



A20 AND INDONESIA BUSINESS EVENTS FORUM 2025

JIEXPO CONVENTION CENTRE | JAKARTA, INDONESIA

5 NOVEMBER 2025



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About the Event

Indonesia Business Event Expo Forum 2025 / IBEF 2025 as The Indonesia's Largest Business Events Marketplace is a synergy that brings together professionals, entrepreneurs, and stakeholders from various industry sectors under the spirit of "Indonesia Business Connection."

Through a variety of forum, showcases, and business meetings, we encourage industry players to connect more broadly, think more visionarily, and act more collaboratively-within the framework of connection, which emphasizes connectivity and concrete action.

Supported by the Indonesia Exhibition Companies Association (ASPERAPI), this event serves as a hub for connection, collaboration, and innovation in the business events industry. More than just a forum and exhibition, it is an interactive space designed to strengthen business networks, open up new partnership opportunities, and accelerate the growth of the exhibition industry and the national creative economy.

ASOSIASI - INDUSTRI OUTLOOK 2025





Message from
Hosea Andreas Runkat
President, IECA

Welcome to the Indonesia Business Event Expo Forum 2025, a vibrant celebration of innovation, collaboration, and growth within our industry. As the country's largest business events marketplace, this expo serves as a vital platform for professionals, entrepreneurs, and stakeholders to connect, share ideas, and explore new partnership opportunities. We are proud to see how this event fosters a spirit of "Indonesia Business Connection," driving the advancement of the exhibition industry and supporting the development of our vibrant creative economy.

On behalf of the Indonesia Exhibition Companies Association (ASPERAPI), Indonesia Event Industry Council (IVENDO), and Backstagers, I invite everyone to seize this opportunity for meaningful engagement and future collaborations. Let us embrace the power of connection, think visionary, and take concrete actions that will propel our industry forward. Together, we can build a stronger, more innovative Indonesia, where business opportunities flourish and new ideas turn into impactful realities. Thank you for your participation and enthusiasm.



ASIA 20 (A20) & INDONESIA BUSINESS EVENT FORUM (IBEF) 2025

5 November 2025, Jakarta International Expo Convention Centre, Indonesia

Asia 20 (A20) Forum & Indonesia Business Events Forum (IBEF) 2025 to convene in Jakarta on 5 November 2025.

Jakarta will host the Asia 20 (A20) Forum and the Indonesia Business Events Forum (IBEF) 2025, a landmark gathering of government bureaus, associations, and industry leaders across the region. This year's theme, "**From Complexity to Clarity: The A20 Vision – Resilience, Agility, Leadership**", reflects the shared commitment to strengthen Asia's role as a global hub for business events.

Asia is on the rise — dynamic, diverse, and full of potential. Yet, with growth comes complexity: fragmented markets, evolving policies, global competition, and geopolitical tensions that test trust and connectivity. In this landscape, Business Events serve as a catalyst, creating platforms for collaboration, knowledge-sharing, and opportunity.

The future demands clarity. A20 provides a forum for a unified vision, stronger cross-border partnerships, and the agility to adapt to shifting global realities. It is where leaders and innovators come together to advocate for the industry, nurture new generations of talent, and shape strategies that enhance resilience, agility, and leadership across Asia.

Together, through A20 and IBEF, we cut through the noise, transform challenges into opportunities, and chart a clear path forward — advancing Asia from complexity to clarity, and from immense potential to a position of true global leadership.



WELCOME REMARKS

Mr. Hosea Andreas Runkat

Chairman of Indonesia
Exhibition Companies Association (IECA)



WELCOME REMARKS

Dato Vincent Lim

President of Asian Federation of Exhibition and
Convention Association (AFECA)



CLOSING REMARKS

Muhammad Reza Abdullah

A20 Organising Committee Chairperson



KEYNOTE SPEECHES



KEYNOTE SPEECHES

Ms. Margaret Ma Connolly
President and CEO of Informa Markets in Asia

Asia's Business Events Landscape:
From Complexity to Clarity



KEYNOTE SPEECHES

Dr. Supawan Teerarat
President of Thailand Convention & Exhibition Bureau (TCEB)

The Bureau Perspective:
Agility and Leadership in Policy & Regional Collaboration



KEYNOTE SPEECHES

Ms. Sonia Prashar
Chairperson cum Managing Director of
NuernbergMesse India Pvt. Ltd.

South Asia's Path:
Resilience and Leadership in Emerging Markets

PANEL DISCUSSIONS 1

GOVERNMENTAL ROLES IN DRIVING ASIA'S BUSINESS EVENTS ECOSYSTEM

SESSION OBJECTIVE:

Tourism boards and government bureaus share strategies to align national priorities with global market trends, building resilience and clarity in Asia's positioning



MODERATOR

Mr. Edward Liu
Honorary President, AFECA & SACEOS,
Chairman & Managing Director of Conference
& Exhibition Management Services
(CEMS)



PANELIST

Mr. Vinsensius Jemadu
Deputy Minister for Events Development,
Ministry of Tourism Indonesia



PANELIST

Mr. Chi Chuan POH
Executive Director Exhibitions &
Conferences of Singapore Tourism Board
(STB)



PANELIST

Mr. Kevin Chiu
Director, Indonesia, Hong Kong
Trade Development Council
(HKTDC)



PANELIST

Mr. Felix Chiu
Executive Vice President of
Taiwan External Trade
Development Council (TAITRA)

PANEL DISCUSSIONS 2

ASSOCIATIONS IN THE MODERN ERA: PURPOSE, RELEVANCE, AND ADVOCACY

SESSION OBJECTIVE:

Industry associations discuss how they can remain relevant, advocate effectively, and provide agile leadership for members amid evolving business and policy landscapes



MODERATOR

Ms. Marisa D. Nallan
Board Member of AFECA,
President of Philippines Exhibitions &
Trade Corporation (PETCO)



PANELIST

Mr. Hosea Andreas Runkat
Chairman of Indonesia Exhibition
Companies Association (IECA)



PANELIST

Mr. Loy Joon How
President of Thai
Exhibition Association
(TEA)



PANELIST

Mr. Mark Lee
Honorary Secretary of Malaysia Association of
Convention & Exhibition Organizers & Suppliers
(MACEOS)



PANELIST

Mr. Alan Ho
President of Guangdong-Macao In-Depth
Cooperation Zone in Hengqin Convention &
Exhibition Association

PANEL DISCUSSIONS 3

INDUSTRY LEADERSHIP: INNOVATION, COLLABORATION, AND GROWTH

SESSION OBJECTIVE:

Top organizers and private sector players exchange views on adapting business models, leveraging innovation, and forging partnerships to thrive in challenging times.



MODERATOR

Mrs. Ika Angelia R. Silalahi
Corporate Communications Manager of
PT Napindo Media Ashtama



PANELIST

Mr. Michael Kruppe
CEO of Shanghai New
International Expo Centre Co., Ltd.
(SNIEC)



PANELIST

Mr. Richard Ireland
President of Singapore Association of
Convention & Exhibition Organizers & Suppliers
(SACEOS)



PANELIST

Mr. Ravinder Sethi
Director of R.E. Rogers India Pvt Ltd



PANELIST

Mrs. Lia Indriasari
Country Manager of
PT. Pamerindo Indonesia / Informa Markets

N.B. The above programme is subjected to change without prior notice.
As of 1 October 2025