

SURVIVAL GUIDE

WELCOME TO FURTHER EAST

Further East 2023 is fast approaching and we can't wait for you to join our global community for four days of barefoot business, inspiration and shared experiences on the shores of Seminyak.

To help you prepare for a productive Further East, we've put together this Survival Guide – an essential summary of everything you'll need to know, do and plan in the run-up to and during the show. Until then, you can stay in-the-know by following us on social media (scroll to the bottom of this page for our social media handles) and you'll receive regular updates from the world of Further East.

This is the place where we meet. This is the time when it happens.

Right Here. Right Now.

See you on the beach in Bali!



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ASGHAR
EVENT MANAGER

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COMMUNITY MEMBERS



Click [here](#) to
download a copy
of the badge.

OFFICIAL PARTNERS



SUPPORTING PARTNERS



MEDIA PARTNERS

PR PARTNER

GHCASIA
CREATE | COMMUNICATE | CONNECT

GET READY TO GO FURTHER

It's time to start preparing for your perfect Further East and our Survival Guide is here to help you get the most out of the most important business week of your year. Start by familiarising yourself with the key dates, tasks and important deadlines in the run-up to the show listed below.

REMEMBER: We will be continually updating this Survival Guide as we get closer to the show, and will keep you informed when the latest version is available.

| | | |
|---------------------|---|---------------------------|
| Now | Book Flights | Your responsibility |
| Now | Visas (if needed) | Your responsibility |
| Now | Travel insurance | Your responsibility |
| Now | Book Pre & Post Tours | Book here |
| 28 JULY | Phase 1: Online profiling closed | |
| 23 AUGUST | Phase 2: Appointment preferences open | |
| 20 SEPTEMBER | Phase 2: Appointment preferences closed | |
| 3 OCTOBER | Phase 3: Online diary goes live | |

PROVISIONAL AGENDA*

*This is subject to change

Further East takes place over four days – beginning with Open House, an immersive half-day un-conference, and concluding with the official closing party. In between, you'll enjoy three days booked with up to 42 marketplace meetings; plenty of poolside networking; and delicious networking lunches.

MONDAY 6 NOVEMBER

| | |
|---------------|--|
| 10:00 - 18:00 | Arrivals and Further East check in at Alila Seminyak |
| 12:30 - 18:00 | Open House un-conference at Potato Head Beach Club |
| 18:00 - 21:00 | Welcome drinks at Potato Head Beach Club |

TUESDAY 7 NOVEMBER

| | |
|---------------|---|
| 08:30 - 18:00 | Official opening hours of Further East Marketplace at Alila Seminyak |
| 09:00 | Morning appointments start |
| 10:35 - 11:15 | Networking break |
| 12:50 - 14:30 | Networking lunch at Alila Seminyak, Desa Potato Head and W Bali - Seminyak |
| 14:30 | Afternoon appointments start |
| 15:40 - 16:05 | Networking break |
| 17:15 | Afternoon appointments finish - time to get ready for the Official Opening Party... |
| 17:15 - 18:00 | Sunset Networking at Alila Seminyak |

| | |
|---------------|---|
| 19:30 - 00:00 | Official Further East Opening Party hosted by The Legian Seminyak, Bali |
|---------------|---|

WEDNESDAY 08 NOVEMBER

| | |
|---------------|--|
| 08:30 - 18:00 | Official opening hours of Further East Marketplace at Alila Seminyak |
| 09:00 | Morning appointments start |
| 10:35 - 11:15 | Networking break |
| 12:50 - 14:30 | Networking lunch at Alila Seminyak, Desa Potato Head and W Bali - Seminyak |
| 14:30 | Afternoon appointments start |
| 15:40 - 16:05 | Networking break |
| 17:15 | Afternoon appointments finish |
| 17:15 - 19:00 | Sunset Networking at Alila Seminyak |
| 17:15 - 20:30 | Sunset Networking with Hotel Indigo Seminyak Beach |
| 20:30 onwards | Free evening |

THURSDAY 9 NOVEMBER

| | |
|---------------|---|
| 07:00 | Further East Community Project with Bali Children Foundation |
| 08:30 - 18:00 | Official opening hours of Further East Marketplace at Alila Seminyak |
| 09:00 | Morning appointments start |
| 10:35 - 11:15 | Networking break |
| 12:50 - 14:30 | Networking lunch at Alila Seminyak, Desa Potato Head and W Bali - Seminyak |
| 14:30 | Afternoon appointments start |
| 15:40 - 16:05 | Networking break |
| 17:15 | Afternoon appointments finish - Exhibitors, remember to clear your stand |
| 17:15 - 18:00 | Sunset Networking at Alila Seminyak |
| 19:30 - 23:30 | Official Further East Closing Party hosted by W Hotels at W Bali - Seminyak |

FRIDAY 10 NOVEMBER

| | |
|---------|------------|
| ALL DAY | Departures |
|---------|------------|

GETTING THERE



Flights

We recommend that you book your flights to Bali Airport (Ngurah Rai) Denpasar as early as possible, for your convenience. Be sure to arrive in time for Open House, the Further East un-conference, which begins at lunchtime on Monday 6 November. Departures will begin from the morning of Friday 10 November.



