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Programme
Day One

09:00 - 10:00 Session One: Opening Ceremonies

Welcome Remarks
Mr Vijay Menon
Secretary-General
AMIC

Introduction of Participants and Guest Speaker
Dr Victor T Valbuena
Seminar Coordinator
AMIC

Inaugural Speech
Mr Anthony Chia
Director (News)
Singapore Broadcasting Corporation

10:00 - 10:30 Tea Break

10:30 - 11:30 Session Two: Overviews

Satellite Communications in Asia
Mr O P Khushu
Director, Technical Centre
Asia-Pacific Broadcasting Union (ABU)

Multi-Channel Television
Opportunities in South Asia
Mr Brajesh Bhatia
Managing Director
Fourth Dimension (M) Sdn Bhd

Session Chairperson:
Mr Vijay Menon
11:00 - 12:30 Session Seven: Paper Presentations

Dr Nizar A Zuberi
Professor
Department of Mass Communication
University of Karachi, Pakistan

Dr Mohd Tawhidul Anwar
Director General
Press Institute of Bangladesh

Open Discussion

Session Chairperson:
Mr R V Rajan

12:30 - 14:00 Lunch Break

14:00 - 15:30 Session Eight: Paper Presentations

Mr Irvin Weerackody
Managing Director
Phoenix Advertising
Colombo, Sri Lanka

Dr Teresa H Stuart
Associate Professor
Institute of Development Communication
University of the Philippines at Los Banos

Open Forum

Session Chairperson:
Dr Nisar A Zuberi

15:00 - 16:00 Tea Break
11:30 - 12:30  Session Three: Paper Presentations

Dr Won Woo-Hyun
Professor
Department of Mass Communication
Korea University

Dr Mark Hukill
Lecturer
Mass Communication Programme
National University of Singapore

Open Discussion

Session Chairperson:
Dr Victor T Valbuena

12:30 - 14:00  Lunch Break

14:00 - 15:30  Session Four: Paper Presentations

Drs Ina R M Suparto
Vice Dean
Faculty of Social and Political Sciences
University of Indonesia

Mr Zainoor Sulaiman
Editor
Corporate Services
Malaysian National News Agency (BERNAMA)

Open Discussion

Session Chairperson:
Dr Anura Goonasekera
Head, Research Programme, AMIC

15:30 - 16:00  Tea Break
16:00 - 17:30  Session Five: Paper Presentations

Dr Ubonrat Siriyuwasa
Associate Dean for Graduate Studies
Faculty of Communication Arts
Chulalongkorn University, Thailand

Mr Amos Owenares Thomas
Lecturer, The Business School
University of Tasmania at Launceston
Tasmania, Australia

Open Discussion

Session Chairperson:
Drs Ina R M Suparto

Day Two

09:00 - 10:30  Session Six: Paper Presentations

Mr R V Rajan
Managing Director
Anugrah Marketing and Advertising
Madras, India

Mr Narendra Raj Pandey
Jt Secretary to H M The King
Principal Press Secretariat
H M Government of Nepal

Open Discussion

Session Chairperson:
Dr Ubonrat Siriyuwasa

10:30 - 11:00  Tea Break
16:00 - 17:30 Parallel Workshops

*Workshop 1.* Harnessing the potentialities of transnational satellite broadcasting for socio-economic development in Asia: some action plans

*Workshop 2.* Enhancing the positive potential of satellite broadcasting for educational and cultural development in Asia: recommendations for policy and practice

Day Three

09:00 - 10:30 Presentation and Discussion of Workshop Recommendations

Adoption of Recommendations

10:30 - 11:00 Tea Break

11:00 - 12:00 Open Discussion

Suggestions for Follow-up Activities

12:00 - 12:30 Closing Session

Summary and Conclusion

Closing Remarks

Vote of Thanks