



MRCA SOUTHERN BUSINESS SUMMIT 2023

17th - 19th February 2023

Hall 1, Mid Valley Exhibition Centre, Johor Bahru

Day 1 - 17th February 2023, Friday

Time	Program
10.00am - 11.00am	Arrival of Guests & Registration
10.45am - 11.00am	Arrival of Guest of Honour
11.00am - 11.05am	Grand Entrance of Guest of Honour and VIPs
11.05am - 11.15am	National Anthem Emcee Welcome Remarks MRCA Video
11.15am - 11.25am	Welcome Speech by Organizing Chairperson Mr. Nevinn Leow
11.25am - 11.30am	Opening Speech by Chief of MRCA Southern Chapter Mr. Wesley Tan
11.30am - 11.35am	Speech by MRCA President Dato' Sharan Valiram
11.35am - 11.45am	Remarks by Guest of Honour
11.45am - 11.50am	MSBS & MIRF – Southern 2023 Official Launch
11.50am – 12.05am	Token of Appreciation Presentation for GOH Token of Appreciation Presentation for Sponsors
12.05am - 12.30pm	MSBS & MIRF-Southern 2023 Press Conference
12.30pm - 01.15pm	Booth Tour
01.15pm - 02.30pm	VIPs Lunch
02.30pm – 06.00pm	Ongoing Exhibition with Business Sharing by Sponsors



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Day 2 - 18th February 2023, Saturday

Time	Program
10.00am – 10.30am	Registration Start
10.30am – 10.35am	Welcome Speech by Organizing Chairperson Mr. Nevin Leow
10.35am – 11.05am	Keynote Session
11.05am – 11.35am	From Bazaar to Bursa Guest Speaker: Mr. Loi Tuan Ee, Managing Director of Farm Fresh Berhad
11.35am – 12.05pm	Entrepreneurship and Franchising Guest Speaker: Mr. Paul Ang Beng Teck, Managing Director of City Coin Laundry Sdn Bhd
12.05pm – 12.50pm	Forum Session 1 - “Geography of Retailing” Panelists: <ol style="list-style-type: none">1. Mr. Arnoud Bakker, Commercial Director of Ikano Centres (Part of IKEA Southeast Asia & Mexico)2. Mr. Loh Vli, Agency Leader of PropNex Realty Sdn Bhd3. Ms. Tan Soo Hui, CEO of Kuvancha (M) Sdn Bhd Moderator: Mr. Prakash Nagarajan, Vice President - Economic Prosperity of Iskandar Regional Development Authority (IRDA)
12.50pm – 2.00pm	Lunch
02.00pm – 02.30pm	Entrepreneurship and Franchising Guest Speaker: Datin Nancy Liew, Group Managing Director of Marrybrown Sdn Bhd
02.30pm – 03.00pm	Why Choosing to Join a Franchise Is A Better Option Than Creating Your Own Business? Guest Speaker: Mr. Albert Kong, CEO of Asiawide Franchise Consultants Pte Ltd

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Time	Program
03.00pm – 03.30pm	<p>WEB3: The Next Frontier in Commerce & Marketing for Brands</p> <p>Guest Speaker: Mr. Ganesh Kumar Bangah, Founder and Executive Chairman of the Commerce.Asia Group of Companies</p>
03.30pm – 04.00pm	<p>Refreshment Break</p>
04.00pm – 04.45pm	<p>Forum Session 2 - “Transformation in the Retail Industry”</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Datin Sri Dato’ Macinndhia, Group Executive Chairman of Souper Tang Restaurant Group Sdn Bhd 2. Mr. Nelson Liew, CEO of Ezzybucks Sdn Bhd 3. Mr. Venon Tian, Chief Operating Officer of Zus Coffee <p>Moderator: Mr. Stan Singh, Founder of Ironhorse Asia Sdn Bhd</p>
04.45pm – 05.00pm	<p>Certificate and Token of Appreciation Presentation for Speakers & Moderators</p>
05.00pm – 05.15pm	<p>Closing Remarks & End</p>

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