



Southeast Asia Business Events Forum (SEABEF) 2025

10th – 11th October 2025

Nusantara International Convention Exhibition (NICE) PIK 2

Terms of Reference

Term of Reference (ToR)

Southeast Asia Business Events Forum (SEABEF) 2025

A. Background

Southeast Asia Business Event Forum (SEABEF) is an annual event organized by the Ministry of Tourism of the Republic of Indonesia. Launched in 2023, it serves as a regional platform for Southeast Asian countries to exchange ideas, address challenges, and explore opportunities in the business events industry. Established to strengthen ASEAN's position as a premier unified destination and support post-pandemic tourism recovery, SEABEF has grown into a strategic hub connecting governments, industry stakeholders, associations, and academia. With the global MICE market valued in the trillions and expanding rapidly, SEABEF 2025 arrives at a pivotal moment to drive the development of a sustainable, resilient, and globally competitive business events sector in Southeast Asia.

This year, SEABEF adopts the theme “**Strengthening SEA Event Industry through Sustainability Practice, Strategic Investment, and Collaborative Efforts.**” The program emphasizes that events should not be viewed merely as commercial activities, but as part of a broader Event Industry ecosystem encompassing the entire value chain, stakeholders, and activities involved in strategic event delivery. The aim is to position business events as drivers of an adaptive, innovative, and competitive industry, engaging diverse actors and supporting sectors. **SEABEF 2025 will focus on three key pillars: International Event Industry Forum, Event Financing and Investment, and Event Support Ecosystem**, with discussions tailored to the specific information needs of each area.

Pillars' Scope of Discussion :

- **International Event Industry Forum**

Scope of Discussion :

1. Shaping the Future: The Strategic Role of Indonesia and ASEAN in the Global Event Industry
2. The Global Shift: Digital Innovation, Sustainability, and International Synergy in Events
3. Streamlining Success: Harmonizing Regulations and Permit for Event Organizers

- **Event Financing and Investment**

Scope of Discussion :

1. Fueling Growth: Innovative Investment and Financing Models for Tourism Events
2. The role of investors and financial institutions in the development of tourism events.
3. Financing schemes from government sources (IQTF) and non-government sources.
4. Case studies of successful event investments in ASEAN and globally.

● **Event Support Ecosystem**

Scope of Discussion :

1. Development and utilization of intellectual property (IP) as a unique identity, brand character, and proprietary asset that can be licensed and sustainably developed.
2. The role of infrastructure and supporting facilities for events.
3. Challenges and innovations in delivering event services (including vendors, technology, security, and logistics).
4. Professionalization of the workforce in the event industry.
5. Collaboration between government, communities, and businesses to strengthen the ecosystem.

B. Objectives

1. To share and discuss best practices to ensure shared understanding and collaboration among business events' stakeholders.
2. To provide excellent networking opportunities between stakeholders and to connect with global players within respective industries
3. To stay updated on global trends related to business events' industry
4. Time and Place
5. Friday and Saturday, 10-11 October 2025, Nusantara International Convention Exhibition (NICE) PIK 2

C. Event Concept

1. A Sustainable Hope from Around the Globe in business events' industry
2. Pivoting Global Events to Southeast Asia as an Emerging Market
3. Regulation, Policy and Requirement for Business Event Standard
4. Innovative Investment and Financing Models for Tourism Events
5. Empowering Ecosystems through Collaboration between Business Events' Stakeholders

D. Participants

1. National and international business events' actors
2. Associations on business events / profession / non profession
3. Academics
4. Students
5. Corporates
6. Tourism sector stakeholders
7. Media
8. Event vendor
9. Regional Governments

