

Global Venue Experts Forum



Premala Danapakiam

Director of Sales & Marketing
Borneo Convention Centre Kuching
(BCKK)

Premala Danapakiam, head of Sales & Marketing at BCKK, brings over 20 years of experience in sales and marketing. She excels in strategic planning, team management, and creating new revenue streams, offering dynamic and adaptable leadership. Among her achievements, she played a key role in hosting the ICCA Congress 2016, collaborating with Sarawak stakeholders to establish Kuching as a prime destination for business events. Homegrown events successes like the Borneo International Garden Expo 2023 and the Engage & Taste Borneo (E.A.T.) Conference 2022 further strengthened Kuching's status as a business events hub.

She has a diverse portfolio, including a stint at the National Bureau, MyCEB. Premala worked closely with an amazing team in securing international conferences for Malaysia, and led the planning and execution of the UFI Asia Pacific Conference 2018.

In 2023, she co-founded the Asia Venue Alliance (AVA), connecting non-capital city convention centres to meet the rising demand for alternative international conference venues. AVA aims to drive industry growth, build a unified regional brand, and enhance global recognition, fostering the exchange of business leads and expertise.

Recently appointed as the Regional Chair of MACEOS for 2024-2026, Premala continues to lead business event initiatives within the Sarawak Chapter while elevating BCKK as a premier hub in the region.

In her leisure time, she enjoys baking and cooking for her husband and her two boys.