

WONDERFUL INDONESIA TOURISM FAIR (WITF) & SOUTHEAST ASIA BUSINESS EVENTS FORUM (SEABEF) 2025

Tentative Program

Nusantara International Convention Exhibition (NICE) PIK 2
Thursday – Sunday, 9 – 12 October 2025

TIME	DUR	ACTIVITY	REMARK
Monday, 15 September 2025			
10:00 – 12:00		Exhibitors briefing online	Via Zoom
All day		Pre-Schedule Appointment (PSA) Tradeshow B2B is open for exhibitors and buyers to fill out their profiles	
Saturday, 27 September 2025			
10:00 – 12:00	120'	PSA Tradeshow B2B opening for Business Matching until 9 October 2025	
TBA.		WITF 2025 Pre-Event Program (Press Conference/ Sport Event/ Seminar)	World & Indonesia Tourism Day Soft Launching NICE
Tuesday - Thursday 7 - 9 October 2025			
00:00 – 24:00		Set Up Venue: Tradeshow B2B, Consumer Show, Conference Hall	Hall 9, NICE
Thursday, 9 October 2025			
All day		Arrival and Hotel Check-In	Soekarno Hatta International Airport & Respective Hotels
09:00 – 16:00		Registration for Exhibitors and Buyers	Hall 9, NICE
16:00 – 18:00		Pre-Tour for Buyers	TBA.
18:00 – 21:00		Networking Dinner	For Buyers & Invited Only
Friday 10 October 2025			
07:30 – 09:00	90'	Registration	Foyer, Hall 9, NICE
		WITF & SEABEF 2025 Opening Ceremony	Conference Area, Hall 9, NICE
09.00 – 09.05	5'	MC Opening	
09.05 - 09.10	5'	Indonesia National Anthem: "Indonesia Raya"	
09.10 - 09.20	10'	Wonderful Indonesia Culture Performance	TMII
09.20 - 09.30	10'	Welcome Remark from Chairman GIPI, Mr. Hariyadi Sukamdani	
09.25 - 09.30	5'	Speech from Minister of Transportation of the Republic of Indonesia, Mr. Dudy Purwagandhi	
09.35 – 09.40	5'	Speech from Minister of Tourism of the Republic of Indonesia, Mrs. Widiyanti Putri Wardhana	

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09.40 – 09.45	5'	Keynote Speech Coordinating Minister for Economic Affairs of the Republic of Indonesia, Mr. Airlangga Hartarto	
09:45 – 09.55	10'	Symbolic Opening by 1. 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)	
10.15 - 10.30	15'	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. Minister of Transportation 4. Chairman GIPI	Hall 9 Entrance, NICE
10.30 - 10.45	15'	Visit WITF 2025 Tradeshow B2B Exhibition	B2B Area, Hall 9, NICE
10.45 - 11.00	15'	Visit WITF 2025 Consumer Show Exhibition	Consumer Show Area, Hall 9, NICE
11.00 - 11.15	15'	Door Stop Media	
11.15 - 11.30	15'	Cultural Performance	Stage
		B2B Tradeshow & Consumer Show Day 1	
10.30 – 11.40		B2B Tradeshow Day 1: Session I Onsite Appointment Scheduling Session	Tradeshow B2B Area, Hall 9, NICE
10.30 – 17.00		Consumer Show Exhibition Day 1	Consumer Show Area, Hall 9, NICE Open to the Public
11.30 – 13.00	90'	Friday Prayer & Break Session	Conference Area
		Lunch and Network Gathering	For Buyers & Invited Only
13.00 – 17.00		B2B Tradeshow Day 1: Session II Onsite Appointment Scheduling Session	
		Southeast Asia Business Events Forum (SEABEF) Day 1	
		Theme: “Strengthening SEA Event Industry through Sustainability Practice, Strategic Investment, and Collaborative Efforts.”	
12.00 - 13.00	60'	SEABEF Registration	
13.00 - 13.30	30'	SEABEF Keynote Speech	Conference Area, Hall 9, NICE
		1. Mr. Garry Grimmer Executive Chairman of GainingEdge 2. Mr. Hafez Marican Area Director Indonesia, Singapore Tourism Board (STB)	

