



SARAWAK AGROTOURISM CONFERENCE & EXPO

28 - 30 AUGUST 2023

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SATCE is Embarking on a Global Agrotourism Journey!

Get ready for an immersive experience at the Sarawak Agrotourism Conference & Expo (SATCE) Conference 2023! This 2-day programme is set to bring together industry experts not only from Malaysia but also from 9 other countries and regions, including Australia, India, Indonesia, New Zealand, Philippines, The Netherlands, Taiwan, and Thailand. With a remarkable lineup of 20 speakers, delegates will gain valuable insights and know-how on specialized agrotourism topics.

The event offers in-depth discussions on agrotourism policies across different nations, strategies to overcome challenges, and effective implementation of best practices. SATCE 2023 serves as an ideal platform to delve into the many facets of this promising field, revolving around the vast potential of agrotourism.



We are delighted to announce that Mr. John Stanley, renowned owner of the award winning Chestnut Brae Farm, will be the keynote speaker during the SATCE 2023 opening ceremony. With his captivating topic, **'Agrotourism, Its Time Has Arrived for Sarawak,'** Mr. Stanley will delve into the exciting opportunities this tourism sector holds for Sarawak.

He will cover a comprehensive analysis of agritourism, highlighting its potential for Sarawak and exploring key aspects such as visitor engagement, development of unique agri-tourism experiences, and the essential marketing strategies for successful ventures.

One of the highlights of the day 1 conference will be his intriguing case study, **'Chestnut Brae Farm: Agrotourism Best Practices.'** Delegates will gain valuable insights into the farm's remarkable successes, drawing upon the knowledge and experiences he has acquired along the way.



Seize the opportunity to lead the change in the Agrotourism Industry!

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