

WHOLE

PENANG 2020

World Hospitality, Lifestyle and Entertainment Exhibition & Conference
HYBRID EDITION

10-12 SEPTEMBER 2020

SPICE Convention Centre, Penang

www.whole.my



Day 1, Thursday – 10 September 2020

| Time | Events | Location | Remarks |
|-----------|---|---|-------------|
| 1000-1800 | Show Opening Hours | SPICE Convention Centre | |
| 1030-1200 | <p>Domestic Tourism Forum Co-Organised with TIN Media - “Rethink, Reconnect & Reinvent Domestic Tourism”</p> <p>Special Guest:</p> <ul style="list-style-type: none"> Dato’ Dr Ammar Abd Ghapar, Senior Director Domestic & Event Division, Malaysia Tourism Promotion Board <p>Panellist:</p> <ul style="list-style-type: none"> En. Mohamad Halim Merican (CHA), President, Malaysia Association of Hotels Datuk Hamzah Rahmat, MATTA (Past President) En. Uzaidi Udanis, President, Malaysia Tourism Council (MTC) Assoc. Prof. Dr. Mohd Hafiz Mohd Hanafiah (CHIA), President - Tourism Educators Association of Malaysia (TEAM) <p>Moderator:</p> <ul style="list-style-type: none"> Presanth Chandra Co-Founder, TIN Media | Main Stage, SPICE Convention Centre | |
| 1200-1300 | VIP Tour by YB Dato' Sri Nancy Shukri, Minister of Tourism, Arts and Culture, Malaysia | Exhibition Halls, SPICE Convention Centre | |
| 1300-1400 | Industry Luncheon with YB Dato' Sri Nancy Shukri, Minister of Tourism, Arts and Culture, Malaysia | VIP Room, SPICE Convention Centre | |
| 1300-1400 | <p>Speakeasy Session 1:</p> <ul style="list-style-type: none"> 1300-1320 Selangor State 1320-1340 SME BANK (TBC) 1340-1400 MARA | Main Stage, SPICE Convention Centre | |
| 1400-1500 | <p>WHOLE 2020 Opening Ceremony by YB Dato' Sri Nancy Shukri, Minister of Tourism, Arts and Culture, Malaysia</p> <ul style="list-style-type: none"> 1400 Arrival of YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture, Malaysia 1405-1410 Singing of National Anthem (Negaraku) 1410-1415 Prayer Recital | Main Stage, SPICE Convention Centre | Live Stream |

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| | <ul style="list-style-type: none"> 1415-1430 Opening Speech by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture 1430-1435 Launch Gimmick 1435-1440 Presentation of Token of Appreciation to YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture 1440-1445 Photo Session 1445-1500 YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture Launch the Live Cooking Demonstration | | |
| 1500-1600 | Cooking with Malaysian Herbs and Spices by International Malaysian Born Chefs: <ul style="list-style-type: none"> Nasi Ulam Cooking demonstration by Chef Pearly Kee Live from Penang Tropical Spice Garden | Main Stage, SPICE Convention Centre | Live Stream |
| 1600-1730 | Niche Tourism Forum Co-Organised with TIN Media - “Unlocking the Edu-Tourism Potential” Guest Speaker: <ul style="list-style-type: none"> YB Yeoh Soon Hin, EXCO Tourism, Culture, Heritage & Arts, Penang (PETACH) (TBC) Panellist: <ul style="list-style-type: none"> Mr Khoo Boo Lim, Executive Director, StudyPenang Dr. Khong Yoon Loong, CEO, TECH DOME Prof Dr. Mohd Salehuddin Mohd Zahari, Dean, Faculty of Hotel and Tourism Management, UiTM Moderator: <ul style="list-style-type: none"> Presanth Chandra Co-Founder, TIN Media | Main Stage, SPICE Convention Centre | |
| 1600-1800 | MAH Networking - Tour and Travel Agents B2B with MAH Members | MAH Hospitality Lounge, SPICE Convention Centre | |

| Day 2, Friday – 11 September 2020 | | | |
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| Time | Events | Location | Remarks |
| 1000-1800 | Show Opening Hours | SPICE Convention Centre | |
| 1000-1040 | Sharing session with MDEC on Digital Entrepreneurship | Main Stage, SPICE Convention Centre | |
| 1100-1200 | Business Matching Session with SMEs (Physical) | Ballroom 3, SPICE Convention Centre | |
| 1100-1200 | ASEAN Tourism Forum 1 Co-Organised with TIN Media - “The Rise of Muslim Hospitality Tourism” Panellist: <ul style="list-style-type: none"> Puan Amnah Shaari, Vice-President, Arab Malaysian Chamber of Commerce (AMCC) Encik Mohamad Faisal Ahmad Fadzil, Co-founder, Tanamera Wellness Centre (TBC) Moderator: <ul style="list-style-type: none"> Joanne Tan Digital Strategist, TIN Media | Main Stage, SPICE Convention Centre | |

