

PATRON'S MESSAGE



The best way to predict the future is to create it.

– Peter Drucker



YB Dato Sri Haji Abdul Karim Rahman Hamzah

MINISTER FOR TOURISM, CREATIVE INDUSTRY AND PERFORMING ARTS SARAWAK, PATRON, INTERNATIONAL JOURNAL OF BUSINESS EVENTS AND LEGACIES

Peter Drucker was a world-renowned management consultant whose ideas transformed leadership from reactive to proactive. His words resonate deeply in the context of sustainability. By taking decisive action today to be more sustainable, we are not just imagining a better future—we are actively shaping it.

Sustainability has become an increasingly crucial aspect of the business events industry, demanding attention and action from planners and venue owners, suppliers and delegates alike. We are navigating a world where business events and tourism need to operate holistically and consider integrating environmental, social, and economic factors to create long-term value for society, the environment, and the event itself.



Minister of Economic Development Sarawak

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Adopting sustainable practices in the industry goes beyond minimising waste, reducing carbon footprints, and promoting responsible consumption. Consider how we can create a sustainable industry that can be maintained for decades and beyond. Are our current practices promoting local partnerships? Are we creating opportunities for local talents and diverse communities to contribute to the long-term goal? Is our leadership celebrating diversity and inclusion, or hindering it?

While we focus on protecting the environment, we must empower and enrich the communities in which we operate to create lasting benefits for everyone involved. Sustainability should be at the forefront of decision-making in the business events industry.

Embrace innovation, collaboration, and responsible stewardship to build a manageable future while being equitable and environmentally sound. Being a proactive leader in sustainability means thinking globally and acting locally for lasting change.