E. Session Delivery Concept

Time	Duration	Session Title	Details
SEABEF & WITF Opening Ceremony (09.00 - 10.30) Conference Area, Hall 9, NICE PIK 2			
07.30 - 09.00	90'	Registration	Foyer, Hall 9, NICE
09.00 - 09.05	5'	MC Opening	Conference Area, Hall 9
09.05 - 09.10	5'	Indonesia National Anthem: "Indonesia Raya"	
09.10 - 09.20	10'	Wonderful Indonesia Culture Performance	
09.20 - 09.30	10'	Welcome Remark from Chairman GIPI, Mr.Hariyadi Sukamdani	
09.25 - 09.30	5'	Speech from Director General of Civil Aviation, Ministry of Transportation of the Republic of Indonesia, Mr. Lukman F. Laisa	
09.35 - 09.40	5'	Speech from Minister of Tourism of the Republic of Indonesia, H.E. Widiyanti Putri Wardhana	
09.40 - 09.45	5'	Keynote Speech Coordinating Minister for Economic Affairs of the Republic of Indonesia, H.E. Airlangga Hartarto*<i>tbc</i>	
09.45 - 09.55	10'	Symbolic Opening by Coordinating Minister for Economic Affairs, accompanied Minister of Tourism by Minister of Transportation and Chairman GIPI	
09.55 - 10.10	15'	VIP Group Photo	
10.10 - 10.15	5'	VIP proceed to Tradeshow B2B Area (WITF B2B Area entrance) and Official Opening WITF 2025 Tradeshow B2B & Consumer Show and SEABEF 2025: Ribbon Cutting Procession: 1. Coordinating Minister for Economic Affairs 2. Minister of Tourism 3. Director General of Civil Aviation 4. Chairman GIPI	Hall 9 Entrance, NICE

Day 1, October 10th 2025

Time	Duration	Session Title	Details
Keynote Speech (Day 1 13.00-13.30)			
13.00 - 13.20	10'	Mr. Garry Grimmer Executive Chairman of GainingEdge	<i>Keynote Speech I - "Shaping the Future: The Strategic Role of Indonesia and ASEAN in the Global Business Event Industry"</i>
13.20 - 13.30	10'	QNA & Discussion	

Time	Duration	Session Title	Details
Panel Discussion I - Government Regulations and Policies "Streamlining Success: Harmonizing Regulations and Permit for Event Organizers" (13.30-14.30) Moderator: Ms. Nia Niscaya, Senior Principal Expert in Tourism and Creative Economy			
13.30 - 13.40	10'	Mr. Vinsensius Jemadu Deputy Minister for Events Development, Ministry of Tourism of The Republic of Indonesia	• Event Licensing Process: Challenges and Simplification • The Role of Ministries and Government Agencies in Developing the Event Industry Regulatory Harmonization Across Regions • Fiscal Support and Incentives for Tourism Events • Best Practices in Event Regulations at the National and International Level
13.40 - 13.50	10'	Mr Herfan Brilianto Mursabdo Assistant Deputy for Tourism Development, Coordinating Ministry for Economic Affairs Republic of Indonesia	
13.50 - 14.00	10'	Mr Bambang Tri Cahyono Head of Sub-Directorate for Visa and Travel Document Analysis and Distribution, Ministry of Immigration Republic of Indonesia	
14.00 - 14.10	10'	Mr Muh Ardila Amry Head of Sub-Directorate 1, Special Crime Investigation Directorate, Greater Jakarta Metropolitan Regional Police	
14.10 - 14.30	20'	QNA & Discussion	

Time	Duration	Session Title	Details
Panel Discussion II - Event Financing and Investment “Fueling Growth: Innovative Investment and Financing Models for Tourism Events” (14.30 – 15.30) Moderator: Herfan Brilianto Mursabdo, Assistant Deputy for Tourism Development, Coordinating Ministry for Economic Affairs Republic of Indonesia			
14.30 - 14.40	10’	Mr Alejandro Espinosa-Wang Senior Economist Finance Competitiveness and Investment at The World Bank	• Creative Investment Models and Strategic Partnerships • The Role of Investors and Financial Institutions in Developing Tourism Events • Financing Schemes from Government (IQTF) and Non-Government Sources • Case Studies on Successful Event Investments in ASEAN and Globally
14.40 - 14.50	10’	Ms. Rizki Handayani Mustafa Deputy for Industry and Investment, Ministry of Tourism of The Republic of Indonesia	
14.50 - 15.00	10’	Mr Andre Simangunsong Head of Mandiri Institute, Bank Mandiri	
15.00 - 15.10	10’	Mr. Heinrich Vincent CEO Bizhare	
15.10 - 15.20	10’	Mr. Dino Hamid Chairman of Asosiasi Promotor Musik Indonesia (APMI)	
15.20 - 15.30	10’	QNA & Discussion	

