

AGENDA

CONFERENCE AND EXHIBITION

16 - 17 OCTOBER 2025

Day 1 | 16 Oct 2025

Expanding Trade and Investment with Sarawak

09:00

Registration and Networking Breakfast
Welcoming light refreshments and opportunities for early networking.

Arrival of The Honourable
Datuk Amar Haji Awang Tengah bin Ali Hasan, Deputy Premier of Sarawak; Chairman of the Sarawak Mega Fair 2025

Arrival of The Right Honourable
Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Zohari bin Tun Datuk Abang Haji Openg, Premier of Sarawak

Arrival of The Honourable
Mr. Gan Kim Yong, Deputy Prime Minister of Singapore, Minister for Trade and Industry Singapore (TBC)

Welcome Address by Deputy Premier of Sarawak,
Datuk Amar Haji Awang Tengah bin Ali Hasan

Level 3,
Suntec City Convention Centre

VVIP holding room

Summit 2

10:00

Fireside-chat Session with
The Right Honourable Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Zohari bin Tun Datuk Abang Haji Openg,
Premier of Sarawak

and

The Right Honourable Mr. Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry Singapore (TBC)

Q&A Session

Summit 2

11:00

Panel Discussion
Topic: "Investment Opportunities in Sarawak – Part 1"

Moderator:
Datu Lester ak Matthew
Director of Economic Planning Unit (EPU) Sarawak

Panellists:

1. Datu Abg. Ahmad Abg. Morni - Permanent Secretary, Ministry of Energy and Environmental Sustainability (MEESty) Sarawak
2. Datu Jafri Lias - Permanent Secretary, Ministry of Utility and Telecommunication (MUT) Sarawak
3. Datu Sirai Daha - Permanent Secretary, Ministry of Food Industry, Commodity and Regional Development (MFICORD) Sarawak
4. Tuan Dzulkornain bin Masron - Permanent Secretary, Ministry of International Trade, Industry and Investment (MINTRED) Sarawak
5. Datu Sherrina binti Hussaini - Permanent Secretary, Ministry of Tourism, Creative Industry and Performing Arts (MTCP) Sarawak

Q&A Session

Summit 2

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12:30

Lunch

Independent Walk-through Exhibition Area and The Sarawak Carnival and Gastronomy followed by a break

Exhibition Venue: Summit 1, Room 321, 322, 324, 325, 326

Sarawak Carnival and Gastronomy Venue: Atrium (Convention Centre) and Atrium (Tower 1 And 2) in the Suntec City Mall

14:00

Panel Discussion:

Topic: "Investment Opportunities in Sarawak – Part 2"

Moderator: Mr. Timothy Ong, CEO of Invest Sarawak

Panelists:

1. Ir. James Ung - Group COO, Sarawak Energy Berhad (SEB)

Q&A Session

Summit 2

15:00

Breakout Session 1:

Area: Renewable Energy and Future Energy

Moderator: Mr. Ng Boon Hui, EY

Panelist:

Ir. James Ung - Group COO, Sarawak Energy Berhad (SEB)

Breakout Session 2:

Area: Digital Economy and Its Infrastructure

Moderator: Mr. Patrick Tay, PricewaterhouseCoopers (PwC)

Panelist:

1. Dato Ir. Ts. Sudarnoto Osman - CEO, Sarawak Digital Economy Corporation Berhad (SDEC)
2. Dr. Patrick Then - CEO, Sarawak AI Centre

Breakout Session 3:

Area: Smart Agriculture, Food Security And Halal Food Industry

Moderator: Mr. Tony Chan, ARUP

Panelists:

1. Datu Sirai Daba - Permanent Secretary, Ministry of Food Industry, Commodity and Regional Development (MFICORD) Sarawak
2. Puan Sharifah Mastura - Principal Assistant Secretary, Ministry of International Trade, Industry and Investment (MINTRED) Sarawak
3. Mr. Dylan Tan, Dr. Annie Woo and Mr. Azul Shah - Founder and Partner of Page Eight Sdn Bhd

Summit 1

Room 327

Room 328

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15:00

Breakout Session 4:

Area: Manufacturing Industry (Ship Building, Furniture & Advanced Manufacturing)

