



ANNEX A
tentative programme

TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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13 JANUARY 2025 / MONDAY

All Day	TRAVEX Booth Set Up & Installation	Level 3 Tanjung Puteri 301-303 Persada Johor
08.00 – 16.00	Registration & Badge Collection (TRAVEX) (Sellers, Buyers & Media)	Foyer Level 3 Persada Johor

14 JANUARY 2025 / TUESDAY

08.00 – 12.00	Registration & Badge Collection (TRAVEX) (Sellers, Buyers & Media)	Foyer Level 3 Persada Johor
14.00 – 16.00	TRAVEX Hosted Buyer & Sellers Full Delegates Briefing	Selat Tebrau 101, Level 1, Persada Johor

15 JANUARY 2025 / WEDNESDAY

All Day	Arrival of ASEAN, APT, India & Russia Head of NTOs, Dialogue Partners and External Entities	DoubleTree JB Hotel
All Day	TRAVEX Day 1	Level 3 Tanjung Puteri 301-303 Persada Johor
09.00 – 09.30	TRAVEX Opening Ceremony	Selat Tebrau 102, Level 1, Persada Johor
09.00 – 13.00	NTO's Media Briefing 1. (09.00 – 10.00) 2. (10.00 – 11.00) 3. (11.00 – 12.00) 4. (12.00 – 13.00)	Level 4 Auditorium Sekijang 401 Persada Johor
09.00 – 13.00	TRAVEX Appointment Session 1	Level 3 Tanjung Puteri 301-303 Persada Johor
13.00 – 14.00	TRAVEX Lunch (Hosted Buyer & Media only)	Level 1 Selat Tebrau 101 Persada Johor
14.00 – 16.00	NTO's Media Briefing 5. (14.00 – 15.00) 6. (15.00 – 16.00) 7. (16.00 – 17.00)	Level 4 Auditorium Sekijang 401 Persada Johor
14.00 – 17.00	TRAVEX Appointment Session 2	Level 3 Tanjung Puteri 301-303 Persada Johor
14.00 – 17.00	ASEAN Tourism Conference (ATC) Day 1	Level 1, Selat Tebrau 102, Persada Johor
20.00 – 22.00	Dinner @ Lesong by Johara (Hosted Media only) Fraser Place Guest	Lesong by Johara Zenith Lifestyle Centre
	Dinner @ Wyndham The Straits Johor Hotel (Hosted Media Only) Trinidad Suites Guest	Wyndham The Straits Johor Hotel

TENTATIVE PROGRAMME

TIME (GMT +8)

ACTIVITY

VENUE

16 JANUARY 2025 / THURSDAY

TIME (GMT +8)	ACTIVITY	VENUE
All Day	TRAVEX Day 2	Level 3 Tanjung Puteri 301-303 Persada Johor
08.00 – 09.00	Registration of Delegation	Grand Ballroom Level 11, DoubleTree JB Hotel
09.00 – 10.30	The 61 st ASEAN NTOs Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
09.00 – 13.00	TRAVEX Appointment Session 3	Level 3 Tanjung Puteri 301-303 Persada Johor
10.00 – 13.00	NTO's Media Briefing 8. (09.00 – 10.00) 9. (10.00 – 11.00) 10. (11.00 – 12.00)	Level 4 Auditorium Sekijang 401 Persada Johor
11.00 – 12.30	The 61 st ASEAN NTOs Meeting (cont.)	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch Hosted Luncheon by US-ABC (Invitation only)	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel Junior Ballroom Level 11, DoubleTree JB Hotel
13.00 – 14.00	TRAVEX Luncheon hosted by Perak Tourism (Hosted Buyer & Media only)	Level 1 Selat Tebrau 101 Persada Johor
14.00 – 16.30	The 61 st ASEAN NTOs Meeting (Consultation Session)	Grand Ballroom Level 11, DoubleTree JB Hotel
14.00 – 17.00	TRAVEX Appointment Session 4	Level 3 Tanjung Puteri 301-303 Persada Johor
09.00 – 17.00	ASEAN Tourism Conference (ATC) Day 2	Level 1, Selat Tebrau 102, Persada Johor
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
20.00 – 22.00	Philippines TRAVEX Night	Ballroom 1 – 3 Renaissance Hotel Johor Bahru

17 JANUARY 2025 / FRIDAY

All Day	TRAVEX Day 3	Level 3 Tanjung Puteri 301-303 Persada Johor
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TENTATIVE PROGRAMME

TIME (GMT +8)

ACTIVITY

VENUE

17 JANUARY 2025 / FRIDAY

All Day	Arrival of ASEAN, APT, India & China Tourism Ministers, Secretary General of ASEAN	DoubleTree JB Hotel
09.00 – 10.30	The 46 th ASEAN Plus Three NTOs Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
10.00 – 12.30	Royal Abu Bakar Museum Tour (Hosted Media Program)	Royal Abu Bakar Museum
09.00 – 12.30	TRAVEX Appointment Session 5	Level 3 Tanjung Puteri 301-303 Persada Johor
09.00 – 12.30	ASEAN Tourism Conference (ATC) Day 3	Level 1, Selat Tebrau 102, Persada Johor
11.00 – 12.30	The 33 rd ASEAN – India Tourism Working Group Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Hosted Luncheon by EU-ABC (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	TRAVEX Lunch (Hosted Buyer & Media only)	Level 1 Selat Tebrau 101 Persada Johor
14.00 – 16.30	The 15 th ASEAN – Russia Tourism Consultation Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
19.00 – 22.00	Welcome Reception (cocktail dinner/free & easy)	Tosca Italian Trattoria & Pool Area, Level 13, DoubleTree JB Hotel

18 JANUARY 2025 / SATURDAY

ALL DAY	Hosted Buyer & Media City Tour	JB City Centre
08.00 – 15.00	Technical Tour	Desaru
08.00 – 15.00	ASEAN Tourism Ministers & Head of ASEAN NTOs Retreat	Desaru Coast
20.00 – 22.00	Opening Ceremony of ASEAN Tourism Forum 2025	Persada Johor

TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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19 JANUARY 2025 / SUNDAY

09.00 – 12.30	The 28 th Meeting of ASEAN Tourism Minister	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Minister Luncheon by CNN (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
14.00 – 16.30	The 24 th Meeting of ASEAN Plus Three Tourism Minister	Grand Ballroom Level 11, DoubleTree JB Hotel
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
19.30 – 22.00	Philippines Night	Junior Ballroom Level 11, DoubleTree JB Hotel

20 JANUARY 2025 / MONDAY

09.00 – 10.30	The 12 th ASEAN – India Tourism Minister Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
11.00 – 12.30	The 4 th ASEAN – Russian Federation Tourism Minister Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 15.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Minister Luncheon by AGODA (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
15.00 – 16.00	ASEAN Tourism Minister’s Press Conference	Junior Pre-Function Level 11, DoubleTree JB Hotel
16.00 – 18.00	Special Visit to Istana Besar Johor / Royal Abu Bakar Museum	Royal Abu Bakar Museum
19.00 – 22.00	<ul style="list-style-type: none"> ASEAN Tourism Awards Closing Ceremony of ASEAN Tourism Forum (ATF) 2025 & Farewell Dinner hosted by Johor State Government 	Persada Johor

21 JANUARY 2025 / TUESDAY

All Day	Departure of Delegates	
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