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| 1300-1415 | Friday Prayer Break | Nearest Mosques: <ul style="list-style-type: none"> Masjid Saidina Umar Al-Khattab, 1.4 km Masjid Al-Huda Sg Ara, 2.3 km Masjid Al Ittifaq, 2.5 km | |
| 1400-1500 | Speakeasy Session 2: <ul style="list-style-type: none"> 1420-1440 Langkawi Development Authority (LADA): Langkawi UNESCO Global Geopark at a Glance 1440-1500 Malaysian Pineapple Industry Board (TBC) | Main Stage, SPICE Convention Centre | Open to Public |
| 1500-1700 | Virtual B2B Malaysia - Indonesia | Ballroom 3, SPICE Convention Centre | Indonesia Time: 1400 - 1600 |
| 1500-1600 | Cooking with Malaysian Herbs and Spices by International Malaysian Born Chefs: <ul style="list-style-type: none"> Bitterballen (Crispy meatballs) Cooking demonstration by Chef Norman Musa live from the Netherlands | Main Stage, SPICE Convention Centre | Live Stream |
| 1500-1530 | VIP Tour by YB Yeoh Soon Hin, EXCO Tourism, Culture, Heritage & Arts, Penang | Exhibition Halls, SPICE Convention Centre | |
| 1600-1700 | ASEAN Tourism Forum 2 Co-Organised with TIN Media- “Malaysia - An Emerging Global Giant in Medical Tourism“ Panellist: <ul style="list-style-type: none"> Dr. Mary Ann Harris, Executive Director, PMED En. Mohd Shahril Zainal, Head of Marketing, Malaysia Healthcare Travel Council (MHTC) En. Ahmad Husni Ahmad Basri, Northern Region Director, Tourism Malaysia (TM) Moderator: <ul style="list-style-type: none"> Presanth Chandra Co-Founder, TIN Media | Main Stage, SPICE Convention Centre | Live Stream |
| 1700-1900 | MAH Networking with YB Yeoh Soon Hin, EXCO Tourism, Culture, Heritage & Arts, Penang <ul style="list-style-type: none"> 1600-1620 Responsible Tourism Talk by YB Yeoh Soon Hin, EXCO Tourism, Culture, Heritage & Arts, Penang 1620-1640 Wine & Spirits Presentation 1640-1700 Madina (MARA) 1700-1720 Wak Long Music & Art Centre | MAH Hospitality Lounge, SPICE Convention Centre | |

Day 3, Saturday – 12 September 2020

| Time | Events | Location | Remarks |
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| 1000-1800 | Show Opening Hours | Exhibition Halls, SPICE Convention Centre | Open to Public |
| 1000-1100 | Wellness in COVID-19 Talk by Ministry of Health Malaysia and Penang Centre of Medical Tourism (PMED) (TBC) | Main Stage, SPICE Convention Centre | Open to Public |
| 1000-1500 | Young Chefs & Hotelier Programme in collaboration with Studypenang <ul style="list-style-type: none"> 1000-1100 Arrival & Registration | Exhibition Halls, SPICE Convention Centre | Open to Public |

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| | <ul style="list-style-type: none"> • 1100-1230 Hinava Cooking Lesson by Chef Joshua Liew, Executive Chef, The Wembley • 1230-1400 Curating of recipes using products found at WHOLE (Culinary Students) • 1230-1330 Studypenang Talk about Hospitality Industry (Hotelier students) in Ballroom 3 | | |
| 1230-1345 | <p>Speak Easy Session 3:</p> <ul style="list-style-type: none"> • 1230-1300 Waklong Muzik & Arts Centre - Wayang Kulit Making Workshop • 1300-1315 Aura Kasih - Wan Sharmila, Partner • 1315-1345 Waklong Muzik & Arts Centre - Gamelan Showcase | Main Stage, SPICE Convention Centre | Open to Public |
| 1400-1500 | <p>Cooking with Malaysian Herbs and Spices by International Malaysian Born Chefs:</p> <ul style="list-style-type: none"> • Seafood Laksa Cooking demonstration by Chef Jackie M live from Australia | Main Stage, SPICE Convention Centre | Live Stream, student as physical audience |
| 1530-1700 | <p>Closing Ceremony by YAB Chow Kon Yeow, Penang Chief Minister</p> <ul style="list-style-type: none"> • MySejahtera Talk by Ir. Md Shah Nuri bin Md Zain, Chief Executive of National Cyber Security Agency of Malaysia (NACSA) • Speech & WHOLE 2021 Announcement by YAB. Chow Kon Yeow, Penang Chief Minister • WHOLE Pioneer Certification | Main Stage, SPICE Convention Centre | Live Stream, |
| 1700-1830 | <p>International Tourism Forum Co-Organised with TIN Media – “Travel Re-opening: Restrategizing International Tourism”</p> <p>Panellist:</p> <ul style="list-style-type: none"> • Mr. Ashwin Gunasekaran, Chairperson, Penang Convention & Exhibition Bureau and Chair of International Congress and Convention Association (ICCA) – Asia Pacific Chapter • Mr Khoo Boo Lim, Chairman of Malaysia Association of Hotels – Penang Chapter • Mr Riaz Munshi, President, Outbound Tour Operators Association of India (OTOAI) (TBC) • Mr Paul Edmundus Tallo, Chairman, Indonesia Inbound Tour Operators Association (INTOA) • Ms. Karen Chan, CEO, AirAsia <p>Moderator:</p> <ul style="list-style-type: none"> • Presanth Chandra Co-Founder, TIN Media | Ballroom 3, SPICE Convention Centre | Live Stream |