Moderator: Mr. Priyanshu Kumbhare, Boston Consulting Group (BCG)

Panelists:

1. Tuan Haji Zainal Abidin bin Haji Abdullah - General Manager, Sarawak Timber Industry Development Corporation (STIDC)
2. Ts. Dr. Renco Yong - Honorary Life President/Executive Advisor, Sarawak Association of Maritime Industries (SAMIN)
3. Ms. Lo Sheau Sia, Deputy Permanent Secretary, Ministry of International Trade, Industry and Investment Sarawak (MINTRED)

Room 329

Breakout Session 5:

Area: Service Industry (Trade, Education and Tourism)

Moderator: Ms. Shruti Rathore, ARUP

Panelists:

1. Datu Lester ak Matthew - Director, Economic Planning Unit (EPU) Sarawak
2. Datu Sherrina binti Hussaini - Permanent Secretary, Ministry of Tourism, Creative Industry and Performing Arts Sarawak (MTCP)
3. Prof. Dr. Vincent Lee - Pro Vice Chancellor, Curtin University Malaysia
4. Mr. Chew Chang Guan - Chief Executive Officer, Sarawak Trade and Tourism Office Singapore (STATOS)
5. Tuan Hj. Samat Junai - Chief Executive Officer, Sarawak Trade and Tourism Office Brunei (STATOB)

Room 330

17:00

Cocktail and Networking Session

Summit 1 and area around
Room 324, 325, 326

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Day 2 | 17 Oct 2025

Experience Sarawak: Borneo's Hidden Gem

09:00

Registration and Cultural Performance

Traditional Sarawak dance performance to greet attendees. Welcome coffee, light refreshments and opportunities for early networking.

Level 3,
Suntec City Convention And
Exhibition Centre

09:30

Keynote Address

Topic: "Sustainable Tourism in Sarawak: Balancing Growth and Conservation"

Speaker: Minister of Tourism, Creative Industry and Performing Arts Sarawak

Summit 2

10:30

Panel Discussion

Topic: "Sarawak – A Destination to experience unique Culture, Adventure, Nature, Food and Festivals"

Moderator: Mr. Lawrence Leong, Strategy Consultant, 3 Quensz

Panelists:

1. Pn. Sharzede Datu Hj Salleh Askor - Chief Executive Officer, Sarawak Tourism Board (STB)
2. Mdm. Audry Mariette Sylvie Wan Ullok - President, Sarawak Tourism Federation (STF)
3. Mr. Wong Yew Hoong - Founding Director, EU Holidays Pte Ltd
4. Mr. Bruno Navet - Chief Executive Officer, AirBorneo Sarawak
5. Mr. John Teo - President, Malaysia Association of Hotels (MAH) Sarawak Chapter

Summit 2

12:00

Independent Walk-through Exhibition Area and The Sarawak Carnival and Gastronomy followed by a break

Summit 1, Room
321, 322, 324, 325, 326

Sarawak Carnival and
Gastronomy Venue:
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and Atrium (Tower 1 And 2) in
the Suntec City Mall.

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Experience Sarawak: Borneo's Hidden Gem

14:00

Maximizing Sarawak's Diverse Tourism Opportunities

Summit 2

1. Session 1: Sarawak- Your next Business Events Destination

Speaker: Amelia Roziman, CEO of Business Events Sarawak

2. Session 2: Culinary Experience

Speaker: Datin Dona Drury Wee, Chairman of Culinary Heritage and Arts Society Sarawak (CHASS)

3. Session 3: Sarawak Malaysia My Second Home Programme (SMM2H)

Speaker: Datu Sherrina binti Hussaini - Permanent Secretary
- Ministry of Tourism, Creative Industry and Performing Arts Sarawak (MTCP)

16:15

Cocktail and Networking Session

Summit 1 And area around
Room 324, 325, 326

(All the participants from the
Breakout Sessions are invited
to participate in the final
session of the day.)

Note : All conference programs listed are subject to change.

All B2B Business Conference and Trade Exhibition programs will be held on Level 3 of the Suntec City Convention And Exhibition Centre (16th to 17th October 2025).

All B2C Sarawak Carnival and Gastronomy activities will take place at the two atriums of Suntec City Mall (16th to 19th October 2025).

Last updated : 22th September 2025