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**SATCE 2023 Takes Off with a Bang!**



**Official Opening of SATCE 2023**

Experience the enchantment of SATCE 2023, where Sarawak's rich heritage and agrotourism potential came to life in a captivating traditional dance. YB Datuk Amar Douglas Uggah Embas, representing the Premier of Sarawak, YAB Datuk Patinggi Tan Sri Abang Johari Openg, ignited the event with a vision of agrotourism as a magnet for high-value tourists, uniting agriculture with eco-adventures and empowering local communities. This holistic approach not only promises economic growth but also safeguards Sarawak's cultural legacy.

YB Dato Sri Dr. Stephen Rundi Utom, Minister of M-FICORD, pledged to extend this vision beyond the conference, embarking on district roadshows to educate farmers about the vast agrotourism opportunities. Ms. Karen Goi, project director of SATCE unveiled their mission to support suburban and rural communities, elevating Sarawak's tourism sector to new heights. Through comprehensive training, strategic networking, advocacy, research, and dynamic marketing, SATCE aim to create a resilient and sustainable future for Sarawak's agrotourism, benefiting both locals and visitors alike.



**SATCE Day 1 Show Highlights**

**SATCE 2023 is open to the public Register now!**

[Expo Visitor](#)

**Opening Ceremony & VIP Tour Highlights**



**SATCE Conference: Day 1**



**Hear from our Guests of Honour and Speakers**



**The Honourable Datuk Amar Douglas Uggah Embas**  
Deputy Premier  
Second Minister for Finance and New Economy and Minister for Infrastructure and Port Development Sarawak

"I warmly welcome all the speakers and delegates who have traveled from abroad. Their contributions will play a crucial role in enhancing and elevating our agrotourism here in Sarawak."



**The Honourable Dato Sri Dr Stephen Rundi Utom**  
Minister of Food Industry, Commodity and Regional Development Sarawak (M-FICORD)

"We eagerly anticipate both sharing our knowledge and gaining insights, not only from within Sarawak but also from beyond its borders. Thank you all for being a part of this event, and I extend my best wishes for the success of SATCE."



**Mr John Stanley**  
Founder  
John Stanley Associates, Australia

"There are a lot of new ideas shared during the SATCE Conference by speakers from India, Taiwan, Philippines, Australia etc. We look at the challenges and opportunities that should take place and what we need to develop in agrotourism."



**Dr Kafferine Yamagishi**  
Assoc Professor  
Cebu Technological University, Philippines

"This conference holds significant relevance as it brings together various nationalities, showcasing diverse farm tourism sites. Personally, I believe attending this event will provide me with a valuable opportunity to acquire new and profound insights into the nuances of farm tourism."

**The Conference & Expo will be continue tomorrow. Don't miss it!**

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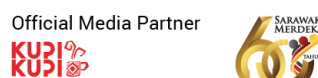
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**For enquiries, please contact:**

**Derrisen Sdn Bhd** (1462455-M)  
C-3-16 Southgate Commercial Centre  
No 2 Jalan Dua, Off Jalan Chan Sow Lin  
55200 Kuala Lumpur, Malaysia  
Tel: +603-4813 9810  
Email: info@derrisen.com

**Mr Nor Azmi Sulong**  
Tel: +6012-444 6072  
Email: azmi@derrisen.com

**Ms Karen Goi**  
Tel: +6012-329 8302  
Email: karen.goi@derrisen.com

For more information, please visit [www.agrotourismsarawak.com](http://www.agrotourismsarawak.com)  
#agrotourismsarawak in.satce-my @SATCE-my