

# PATRON'S MESSAGE

First and foremost, I would like to congratulate Mr Senthil Gopinath, CEO of the International Congress and Convention Association, on his appointment as the Chairman of the Advisory Council. We are truly privileged to have a leader of this calibre, possessing extensive experience and exceptional business events acumen, as a valued member of our team.

The International Journal of Business Events and Legacies (IJBEL) is a valuable platform for the global business events industry. Not only does it grant us the opportunity to acquire knowledge from others, but also to draw inspiration from the experiences of fellow individuals, fostering growth and contributing towards becoming a more exemplary member of the business events community.

It is evident that collaborations play a pivotal role in strengthening our industry. With collective efforts and



**YB Dato Sri Haji Abdul Karim Rahman Hamzah**

*MINISTER OF TOURISM, CREATIVE INDUSTRY & PERFORMING ARTS SARAWAK; MINISTER OF YOUTH, SPORTS & ENTREPRENEUR DEVELOPMENT SARAWAK*





unity comes innovation and partnerships which the business events, tourism and related sectors will benefit from in the long term. IJBEL is facilitating global synergy whereby the interest goes beyond academic players; even industry suppliers and event enthusiasts are participating actively and engaging with the journal. I am truly impressed at IJBEL's ability to bring people together and make a significant contribution to the world because we understand that a journal is a great strategy to futureproof and secure a sustainable future for us.

IJBEL is a platform for everyone. Let your stories be known and shared with the community because we cannot develop this industry and its legacies alone, therefore, it is our duty to ensure that this publication can guide our industry friends and those who rely on us. I hope that this next edition of IJBEL inspires you the same way it is inspiring all of us.