Richard Ireland, President, SACEOS
905am	5 mins	Welcome Address by Yap Chin Siang, Deputy Chief Executive, Singapore Tourism Board
910am	10 mins	Introduction of Participants
920am	45 mins	<p>Opening Session: Recovery and growth in Asia and beyond. What have we learnt in relation to the model and what are the priorities post-pandemic -- What is emerging and why?</p> <p>Post pandemic, much of industry are celebrating the robustness of the exhibition model, however new models have emerged with new revenue opportunities, whether that be in digital, community and data. This session will explore these opportunities and determine both their potential and customer adoption. The session will also explore how our industry needs to present itself to customers in relation to value, to stakeholders in relation to resilience and attractiveness in relation to our workforce and future talent.</p> <ul style="list-style-type: none"> <li>- Lisa Hannant, Chief Executive Officer, Clarion Events</li> <li>- Michael Duck, Executive Vice President, Commercial Development, Informa Markets</li> <li>- Wolfram Diener, President and CEO, Messe Düsseldorf GmbH</li> <li>- Moderator: Mark Cochrane, Regional Director, Asia Pacific, UFI</li> </ul>
1005 am	45 mins	Networking break for speakers + delegates

1050 am	40 mins	<p>Impact of China's reopening on China, the region, and the world upon our industry</p> <p>China is forecast to grow at 5.1% in 2023 and with the market now fully open, industry is looking forward to a strong recovery of the China exhibition market. Chinese pavilions play a prominent role in ASEAN shows as well as international shows. This session will explore how this reopening will impact the Chinese, regional and international markets and what growth we can expect to see. We also explore the pace of re-opening and what trends we are witnessing. The panel will look at the current opportunities within China to grow, launch and export key IP. Will M&amp;A feature in 2023, are there new models emerging, new entrepreneurs making an impact and how does the Chinese exhibitor view opportunities within Asia and beyond? The session will also address how and to where Chinese exhibition organisers are exporting their event IP?</p> <ul style="list-style-type: none"> <li>- Yeh Chien Ee, President, Asia Pacific, RX</li> <li>- David Bian, General Manager, Beijing HJT International Exhibition Co.,Ltd.</li> <li>- Wang Guo Ping, CEO, Shanghai Huamo Exhibition Services</li> <li>- Moderator: Michael Kruppe, CEO, SNIEC</li> </ul>
1130am	40 mins	<p>How are customers using events post pandemic and has this changed? How is digital and omni channel marketing working and expectations of ROI, delivery, and customer satisfaction?</p> <p>Events have roared back into action post pandemic but have the expectations of our customers changed and how is digital and omni-channel marketing being incorporated into live events? This session will look into post pandemic expectations of our customers in relation of success metrics, ROI, value and delivery.</p> <ul style="list-style-type: none"> <li>- Ben Taylor, CEO, Asia Pacific, George P. Johnson</li> <li>- Leanne Robers, Co-Founder, She Loves Tech</li> <li>- Moderator: Ian Wu, Vice President, Digital and Innovation, SACEOS</li> </ul>
1210pm	110mins	Luncheon for Speakers and Delegates
200pm	30 mins	<p>India: Market entrance strategies and growth opportunities: launch, partnership, and M&amp;A</p> <p>We have all heard about the potential of India with its high growth rates and now improved venue capacity. This session will not cover these two valuable data points but will rather look into market entrance strategies and growth opportunities, whether that be in launch, partnership or acquisition. The session will also look at the potential of taking more Indian exhibitors abroad.</p> <ul style="list-style-type: none"> <li>- Gaurav Juneja, Director, MEX Exhibitions Pvt Ltd</li> <li>- Michael Duck, Executive Vice President, Commercial Development, Informa Markets</li> <li>- Moderator: Ravinder Sethi, Chairman &amp; Managing Director, R.E. Rogers India Pvt Ltd</li> </ul>
230pm	50 mins	<p>Speed Networking for Speakers and Delegates</p> <p>A speed networking event gives Speakers and Delegates access to numerous individuals in different fields. Professionals easily exchange contact information during the event. This opens doors to potential growth opportunities and valuable partnerships.</p>
320pm	30 mins	Networking break for all Speakers and Delegates

