

PRELIMINARY SCHEDULE OF PROGRAM
LANGKAWI INTERNATIONAL TOURISM ENGAGEMENT (LITE)
6 – 9 AUGUST 2024
VENUE : BERJAYA LANGKAWI RESORT

6th AUGUST 2024 (TUESDAY)

9.00 am – 6.00 pm	- Arrival of delegates
2.00 pm – 6.00 pm	- Registration
	- Welcome Dinner Venue : Berjaya Langkawi Resort Dresscode : Batik Malaysia
7.30 pm - 8.00 pm	- Arrival of the guests and media
8.00 – 8.15 pm	- The Arrival Guest of Honour and Chief Executive Officer of Langkawi Development Authority (LADA), Dato' Haslina binti Abdul Hamid
8.15 – 8.20 pm	- Opening Gambit
8.20 – 8.30 pm	- Welcome Speech by Chief Executive Officer of Langkawi Development Authority (LADA), Dato' Haslina binti Abdul Hamid
8.30 pm	- Dinner is served
8.30 – 10.00 pm	- Performances (cultural music singing / silat & dancing)
10.00 pm	- End of programme

** Subject to change*

7th AUGUST 2024 (WEDNESDAY)

Dresscode : Sport Jacket/ Business Attire

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| 8.00 am – 9.00 am | - Registration of B2B Networking Session |
| 9.00 am – 9.15 am | - Opening gambit
- Video of Naturally Langkawi |
| 9.15 am – 9.25 am | - Welcome Remark by Guest of Honour |
| 9.25 am – 9.50 am | - Speaker 1: Langkawi Island Destination Presentation & Seminar by Chief Executive Officer, Langkawi Development Authority (LADA) |
| 9.50 am – 10.20 am | - Speaker 2: Visit Malaysia 2026 and latest grants or promotional incentives by Tourism Malaysia |
| 10.20 am – 10.30 am | - Coffee Break |
| 10.30 am – 10.50 am | - Speaker 3: My Triple E by Malaysia Convention & Exhibition Bureau (MyCEB) |
| 10.50 am – 11.20 am | - Speaker 4: Air Asia Move & Route Development by Air Asia |
| 11.20 am – 11.30 am | - Cultural Dance Kedah |
| 11.30 am – 12.00 pm | - Speaker 5 : Flydubai Background & Planning by Flydubai |
| 12.00 pm – 12.30 pm | - Speaker 6 : Visit Kedah 2025 by Department Of Kedah State Economic Planning (BPEN) |
| 12.30 m – 1.30 pm | - Press Conference

- Lunch |
| 2.0 pm – 5.30 pm | - Networking Session starts (buyers meet sellers)

- Networking session ends |
| 6.30 pm – 8.30 pm | - MAHA Tower (for Hosted Buyers only) |

**Subject to change*

8th AUGUST 2024 (THURSDAY)

Dresscode : Smart Casual

- Post Tour
- ***(for Hosted Buyers only)***

9th AUGUST 2024 (FRIDAY)

Dresscode : Smart Casual

- Post Tour
- ***(for Hosted Buyers only)***

** Subject to change*