TIME	DUR	ACTIVITY	REMARK
13.30-14.30	60'	SEABEF Panel Discussion I - Government Regulations and Policies "Streamlining Success: Harmonizing Regulations and Permit for Event Organizers" Moderator: Ms. Nia Niscaya, Senior Principal Expert in Tourism and Creative Economy	Conference Area, Hall 9, NICE
		Mr. Vinsensius Jemadu Deputy Minister for Events Development, Ministry of Tourism of The Republic of Indonesia Dr. Ir. Mohammad Rudy Salahuddin, MEM Deputy Minister for Coordination of Industry, Manpower, and Tourism, Coordinating Ministry for Economic Affairs Ms. Supawan Teerarat President, Thailand Convention and Exhibition Bureau (TCEB) Irjen Pol Asep Edi Suheri, S.I.K., M.Si. Chief of Jakarta Metropolitan Police	
14.30 – 15.30	60'	SEABEF Panel Discussion II - Event Financing and Investment "Fueling Growth: Innovative Investment and Financing Models for Tourism Events" Moderator: Herfan Brilianto Mursabdo, Assistant Deputy for Tourism Development, Coordinating Ministry for Economic Affairs	Conference Area, Hall 9, NICE
		Ms. Ririn Salwa Purnamasari Senior Economist – The World Bank Ms. Rizki Handayani Mustafa Deputy for Industry and Investment Mr. Sunarso President Director of Bank Rakyat Indonesia (BRI) / President Director of Himpunan Bank Milik Negara (Himbara) Mr. Heinrich Vincent CEO Bizhare Mr. Dino Hamid Chairman of Asosiasi Promotor Musik Indonesia (APMI)	
15.30 – 15.45	15'	Break Session	
15.45 – 16.45	60'	SEABEF Panel Discussion III - Event Support Ecosystem "Strengthening the Event Ecosystem: Standards, Talent, and Supply Chain" Moderator: Jane Vong Holmes, Senior Manager, Regional Lead – Asia, GainingEdge	Conference Area, Hall 9, NICE
		Mr. Irvan Mahidin Sukamto Chairman of Indonesian Event Industry Association (IVENDO) Mr. Syamsi Hari Ketua Badan Nasional Sertifikasi Profesi (BNSP) Ms. Panittha Buri	

TIME	DUR	ACTIVITY	REMARK
		UFI Executive President 4. Mr. Emanuel Ernawan President Director, PT Indonesia International Expo 5. Ms. Martini Paham Deputi Bidang Sumberdaya dan Kelembagaan	
16.45 – 17.00	15'	Culture Performance	
17.00		End of WITF & SEABEF Conference Day 1	
18.30 - 21.00	150'	Dinner	For Buyers and Invited Only
Saturday 11 October 2025			
		B2B Tradeshow & Consumer Show Day 2	
09.00 - 12.00		B2B Tradeshow Day 2: Session III Onsite Appointment Scheduling Session	Tradeshow B2B Area, Hall 9, NICE
10.30 – 17.00		Consumer Show Exhibition Day 2	Consumer Show Area, Hall 9, NICE Open to the Public
		Southeast Asia Business Events Forum (SEABEF) Day 2	
08.00 - 09.30	90'	SEABEF Registration	Foyer, Hall 9, NICE
09.30 - 12.00	150'	SEABEF Workshop I : Sponsorship Beyond Funding; Marketing and Promotion Amplifying Reach; Sustainability Event Greening the ASEAN Stage Moderator: Fauzi Mubarak, S, ST., M.T, MICE Lecturer, Politeknik Negeri Jakarta (PNJ)	Conference Area, Hall 9, NICE
		Session I	
		1. Mr. David Ferdian Project Manager – Ismaya Live 2. Mr. Dimas Bagus Wijanarko Get The Fest	
		Session II	
		1. Ms. Dewi Gontha Java Festival Production 2. Mr. Ravel Junardy Ravel Entertainment Hammersonic	
		Session III	
		1. Mr. I Made Gunarta Bali Spirit 2. Mr. David Karto Synchronize Fest	
12.00 – 13:00	60'	Lunch and Network Gathering	For Buyers & Invited Only
		Break Session/ Cultural Performance	Conference Area
13.00 – 17.00		B2B Tradeshow Day 2: Session IV Onsite Appointment Scheduling Session	