350pm	30mins	<p>Growth drivers post pandemic - Organic, launch, partnerships, pricing, and others</p> <p>What is the more important post pandemic growth drivers and has the approach by organisers changed. The session will explore various partnership models and the merits and success points of them.</p> <ul style="list-style-type: none"> <li>- Andy Wismarsyah, President Director, Amara Group</li> <li>- Dato Vincent Lim, President, CIS Networks</li> <li>- Chua Wee Phong, Group CEO, Constellar</li> <li>- Moderator: Richard Ireland, President, SACEOS</li> </ul>
420pm	40 mins	<p>Closing fireside chat: AI in events and marketing - friend or foe? - What disruption can we expect or what efficiencies can we hope for?</p> <p>Much has been written and spoken about AI and its role in business events and exhibitions. Will it be a disruptive force or will be a productivity tool that creates efficiencies in our industry helping our internal processes and those of our customers.</p> <ul style="list-style-type: none"> <li>- Candina Weston, Independent Consultant &amp; ex-Microsoft CMO</li> <li>- Moderator: Daniel Tjan, Director of Gevme</li> </ul>
500pm	10 mins	<p>Conference wrap by co-chairs</p> <ul style="list-style-type: none"> <li>• Programme ends at 5:10pm</li> </ul>
600pm	-	<p>Gather outside Grand Ballroom and Proceed to Cocktails and Opening Dinner at Sands Expo Convention Centre</p> <ul style="list-style-type: none"> <li>• Transport will be provided</li> </ul>
630pm	210mins	<p>Cocktails and Opening Dinner at Sands EXPO Convention Centre</p> <ul style="list-style-type: none"> <li>• Dinner is from 630pm to 1000pm</li> </ul>
1015pm	-	<p>Gather outside Sands EXPO Convention Centre and Proceed back to JW Marriot Singapore South Beach</p> <ul style="list-style-type: none"> <li>• Transport will be provided</li> </ul>

### Thursday, 5 October 2023 - Asia CEO Summit Day 2

Time	Duration	Programme
830am	50 mins	<p>Morning Coffee for Delegates and Speakers @ JW Marriott Singapore South Beach, Grand Ballroom</p> <ul style="list-style-type: none"> <li>- Dress Code: Smart Business with Jackets (No ties needed)</li> </ul>
920am	40 mins	<p>A view from the top: M&amp;A in Asia; VC/P v internal money - strategies for both independent and scaled organisers</p> <p>What is the expected recovery of the M&amp;A market in Asia and what major themes are being considered? Is there any diverging thinking between PE and public markets and independent and scaled player? What will the investment strategy be in 2023? We also learn from an entrepreneur who has been involved in 7 exits.</p> <ul style="list-style-type: none"> <li>- Russell Wilcox, Executive Chairman, Clarion Events</li> <li>- Mark Harvey, Managing Director, National Media Group</li> <li>- Moderator: Mark Cochrane, Regional Director, Asia Pacific, UFI</li> </ul>
1000am	40 mins	<p>Morning Networking for Delegates and Speakers</p>

1040am	40 mins	<p>Collaborating and Partnering with Foundations, Government and Trade Associations</p> <p>The strength of collaboration lies in the ability to bring diverse perspectives, combined resources to tackle challenges and create great business opportunities. This session will showcase various collaborative efforts in achieving excellent outcomes – how this changed post pandemic and how?</p> <ul style="list-style-type: none"> <li>- Cindy Ngiam, Director, SWITCH, Enterprise Singapore</li> <li>- Reuben Lim, COO, Singapore Fintech Association, Singapore</li> <li>- Poh Chi Chuan, Executive Director (Exhibitions &amp; Conferences), Singapore Tourism Board</li> <li>- Moderator: Chris Skeith OBE, Chief Executive Officer, AEO Ltd</li> </ul>
1120am	40 mins	<p>Sustainability Development in the Exhibition Industry - Practical Solutions to meeting Net Zero Carbon in 2050</p> <p>Pledges have been made but now how are organisers responding to the challenges to meeting net zero by 2050 and what practical steps are being made and what more can be done? What can we also learn from adjacent industries.</p> <ul style="list-style-type: none"> <li>- Chris Brown, Founder &amp; Director, EnviroEvents, Hong Kong</li> <li>- Bjoern Kempe, CEO &amp; Founder, Expos Asia Pte Ltd</li> <li>- Priscilla Leong, Honorary Treasurer, SACEOS and Managing Director, Expotrans Pte Ltd</li> <li>- Moderator: Kai Hattendorf, CEO, UFI</li> </ul>
1200pm	20 mins	Conference Wrap from Co-Chairs
1220pm	120 mins	<p>Luncheon for Delegates and Speakers</p> <ul style="list-style-type: none"> <li>• Lunch ends at 220pm</li> </ul>
300pm	90 mins	<p>Gather at Grand Ballroom Astonishing Walking Experience Singapore</p> <ul style="list-style-type: none"> <li>- Dress Code: Casual / Sports Attire with Comfortable Shoes</li> <li>• Incorporated with a Singapore Experience</li> <li>• A tour around the Civic District with a guide</li> <li>• Along with a story on how Singapore has developed into a MICE destination</li> </ul>
430pm	210 mins	<p>Chill Out @ Timbre X SEA</p> <ul style="list-style-type: none"> <li>• Chill out ends at 8pm</li> </ul>
800pm		END