

**Meeting of Minds Tourism Seminar:
Strategies, Realities and Charting the Course of Meeting Tourism Challenges
at PATA ANNUAL MEETING 2010**

Friday, 23 April, Borneo Convention Centre Kuching, Sarawak, Malaysia

**** Programme as at April 22nd, 2010 and subject to change**

Thursday, 22 April

1400-1800 Arrival & Registration, Free at Leisure

Friday, 23 April

Meeting room 12+13+14, BCCK

0745-1700 Registration & Hospitality Desk
Venue: Main Concourse Counter

0850 Arrival of YB. Dato' James Dawos Mamit, Deputy Minister,
Ministry of Tourism Malaysia

0900-0930 "Kuching - Old World Charm, Leading To A Heritage City In The Making"
By Ar. Philip Chang, Vice President, Sarawak Heritage Society

0930-0945 Q&A

0950 Arrival of YAB Pehin Sri Haji Abdul Taib Mahmud, Chief Minister of Sarawak

0950-1000 Malaysia Welcome By YB. Dato' James Dawos Mamit, Deputy Minister,
Ministry of Tourism Malaysia

1000-1010 PATA Chairman Response & Address by Mrs Phornsiri Manoharn

1010-1020 Sarawak Welcome by YAB Pehin Sri Haji Abdul Taib Mahmud, Chief Minister
of Sarawak

PATA CEO Greg Duffell presents appreciation plaques to 1) Chief Minister of Sarawak and 2) Deputy Minister, Minister of Tourism Malaysia

PATA Chairman Phornsiri Manoharn receives appreciation plaque from Dato' Mirza Taiyab, Director General of Tourism Malaysia and PATA Malaysia Chapter Chairman



- 1020-1050 Press Conference: Meeting Room 6
Coffee Break: Concourse 1
- 1050-1200 Keynote Addresses:
- Moderated by Y.Bhg. Dato' Seri Zainal Adlin, Chairman, Sabah Tourism Board
- 1050-1120 Keynote Address by YABhg. Tun Dato' Seri Ahmad Sarji Abdul Hamid, President, Heritage of Malaysia Trust
- Malaysia – Heritage & Tourism*
- 1120-1150 Keynote Address by Dato' Bernard Francis, CEO, Malaysia Airlines
- “Malaysia Airlines Business Transformation Plan –BTP2”*
- 1150-1200 Keynote Interview and Q&A
- 1200 - 1400 Lunch at Great Hall A+B
(Shuttle bus transfers will be provided for Friday prayers)
- 1400 – 1515 Forum Discussion 1: The Travel Agent:- Surviving against the onslaught of the Internet, direct consumer transactions with airlines and hotels – What are the approaches to ensure its relevance and to pull through in the 21st century?
- 1400-1410 Lead presentation
Rohizam Md Yusoff, Founder, SOTA
- 1410-1515 Panel Discussion:
Moderated by Rico Hizon, BBC World News
- Panellists
- Anthony Wong, PATA Secretary/Treasurer and Managing Director of Asia Overland Services
 - Jens Thraenhart, Executive Partner, Dragon Trail
 - Tunku Dato Seri Iskandar, Group President, The Melewar Group
 - Rohizam Md Yusoff, Founder, SOTA
 - Martin Symes, CEO, Wego



- 1515-1530 Coffee Break at Concourse
- 1530-1600 Sarawak in the context of the World Heritage movement, with a brief background on what World Heritage truly means, UNESCO and the implications of UNESCO World Heritage inscription on tourism and tourism promotion
by Randy Durband, Robin Tauck & Partners LLC
- 1600-1700 Forum Discussion 2: Banking development in supporting global travellers and tourism destination
- 1600-1610 Lead presentation
- 1610-1700 Panel Discussion
Moderated by Rico Hizon, BBC World News
- Panellists
- Ross Jackson, Head of Cross Border Business (Asia Pacific), Visa Worldwide
 - B. Ravitharan, Executive Vice President, Head, Cards, Cards and Payment Consumer Banking, Maybank
 - Tawaina Turner-Dones, Director, Partnership and Alliances, CitiGroup
- 1700-1705 Closing remarks by PATA
- Evening Free at Leisure

Saturday, 24 April

- 0830-1200 Site Visit Of Kuching City (minimal fee and pre booking are required)
- 1900-2100 Welcome Dinner
Hosted by State Government of Sarawak
Venue: The State Legislative Assembly Building
Dress Code: Lounge Suit or Batik
Transfer: by boat from downtown pier (if no rains)
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