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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
**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*

**Lunch Break**

**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*

**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 Siriyuwasak*
*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*

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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 Siriyuwasak*

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