

PATRON'S MESSAGE



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

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

“The greatest
discovery
of all time is
that a person
can change
his future
by merely
changing his
attitude.”



Minister of
Development Sarawak

Patron's Message

V.

YB Dato Sri Haji Abdul Karim Rahman Hamzah

One's perspective, mindset and approach toward life can profoundly impact shaping the future. The same principle applies to business events, where our approaches can determine how we survive in an increasingly demanding environment.

Legacy planning is becoming an essential tool where events face challenges in generating more benefits for their stakeholders while contending with escalating costs. Economic justifications are no longer enough in the modern business events industry, especially when opportunity costs are considered. Government institutions, especially, have an even bigger responsibility to ensure that actions contribute to the overall well-being of citizens and the prosperity of their respective destinations. To achieve this, we need to embrace disruptive measures and foster a shift in our attitudes to adapt to the changing landscape effectively.

Legacy Impact is the disruption needed in business events. Governments are realising that the activity of convening for change holds the key to transformation, similar to how the Sarawak Government is employing the industry's capabilities to achieve economic prosperity, social inclusivity and environmental sustainability by 2030. It has such an impressive purpose that in May 2023, the Right Honourable Premier of Sarawak, Datuk Patinggi Tan Sri Dr Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg, designated Sarawak as the Legacy Capital for Business Events in Malaysia and Borneo.

Since then, we have seen positive improvements in innovation, cross-agency coordination, resource efficiency, legitimacy and accountability, public engagement, and international relations. These outcomes clearly indicate that business events driven by sustainable, legacy practices are making positive differences in the government sector, empowering us to do more good for the people we serve. I assure you that if we change our mindset, we will change our sectors, communities, economy, destination and the world.

