

| TIME                                                                                                                                                                      | ACTIVITY                                    | DETAILS / DESCRIPTION                                                                                                                                                                                                                                                       | Final Speakers                                                                                                                                                                                                     |
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| <b>EVENT INFORMATION</b>                                                                                                                                                  |                                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| Date                                                                                                                                                                      | 28–29 July 2026                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| Venue                                                                                                                                                                     | Merak Room – JICC                           |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
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| <b>DAY 1 – 28 JULY 2026</b>                                                                                                                                               |                                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| 08.00 – 15.00                                                                                                                                                             | SET UP                                      |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| 16.00 – 16.30                                                                                                                                                             | Registration & Coffee Networking            | Soft networking and registration session to welcome early arrivals                                                                                                                                                                                                          |                                                                                                                                                                                                                    |
| <b>16.30 – 18.00   PRE-OPENING SEABEF (Opening Plenary)</b>                                                                                                               |                                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| <b>"SEABEF Theme 2026 :</b><br><b>"Beyond Business Events: Redefining the Future of Events as a Catalyst for Competitive, Sustainable, and High-Value Tourism Growth"</b> |                                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| 16.00 – 16.10                                                                                                                                                             | Opening by Emcee                            | Pre-opening SEABEF dan IBEM                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                    |
| 16.10 – 16.15                                                                                                                                                             | Indonesia Raya Anthem                       |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| 16.15 – 16.20                                                                                                                                                             | Cultural Performance                        |                                                                                                                                                                                                                                                                             | Dispar DKI Jakarta                                                                                                                                                                                                 |
| 16.20 – 16.30                                                                                                                                                             | Pre-Opening Remarks                         |                                                                                                                                                                                                                                                                             | Mr. Hafiz Agung Rifai                                                                                                                                                                                              |
| 16.30 – 17.00                                                                                                                                                             | SEABEF Topics Presentation                  |                                                                                                                                                                                                                                                                             | Mr. Titus Haridjati                                                                                                                                                                                                |
| <b>DAY 2 – 29 JULY 2026</b>                                                                                                                                               |                                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| 08.45 – 09.00                                                                                                                                                             | Registration & Morning Coffee & Refreshment | Registration and soft networking                                                                                                                                                                                                                                            |                                                                                                                                                                                                                    |
