



**PROGRAMME**  
**ITB BERLIN NOW 2021 (MALAYSIA CHAPTER)**  
**(9 - 12 MARCH 2021)**

**DAY 1      09 MARCH 2021, TUESDAY      (Live Event)**

**Venue**      **Grand Hyatt Kuala Lumpur**  
**Level 1, Grand Salon Ballroom,**  
**12, Jalan Pinang, Kuala Lumpur,**  
**50450 Kuala Lumpur.**

1400 hrs      Arrival of Media

1445 hrs      Arrival of VIPs (VIP holding room)

1500 hrs      **OFFICIAL OPENING CEREMONY ITB NOW 2021 (MALAYSIA CHAPTER)**

**Venue: Level 1, Grand Salon Ballroom**

**Program:**

1500 hrs      Brief opening remarks by emcee

1505 hrs      **Live Online Speech by YB Dato' Sri Hajah  
Nancy Shukri, Minister of Tourism, Arts and  
Culture**

1520 hrs      YB Minister officiating the ceremony

1530 hrs      End of Opening Ceremony followed by cocktail  
reception



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BERLIN | NOW

1600 hrs

**MALAYSIA PRESS CONFERENCE**

**Venue: Level 1, Grand Salon Ballroom**

Panels for Malaysia Press Conference:

- 1) Encik Zulkifly Md Said, Director General, Tourism Malaysia**
- 2) Datuk Musa Hj Yusof, Deputy Director General (Promotion), Tourism Malaysia**
- 3) Dato' Zainuddin Abdul Wahab, Deputy Director General (Planning), Tourism Malaysia**

**Program:**

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| 1600 hrs | <b>Introductions by Encik Zulkifly Md Said,<br/>Director General, Tourism Malaysia</b> |
| 1610 hrs | Q & A  |
| 1700 hrs | End of Malaysia Press Conference   |