Time	Duration	Session Title	Details
Panel Discussion III - Event Support Ecosystem “Strengthening the Event Ecosystem: Standards, Talent, and Supply Chain” (15.45 – 16.45) Moderator: Jane Vong Holmes, Senior Manager, Regional Lead – Asia, GainingEdge			
15.45 - 15.55	10’	Mr Teuku Sultan H Azwar Vice Chairman of Indonesian Event Industry Association (IVENDO)	• The Role of Infrastructure and Supporting Facilities in Events • Challenges and Innovations in Event Services (vendors, technology, security, logistics) • Professionalization of the Workforce in the Event Industry • Collaboration between Government, Communities, and Businesses in Strengthening the Ecosystem • Case Studies on Successful Event Ecosystem Development Domestically and Internationally
15.55 - 16.05	10’	Mr. Muhammad Nur Hayid Member of the BNSP Commission in the Field of Quality Assurance, Legal Affairs, and Cooperation	
16.05 - 16.15	10’	Mr. Mark O. Schloesser Senior Venue Consultant at GainingEdge	
16.15 - 16.25	10’	Mr. Ryan Adrian Managing Director, Nusantara International Convention Exhibition (NICE) PIK 2	
16.25 - 16.35	10’	Ms. Martini Paham Deputy for Resources and Institutional Affairs, Ministry of Tourism of The Republic of Indonesia	
16.35 - 16.45	10’	QNA & Discussion	

Day 2, October 11th 2025

Time	Duration	Session Title	Details
Workshop I : Sponsorship Beyond Funding; Marketing and Promotion Amplifying Reach; Sustainability Event Greening the ASEAN Stage- (Day 2 09.30 - 12.00) Moderator : Fauzi Mubarak, S, ST., M.T, MICE Lecturer, Politeknik Negeri Jakarta (PNJ)			
09.10 -09.30	20'	Mr. Dimas Bagus Wijanarko Chairman of Get Plastic Indonesia Foundation (Get The Fest)	<i>Sponsorship Beyond Funding: Strategic Sponsorships as Growth Drivers for Tourism Events</i>
09.30 -09.50	20'	Ms. Dewi Gontha Director of Java Festival Production	<i>Marketing and Promotion Amplifying Reach: Digital Promotion and Marketing Mastery for Tourism Events</i>
09.50 -10.10	20'	Mr. Ravel Junardy CEO of Ravel Entertainment	
10.10 -10.30	20'	Mr. I Made Gunarta Co-Founder of Bali Spirit Festival	<i>Sustainability Event Greening the ASEAN Stage: Pioneering Sustainable Tourism Events</i>

Time	Duration	Session Title	Details
Workshop II : Risk Management; Financial Management, Smart Budgeting and Revenue Innovation; IP Based Event Creating & Monetizing IP-Based Events (Day 2 13.00 - 15.30) Moderator: Reza Nurizki, Head of Event and Convention Management Study Program, Poltekpar NHI Bandung			
Session I			
10.30 - 10.50	20'	Dr. Erda Rindrasih Lecturer, Department of Management and Public Policy, Gadjah Mada University	<i>Risk Management Ensuring Safe and Resilient Tourism Events : Mastering Risk Management and Crisis Response</i>
10.50 - 11.10	20'	Mr. Yudha Imam Sutedja Vice Secretary I, Indonesia Exhibition Companies Association	
Session II			
11.10 - 11.30	20'	Mr. Andro Rohmana Chairman, Backstagers Indonesia	<i>Management Financial Smart Budgeting and Revenue Innovation: Strengthening Financial Sustainability in the Event Industry</i>
11.30 - 11.50	20'	Ms. Atika Irawan Lecturer, School of Business and Management ITB	

Session III			
11.50 - 12.10	20'	Mr. Aji Pratomo CEO, Infia Corp	<i>IP Based Event</i> <i>Creating & Monetizing IP-Based Events: From Local Stories to Global Stages</i>
12.10 - 12.30	20'	Ms. Sarah Deshita Project Manager of Djakarta Warehouse Project (DWP)	

Time	Duration	Session Title	Details
Guest Speaker Session (13.30 – 14.30)			
13.30 - 14.30	60'	Mr. Sandiaga Salahuddin Uno Minister of Tourism and Creative Economy 2021–2024	<i>Building a Sustainable and Collaborative Future for ASEAN’s Business Events Industry</i>
Highlights and Key Takeaways and Closing (15.00 – 15.30)			
15.00 - 15.20	20'	Highlights & Key Takeaways	Mr. Titus Haridjati Deputy Assistant for MICE, Ministry of Tourism of The Republic of Indonesia
15.20 - 15.30	10'	Closing	H.E. Ni Luh Puspa Vice Minister of Tourism of The Republic of Indonesia