| <b>09.15 – 17.00   OPENING CEREMONY – Sessions</b>                                                                                                                        |                                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| 09.15 – 10.15                                                                                                                                                             | Opening Ceremony & Networking Session       | 1. Indonesia Raya: Indonesian National Anthem<br>2. Opening Keyword from IBEM Organizer: TTG Asia<br>3. Opening Remarks by Ministry of Tourism of Indonesia<br>4. Opening Remarks by Ministry of Economic Affairs<br>5. Cultural Performance to officially open SEABEF 2026 | 1. Mr. Darren Ng, Managing Director of TTG Asia<br>2. H.E. Widiyanti Putri Wardhana<br>Minister of Tourism of the Republic of Indonesia<br>3. H.E Airlangga Hartarto<br>Coordinating Minister for Economic Affairs |
| 10.15 – 10.30                                                                                                                                                             | Coffee Break                                |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
| 10.30 – 10.45                                                                                                                                                             | Keynote Speech I                            | "The Future of Global Events: Unlocking ASEAN's Potential through Innovation and Strategic Partnerships"                                                                                                                                                                    | Mr. Mohammed Hafez Marican ( STB )<br>Area Director Indonesia of Singapore Tourism Board (STB)                                                                                                                     |
| 10.45 – 11.00                                                                                                                                                             | Keynote Speech II                           | "The Global Shift: Digital Innovation, Sustainability, and International Synergy in Events"                                                                                                                                                                                 | Mr. Yustinus Prastowo<br>Vice Coordinator of the Governor's Special Staff, DKI Jakarta                                                                                                                             |
|                                                                                                                                                                           |                                             |                                                                                                                                                                                                                                                                             | Moderator : Mrs. Rizki Handayani - Acting Deputy for Industry and Investment, Ministry of Tourism, Republic of Indonesia                                                                                           |
| <b>11.15 – 12.00   SESSION I – Government Session</b>                                                                                                                     |                                             |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |

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| 11.15 – 12.00                                            |                                               | <p>Topic: Harmonizing Event Policies Across ASEAN for Seamless Collaboration</p> <ul style="list-style-type: none"> <li>• Showcasing Ongoing Initiatives — Provide updates on current efforts and collaborations aimed at improving policy alignment and facilitating cross-border events.</li> <li>• Unlocking Regional Collaboration Opportunities — Identify concrete areas where governments and stakeholders can work together to create a more seamless and integrated event ecosystem.</li> <li>• Elevating ASEAN's Global Positioning — Emphasize how harmonized policies can strengthen ASEAN's attractiveness as a unified destination, boosting competitiveness and driving new economic growth.</li> </ul>   | <p>1. Mr. Vinsensius Jemadu, Senior Expert Advisor on Tourism and Creative Economy, Ministry of Tourism, Republic of Indonesia</p> <p>2. Mr. Bambang Triyudono, Head of Visit Visa Directorate of Visa and Travel Documents Direktorat General of Immigration, Ministry of Immigration and Correctional Affairs</p> <p>3. Mr. Imik Eko Putro - Director of Customs Technical Affairs, Ministry of Finance</p> <p>Moderator: Dr. Frans Teguh, MA, CHE — Lecturer of Polytechnic of Tourism Bandung, Ministry of Tourism</p> |
| 12.00 – 13.00                                            | Government Session (I)<br>Networking Luncheon |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>13.00 – 13.45   SESSION II – Association Session</b>  |                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 13.00 – 13.45                                            |                                               | <p>The Future of Events: Driving Economic Impact Through Competitive &amp; Sustainable Destinations</p> <ol style="list-style-type: none"> <li>1. Global Outlook: Key trends shaping the events industry in AI-driven world</li> <li>2. Economic Acceleration: events as economic infrastructure + case studies</li> <li>3. Destination Building: Factors that make a destination competitive</li> <li>4. Green event: Sustainability as competitive advantage; examples and case studies; how green credentials attract premium buyers</li> <li>5. Panel Goal: Provide practical insights to drive economic growth, build attractive destinations, and position Indonesia as a leading sustainable event hub</li> </ol> | <p>1. Mrs. Lia Indriasari Basyuni - Country GM, PT. Pamerindo Indonesia</p> <p>2. Mrs. Waikin Wong – Senior Regional Director Asia-Pacific of International Congress and Convention Association (ICCA)</p> <p>3. Mr. Irvan Mahidin Sukamto - Chairperson of IVENDO</p> <p>Moderator: Mrs. Ervienia Oryza Sativa<br/>Head of the International Tourism Marketing Subdivision of Jakarta Provincial Tourism and Creative Economy Office</p>                                                                                  |