Visa Information

Please check if your country is one of the countries where you can pay for a visa on arrival. If your country is not listed then you need to apply for a Visa with an Indonesian Embassy or consulate abroad (outside of Indonesia).

Further East is not responsible for arranging any visas. Please check with your embassy ahead of booking your flights.



PASSPORT

Your passport should be valid for a minimum period of 6 months from the date of your departure from Indonesia.

Further East highly recommends that if your passport expires before the end of June 2024, you renew it in plenty of time before you travel.



Travel Insurance



We recommend that you obtain comprehensive travel and medical insurance before travelling. Remember to check for exclusions, and to make sure that your policy covers you for all the activities you wish to undertake during your trip.



Taxis and Transfers

Fly into Bali Airport (Ngurah Rai) Denpasar and take a taxi to your hotel. **There will not be any Further East airport transfers.** A taxi to Seminyak will cost approximately IDR 250,000, and will take 40 minutes without traffic.

Please ensure that if you take a taxi, you take an official airport taxi, such as BlueBird.

Alternatively, please contact Asia Concierge if you would like to arrange a transfer to your hotel ahead of time.

BOOK SPECIAL TRANSFERS

Asia Concierge Indonesia
Mr. Yudha Wijaya
T: +62 (0) 811 389 6655
E: indonesia@asia-concierge.com

PRE & POST TOURS



As part of your journey Further East, you have exclusive access to a host of exciting once-in-a-lifetime experiences available before or after the show.

Take advantage of special rates at Bali's best hotels or opt to adventure further into the region – our Pre & Post tours allow you the exclusive opportunity to form connections and network in style, away from the show-floor.

[Click HERE](#) for private access to our tours

***For registered delegates only, please only arrange Pre & Post tours that are hosted by official Further East suppliers.**



ACCOMMODATION

Further East has partnered with Bali's finest hotels – **Alila Seminyak, Desa Potato Head, The Legian Seminyak, W Bali-Seminyak and The Samaya Seminyak**. We will be in touch with hosted buyers, media and guests about hotel allocations closer to the show.

Please let us know if you are planning to bring a partner or guest and note that anyone with a partner will have to pay an additional supplement to the allocated hotel directly. **Requests for partners are subject to the hotel availability**. Anyone who arrives with a partner without notifying Further East in advance cannot be guaranteed accommodation availability – Further East takes no responsibility for this.

PLEASE NOTE:

Only registered Further East delegates will be allowed access to the show and any official show events. Any partners staying in Alila will have limited access to the hotel facilities.



VENUES

Bali's epicentre of beachside cool, Seminyak is where luxury comes to play. Its coastline and main streets are lined with five-star resorts; secluded villas; sizzling beach clubs and hip sunset retreats – the perfect destination to host the Further East community.

ALILA SEMINYAK
Surprisingly Different...

OFFICIAL FURTHER EAST MARKETPLACE

6-9 NOVEMBER 2023

Just footsteps from the beach, Alila Seminyak is the official home of the Further East marketplace: where APAC's most iconic brands come to connect with a curated selection of global buyers. In-between business, head to the beach – or gather newfound friends and pick up an impromptu meeting poolside.

The floorplan for 2023 will be released soon, so watch this space.



POTATO HEAD BEACH CLUB
A Destination for Good Times

OPEN HOUSE, BY FURTHER EAST

6 NOVEMBER 2023

Famed for its unique spirit, art exhibitions and moonlit parties, Potato Head Beach Club will kick off Further East 2023 by hosting Open House.

A sanctuary of expression for local and international DJs, musicians, artists and architects, Desa Potato Head is part of the Potato Head Family – spearheaded by Ronald Akili – an authentic Indonesian lifestyle brand that works with emerging talent, supports sustainability initiatives, and imbues their trademark 'Local Spirit and Tropical Soul' wherever they go.



OPEN HOUSE BY FURTHER EAST

12.30PM – 6:00PM, Monday 6 November 2023



THE PLACE WHERE WE MEET

Open House by Further East is hosted at Potato Head Beach Club; the inspiring creative space that is one of Seminyak's coolest beachside spots. Prepare for an enlightening afternoon of talks and discussions from thought-leaders across a plethora of different industries.

Starting at lunchtime on Monday 6 November, you will join intimate and immersive sessions that offer fresh perspectives on cutting-edge topics, generating ideas that will redefine the future of luxury travel in APAC.

NETWORKING LUNCH PROGRAMME

12:50PM – 2:30PM, 7 - 9 November

Relax and refuel with a choice of three delicious menus every day, courtesy of our luxury hotel partners.



HOW DOES IT WORK?

You will be able to sample all of our beautiful lunch venues once during your three days at Further East. When you arrive at each restaurant, simply hand in your lunch token to enjoy your complimentary meal. A note: once you have visited a venue, please try a different one the next day – variety is the spice of life (and Further East!)