TIME	DUR	ACTIVITY	REMARK
13.00 - 15.30	150'	SEABEF Workshop II : Risk Management; Financial Management, Smart Budgeting and Revenue Innovation; IP Based Event Creating & Monetizing IP-Based Events Moderator: Indriyani Handyastuti, Event Management Lecturer, Poltekpar Bandung	Conference Area, Hall 9, NICE
		Session I	
		1. Mr. Mohamad Faizal Developer of Crowd@MarinaBay, Singapore Police Force 2. Mr. Hosea Andreas Runkat Chairman, Indonesia Exhibition Companies Association	
		Session II	
		1. Mr. Andro Rohmana Chairman, Backstagers Indonesia 2. Dr. Dina Dellyana SBM ITB / The Greater Hub	
		Session III	
15.30 – 16.30	60'	SEABEF Highlights and Key Takeaways and Closing	Conference Area, Hall 9, NICE
		Highlights & Key Takeaways Mr. Titus Haridjati Deputy Assistant for MICE	
		Networking Session All Participants	
		SEABEF Closing Ms. Ni Luh Puspa Vice Minister of Tourism of The Republic of Indonesia	
16:30 – 16:45	15'	Cultural Performance	Stage
16:45 – 17:00		WITF Conference - Partnership Session	KOPI
		End of WITF & SEABEF Conference Day 2	
18.30 - 21.00	150'	Dinner	For Buyers and Invited Only

TIME	DUR	ACTIVITY	REMARK
Sunday 12 October 2025			
		B2B Tradeshow & Consumer Show Day 3	
09.00 - 12.00		B2B Tradeshow Day 3: Session V Onsite Appointment Scheduling Session	Tradeshow B2B Area, Hall 9, NICE
10.30 – 17.00		Consumer Show Exhibition Day 3	Consumer Show Area, Hall 9, NICE Open to the Public
		WITF Conference	
08.00 - 09.00	60'	Registration	Foyer, Hall 9, NICE
09.00 - 10.00	60'	WITF Conference – Partnership Session 1	HILDIKTIPARI Conference Area, Hall 9, NICE
10.00 - 11.00	60'	WITF Conference – Partnership Session 2	HILDIKTIPARI Conference Area, Hall 9, NICE
11.00 - 12.00	60'	WITF Conference – Partnership Session 3	HPI Conference Area, Hall 9, NICE
12.00 – 13:00	60'	Lunch and Network Gathering	For Buyers & Invited Only
		Break Session/ Cultural Performance	Conference Area
13.00 – 17.00		B2B Tradeshow Day 3: Session VI Onsite Appointment Scheduling Session	
13.00 – 14.00	60'	WITF Conference – Partnership Session 4	BCA & BCA Insurance
14.00 – 15.00	60'	Break Session	Conference Area
		VICE MINISTERS – TOP TOURISM LEADERS FORUM	Conference Area, Hall 9, NICE
15.00 - 15.02	2'	MC Opening	
15:02 – 15.07	5'	Cultural Performance	
15.07 – 15.12	5'	Opening Speech from Mr. Budi Tirtawisata , Head of Steering Committee WITF 2025	
15.12 – 15.15	3'	Bridging from Host/ Moderator	
15.15 – 15.20	5'	Vice Minister of Tourism (Pariwisata)	
15.20 – 15.25	5'	Vice Minister of Creative Economy (Ekonomi Kreatif)	
15.25 – 15.30	5'	Vice Minister of Culture (Kebudayaan)	
15.30 – 15.35	5'	Vice Minister of Home Affairs (Dalam Negeri)	
15.35 – 15.40	5'	Vice Minister of Foreign Affairs (Luar Negeri)	
15.40 – 15.45	5'	Vice Minister of Public Works (Pekerjaan Umum)	
15.45 – 15.50	5'	Vice Minister of Transportation (Perhubungan)	
15.50 – 15.55	5'	Vice Minister of Forestry (Kehutanan)	
15.55 – 16.00	5'	Vice Minister of Villages and Development of Disadvantaged Regions (Desa dan Pembangunan Daerah Tertinggal)	

TIME	DUR	ACTIVITY	REMARK
16.00 – 16.05	5'	Vice Minister of Micro, Small, and Medium Enterprises (UMKM)	
16:05 – 16:10	5'	Vice Minister of Trade (Perdagangan)	
16:10 – 16:15	5'	Vice Minister of Manpower (Ketenagakerjaan)	
16:15 – 16:20	5'	Vice Minister of Marine Affairs and Fisheries (Kelautan dan Perikanan)	
16:20 – 16:25	5'	Vice Minister of State-Owned Enterprises (BUMN)/ Ministry of Investment (BKPM)	
16:25 – 16:55	30'	QnA Session	
16:55 – 17:00	5'	Top Tourism Leaders Forum & WITF 2025 Closing	
17:00 – 17:30	30'	Cultural Performance	All Participant
17.30 - 19.30	120'	Dinner	For Buyers and Invited Only
13 - 16 October 2025			
TBA		Post Tour	For Buyers