|                                                          | Association Session (II)                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>13.45 – 14.30   SESSION III – Association Session</b> |                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| 13.45 – 14.30                                              | Association Session (III)   | <p>Building Resilient Destinations: Leveraging Sports and Entertainment to Compete Globally</p> <ol style="list-style-type: none"> <li>1. Foundations: What makes a destination globally competitive — infrastructure, accessibility, and ecosystems</li> <li>2. Sports &amp; Entertainment: How major events and leagues attract international attention</li> <li>3. Case Studies: Cities successfully boosting tourism and events through sports/entertainment [e.g. Singapore]</li> <li>4. Integration: Combining economic, cultural, and entertainment assets for resilience</li> <li>5. Takeaways: Practical steps for emerging destinations and measuring ROI</li> </ol>                     | <ol style="list-style-type: none"> <li>1. Mrs. Vivien Oh - Director of International MICE, Resort World Sentosa Singapore</li> <li>2. Mr. Gistang Richard Panutur - Commercial Director of PT Taman Wisata Candi Borobudur, Prambanan &amp; Ratu Boko</li> <li>3. Mr. Andro Rohmana Putra - Chairperson of Backstagers Indonesia</li> <li>4. Mr. Nurhadi Nugraha - Vice President Destination Management, PT Pengembangan Pariwisata Indonesia (Persero) / ITDC</li> </ol> <p>Moderator: Mr. Teuku Arlan Perkasa Lukman, Deputy for Sports Industry, Ministry of Youth and Sports of the Republic of Indonesia.</p> |
| <b>14.30 – 15.15   SESSION IV – Practitioners Session</b>  |                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 14.30 – 15.15                                              | Practitioners Session (IV)  | <p>Event Management: Redefining Revenue Through Next-Generation Event Experience Design</p> <ol style="list-style-type: none"> <li>1. Evolving Attendance Objectives: How participant goals and expectations are changing</li> <li>2. Driving Engagement &amp; Loyalty: Designing programmes that ensure travel, participation, and repeat attendance</li> <li>3. Experience-Centric Revenue Models: Turning event experiences into monetization opportunities</li> <li>4. GenAI &amp; Event Tech Innovations: Enhancing engagement before, during, and beyond event days</li> <li>5. Strategic Partnerships &amp; ESG: Leveraging collaboration and sustainability for long-term value</li> </ol> | <ol style="list-style-type: none"> <li>1. Mr. Tresna Setiawan, Project Manager of PACTO Convex</li> <li>2. Mr. Hendra Wijaya, Founder of FOneSport</li> <li>3. Mr. Daswar Marpaung, President Director of Dyandra</li> <li>4. Mr. Budhi Sarwiadi - GM Event Kompas (SC Borobudur Marathon)</li> </ol> <p>Moderator: Mr. Imam Syafganti, Lecturer of Jakarta State Polytechnic (PNJ)</p>                                                                                                                                                                                                                             |
| 15.15 – 15.30                                              | Coffee Break                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>15.30 – 16.15   SESSION V – Human Resources Session</b> |                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 15.30 – 16.15                                              | Human Resources Session (V) | <p>Talent, Education &amp; Workforce Evolution</p> <ol style="list-style-type: none"> <li>1. Next-Gen Event Leaders: Building Talent Pipelines for the future of event</li> <li>2. Training and certification systems for ASEAN event professionals</li> <li>3. How Gen Z reshapes work culture in the event industry</li> <li>4. Cross-border mobility and professional development</li> </ol>                                                                                                                                                                                                                                                                                                    | <ol style="list-style-type: none"> <li>1. Mrs. Carla Budiarto, Senior Officer for Tourism of ASEAN Secretariat</li> <li>2. Mr. Haryadi Darmawan, Deputy Director for Student Affairs, Alumni, and Partnerships of Polytechnic of Tourism Bandung</li> <li>3. Ms. Mega Prawita - Managing Director of KUMPUL</li> </ol> <p>Moderator: Mrs. Memey Meirita Handayani - Secretary of the Directorate General of Vocational Training and Productivity Development, Ministry of Manpower of the Republic of Indonesia.</p>                                                                                                |
| <b>16.15 – 17.00   SESSION VI – Success Story Session</b>  |                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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| 16.15 – 17.00                       | Success Story Session (VI)   | <p>"Winning the Bid: Indonesia's Success Stories in Securing International Events"</p> <ol style="list-style-type: none"> <li>1. The Winning Formula: What Makes a Bid Successful — Critical factors that make Indonesia stand out in competitive international bidding; Aligning destination strengths with organizer expectations</li> <li>2. Collaboration as a Competitive Edge — How government, associations, and industry players work together to secure bids; The role of local champions and public-private partnerships</li> <li>3. Overcoming Challenges in the Bidding Process — Key barriers faced (global competition, perception, capacity); Practical strategies to build trust and credibility with international organizers</li> <li>4. From Winning to Impact: Delivering Long-Term Value — Ensuring successful execution and creating lasting legacy; Economic impact, knowledge transfer, and positioning Indonesia for future opportunities</li> </ol> | <ol style="list-style-type: none"> <li>1. Mr. Hosea Andreas Runkat, Chairman of Indonesia Exhibition &amp; Convention Association (ASPERAPI) — Bidding Winner : UFI Aspac 2027</li> <li>2. Brigjen Pol Dr. dr. Sumy Hastry Purwanti, Sp.F, Head of Police Medical Laboratory Bureau, Medical and Health Centre of the Indonesian National Police</li> <li>3. drg. Tari Tritarayati, Vice Chairman of the Executive Board of the Indonesian Dental Association (PDGI) — Bidding Winner : Asia Pacific Dental Congress (APDC) 2027</li> </ol> <p>Moderator : Mrs. Nia Niscaya - Tourism and Creative Economy Specialist, Ministry of Tourism, Republic of Indonesia</p> |
| 17.00 – 17.30                       | <b>Closing Remarks</b>       | Closing Remarks by Ministry of Tourism of Indonesia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | H.E. Ni Luh Puspa<br>Vice Minister of Tourism of the Republic of Indonesia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|                                     |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>DAY 2 EVENING – 29 JULY 2026</b> |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 18.00-20.00                         | IBEM + SEABEF Welcome Dinner | Hosted by the Ministry of Tourism, Republic of Indonesia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |