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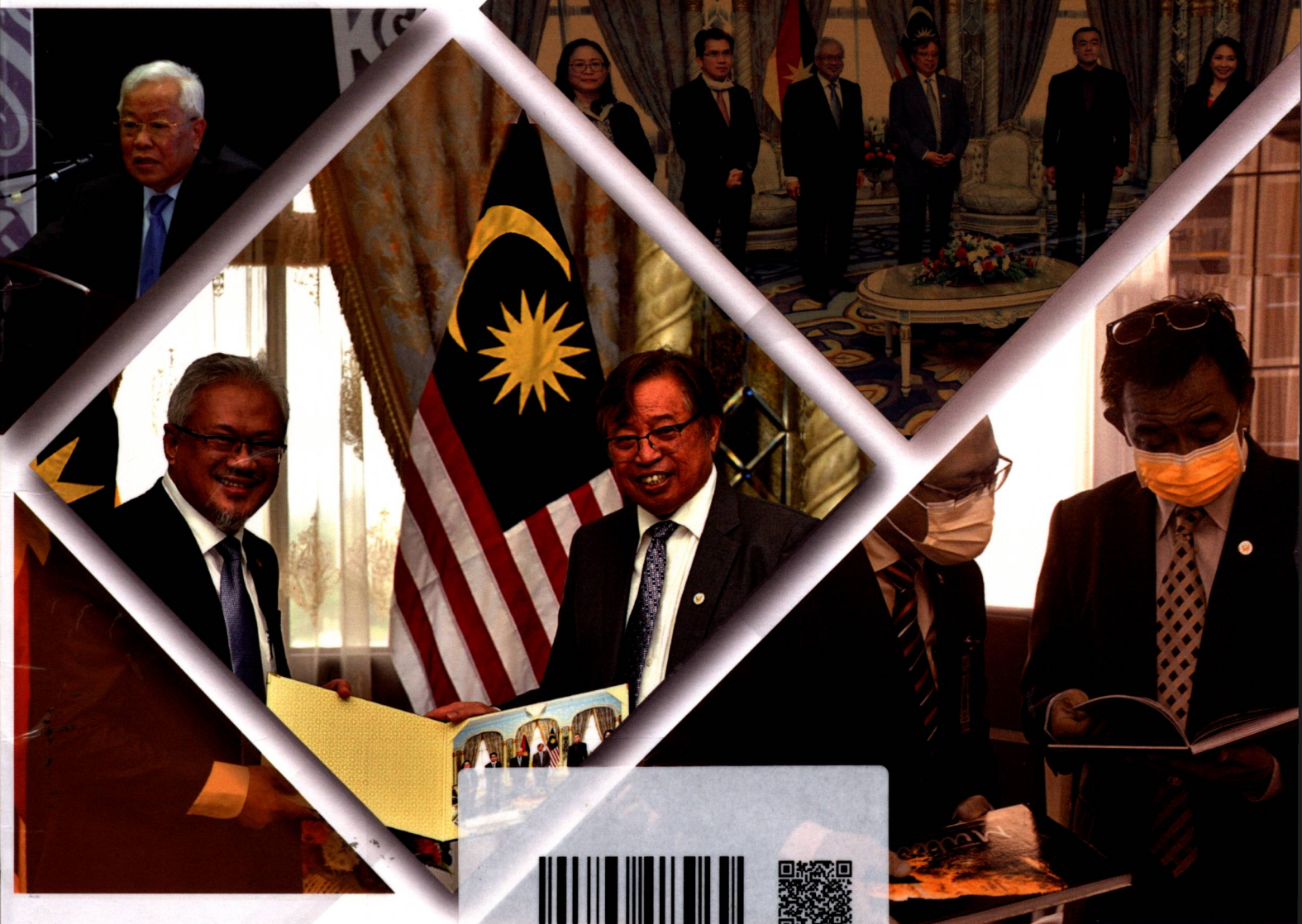
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80th ISSUE
VID

UiTM Sarawak Bulletin

INFOKAMPUS

Feb 2021



116215

Info kampus Feb 2021 / UiTM Cawangan
Sarawak

Courtesy Visit
YB Datuk Hj Abdul Karim
Rahman Hamzah

UiTM

SARAWAK

pays courtesy visit to the
Chief Minister
of Sarawak

MOA

UiTM & STOMA SDN BHD

KAIB 2020

Soars to Greater Heights

innosTRE

First Hybrid Conference

JOURNEY TO PCMA CONVENING LEADERS 2020

Author:

Associate Professor Dr Margaret Chan Kit Yok

The Professional Convention Management Association (PCMA) was the organizer of the 2020 PCMA Convening Leaders held on the 5 – 8 January 2020 at the Moscone Center in San Francisco, California. PCMA is the world's largest, most respected and most recognised network of business events strategists with over 7,000 members and an audience of 50,000 across North America, Europe, the Middle East and Asia. The association leads the industry for social and economic progress, professional and personal development, business growth and organisational success. The annual signature event of PCMA Convening Leaders is the frontrunner of industry events that strives for its members to reach higher levels of professional success, deepen personal connections with the business events industry globally, and reach wider audiences for global events and services while supporting local communities through meaningful social impact projects.

Associate Professor Dr Margaret Chan, in her capacity as a Board Member of the Business Event Sarawak, Sarawak Convention Bureau was among the 20 delegates from Sarawak attending the convention. The delegates were led by the Honourable Datuk Haji Abdul Karim Rahman Hamzah, Minister of Tourism, Arts and Culture Sarawak and Minister of Youth and Sports Sarawak accompanied by the Business Event Sarawak Chairman, Tan Sri Dato Sri Dr Muhammad Leo Toyad. The aim was to position Sarawak as a leading destination of business events and tourism as front liners in the advancement and innovation with people in mind.

Departing Kuching on the 1 January 2020 via Singapore, the group led by BE Sarawak arrived also on the 1 January 2020 in San Francisco as Kuching is 16 hours ahead of the American city. Heading to the city on a rather breezy cold evening from the International Airport to Hilton San Francisco Financial District, there was much excitement passing by the many Chinese restaurants along the way before realizing that the accommodation booked at Hilton was in the heart of downtown San Francisco. It was conveniently located crossroads of the Financial District, Chinatown, and North Beach. Chinatown is the oldest Chinatown in North America and the largest Chinese enclave outside Asia. Private and arranged tours were arranged to name a few to long stretches of piers of historical importance at the North Beach, the famous Red Golden Bridge and the Alcatraz Island in between the events of the convention.

Few highlights had to be mentioned in the four days convention that was full of enriching programme. The spectacular welcome reception on the 5 January was a sensational buffet experience. A large marquee was constructed to house for more than 4500 participants at Pier 48 which was like being in a huge food court serving the city's signature dishes sponsored by the city's multi-national communities with so much entertainment.

On the 7 January, Business Events Sarawak hosted the Breakfast Net Session Energised by Business Events Sarawak. Ms Amelia Roziman, Chief Operating Officer of Business Events Sarawak (BES) introduced the session with "Not Your Average Destination" presentation followed by a welcoming speech by the Honourable Datuk Haji Abdul Karim Rahman Hamzah, Minister of Tourism, Arts and Culture Sarawak and Minister of Youth and Sports Sarawak. A Memorandum of Understanding Exchange between Mr Sherrif Karamat, CEO of PCMA and Ms Amelia Roziman took place.

In the later part of the morning, another attention-grabbing talk was presented by the iconic NASA Flight Control Director, Mr Gene Kranz. He told the little-known story of what nearly became an aborted mission to put a man on the moon. "Go or No Go?" - that was the question the night of July 20, 1969, as Apollo 11 approached the lunar surface.

In the evening, the Grammy Award-winning rock stars Maroon 5 performed live at Chase Canter courtesy of the Mayor of San Francisco. It was a breathtaking experience to see Adam Levine in person beside watching him as the coach in the famous TV programme "The Voice".

The best was left to the last day, 8 January 2020 as everyone was presented with the opportunity to listen to Professor Condoleezza Rice sharing her unparalleled expertise on global affairs and leadership. She is widely considered to be one of the most influential people in the world as an American Diplomat, political scientist and civil servant. From January 2005 to 2009, Rice served as the 66th Secretary of State of the United States under President George W. Bush. She is the current Director of the Hoover Institution at Stanford University.

All too soon, it was home bound and returning the extra 16 hours gained in San Francisco on arrival in Singapore before Kuching.



Host of Breakfast Net Session
Energised by Business Events Sarawak -
The Business Events Sarawak Team



Sarawak Delegates led by the Honourable Datuk Haji Abdul Karim Rahman Hamzah, Minister of Tourism, Arts and Culture Sarawak and Minister of Youth and Sports Sarawak accompanied by the Business Event Sarawak Chairman, Tan Sri Dato Sri Dr Muhammad Leo Toyad



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ISSN: 2232-1578



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