



Asia 20 & IBEF Business Events Forum 2025

Date: 5 November 2025

Time: 09:00 - 17:00 Jakarta Time

From Complexity to Clarity : The A20 Vision *Resilience. Agility. Leadership.*

Time	Programme
08:15 - 09:00	Registration
09:00 - 09:05	Emcee Opening
09:05 - 09:10	Indonesia National Anthem
09:10 - 09:15	Cultural performance
09:20 - 09:25	2025 Convention Video
09:30 - 09:40	Welcome Address I Mr. Hosea Andreas Runkat, Chairman of Indonesia Exhibition Companies Association (IECA)
09:45 - 09:55	Welcome Address II Dato Vincent Lim, President of Asian Federation of Exhibition and Convention Association (AFECA)
10:00 - 10:10	Opening Speech Guest of Honor I
10:15 - 10:25	Opening Speech Guest of Honor II
10:30 - 11:00	Keynote Address I Ms. Margaret Ma Connolly, President and CEO of Informa Markets in Asia Topic: Asia's Business Events Landscape: From Complexity to Clarity
11:05 - 11:35	Keynote Address II: Dr. Supawan Teerarat, President of Thailand Convention & Exhibition Bureau (TCEB) Topic: The Bureau Perspective: Agility and Leadership in Policy & Regional Collaboration
11:40 - 12:10	Keynote Address III: Ms. Sonia Prashar, Chairperson cum Managing Director of NuernbergMesse India Pvt. Ltd. Topic: South Asia's Path: Resilience and Leadership in Emerging Markets
12:15 - 13:30	Lunch

13:40 - 14:40	Panel Discussion I Topic: Governmental Roles in Driving Asia's Business Events Ecosystem Moderator: Mr. Edward Liu, Honorary President, AFECA & SACEOS, Chairman & Managing Director of Conference & Exhibition Management Services (CEMS) Panelist: 1. Mr. Vinsensius Jemadu, Deputy Minister for Events Development, Ministry of Tourism Indonesia 2. Mr. Chi Chuan POH, Executive Director Exhibitions & Conferences of Singapore Tourism Board (STB) 3. Mr. Felix Chiu, Executive Vice President of Taiwan External Trade Development Council (TAITRA) 4. Mr. Kevin Chiu, Director, Indonesia, Hong Kong Trade Development Council (HKTDC)
14:50 - 15:50	Panel Discussion II Topic: Associations in the Modern Era: Purpose, Relevance, and Advocacy Moderator: Ms. Marisa D. Nallana, Board Member of AFECA, President of Philippines Exhibitions & Trade Corporation (PETCO) Panelist: 1. Mr. Alan Haiming He, President of Guangdong-Macao In-Depth Cooperation Zone in Hengqin Convention & Exhibition Association 2. Mr. Hosea Andreas Runkat, Chairman of Indonesia Exhibition Companies Association (IECA) 3. Mr. Loy Joon How, President of Thai Exhibition Association (TEA) 4. Mr. Mark Lee, Honorary Secretary of Malaysia Association of Convention & Exhibition Organizers & Suppliers (MACEOS)
16:00 - 17:00	Panel Discussion III Topic: Industry Leadership: Innovation, Collaboration, and Growth Moderator: Mrs. Ika Angelia R. Silalahi, Corporate Communications Manager of PT Napindo Media Ashatama Panelist: 1. Mrs. Lia Indriasari, Country Manager of PT. Pamerindo Indonesia / Informa Markets 2. Mr. Michael Kruppe, CEO of Shanghai New International Expo Centre Co., Ltd. (SNIEC) 3. Mr. Ravinder Sethi, Chairman and Managing Director of R.E. Rogers India Pvt Ltd 4. Mr. Richard Ireland, President of Singapore Association of Convention & Exhibition Organizers & Suppliers (SACEOS)
17:10 - 17:20	Closing Remarks Mr. Muhammad Reza Abdullah, A20 Organising Committee Chairperson
17:20	End of Programme

N.B. The above programme is subjected to change without prior notice.

As of 20 October 2025