Our lunch venues for 2023 are: **Alila Seminyak, Desa Potato Head and W Bali – Seminyak**

To see the brunch menu at Starfish Bloo, W Bali [click here](#)

To see the brunch menu at Alila Seminyak [click here](#)

To see the brunch menu at Potato Head [click here](#)

Sorry, nothing to display.
Sorry, nothing to display.

NETWORK, FEAST, PARTY, REPEAT.

The Further East journey doesn't stop at the end of the traditional 'working' day: after dark, the fun and networking extends into the night at Bali's hottest venues. The post-sunset programme is a relaxed opportunity to forge lifelong relationships – so make sure you maximise them.

Monday 6 November
18:00 – 21:00

Sunset Welcome Drinks

Hosted at Potato Head Beach Club



Tuesday 7 November
19:30 – Midnight

Further East Opening Party

Hosted by The Legian, Seminyak

Theme: To be revealed

Dress code: To be revealed

View last year's Opening Party highlights [here](#).



Thursday 9 November
19:30 – Midnight

Further East Closing Party

Hosted by W Hotels at W Bali – Seminyak

Theme: To be revealed

Dress code: To be revealed

View last year's Closing Party highlights [here](#).



GETTING IN

Further East, including Open House, is an invitation-only private event; it is in the best interest of all parties that no unregistered individuals are granted access to the premises of the event or to social functions. The organisers reserve the right to exclude or remove anyone from Further East, Alila Seminyak, Desa Potato Head or any evening events, who does not comply with these policies, or whoever they reasonably consider likely to break these rules. Delegates bringing guests with them will not be granted access to the show.

FURTHER EAST CHECK-IN

10 AM – 6 PM, Monday 6 November
Alila Seminyak Lobby

Please check in at Alila Seminyak to collect your delegate badge and security wristband to gain access to Further East and Open House at Potato Head Beach Club.

DELEGATE BADGE

For security reasons, all delegates must wear their delegate badge in full view during the hours of the show. All delegates must also carry photo ID so that they are visible to the organisers if and when identification is required.

PLEASE NOTE:

Badge holders must not allow their badges to be worn by anyone else. Failure to adhere to this policy may lead to the badge holder being denied access for the remainder of the event. It might also prevent the exhibiting company from participating in future events.

PLEASE NOTE:

No advertising sales staff will be permitted entry to Further East or Open House.

PLEASE NOTE:

No person under the age of 18 will be admitted to Further East or Open House during the show. Student groups will not be accepted.

PLEASE NOTE:

Only delegates of Further East will be granted access to the show. Guests of delegates are not allowed entry.

SECURITY WRISTBAND

All delegates must wear their Further East wristband at all times throughout the week, including during all evening events. Anyone not registered or not wearing their wristband will be denied access to Further East, including lunches, all evening events and Open House.

Any security bracelet replacement will be charged on-site in cash at the price of IDR 700,000, only upon presentation of a photo ID (passport, ID card, driving license, not a business card) and after verification that the delegate is pre-registered.

APPOINTMENT SYSTEM

Further East's advanced pre-scheduled appointment system ensures that you'll have up to 42 x 20 minute meetings with the world's leading high-end buyers and APAC's best suppliers while you're at the show. In addition, you'll have networking opportunities galore at our official lunches, coffee breaks, media meet-ups, and fabulous evening parties.

How's that for effective time management?

PHASE 1

CREATING YOUR ONLINE PROFILE

(Closed 28 JULY 2023)

PHASE 2

CHOOSING YOUR APPOINTMENT PREFERENCES

(23 AUGUST – 20 SEPTEMBER 2023)

In Phase 2, you will have the chance to view all the delegates attending Further East and choose who you would like to have meetings with at the show. We recommend that you utilise the full 65 preferences available to increase your chance of having a full diary of appointments (max. 42 appointments for buyers, max. 20 for media).

TOP TIP!

View our Top Tips [here](#).

NEXT, WE'LL DO THE MATCHMAKING

(21 SEPTEMBER – 3 OCTOBER 2023)

The Further East appointment system will then generate client matches based on your meeting preferences. Once the process is complete, you will receive a notification to inform you that your own personalised meeting schedule is ready to view.

PHASE 3 – ONLINE DIARY GOES LIVE

(3 OCTOBER 2023 onwards)

During the final stage, you can view all your pre-scheduled appointments and fill up any empty appointment slots in your schedule

You will no longer have access to the full delegate list, but you will be able to access the profiles of those with whom you have pre-scheduled appointments, along with those who are available during any empty meeting slots you may have. You can then send requests for extra meetings, via the appointment system, to available delegates to fill any empty slots in your schedule.

After you send your requests, the relevant delegates will receive an email notification from the appointment system that informs them of your request. At this point, they will have the opportunity to accept or decline your request. You can send several requests to different delegates for each of your empty slots; however, the first delegate to accept your meeting request will be the one that is confirmed in your diary.

Remember: all schedules will remain open until the end of Further East, so keep logging on regularly as you can keep adding new appointments to your schedule right up until the time of your final appointment slot, on Thursday 9 November.

MISSED APPOINTMENTS

The team at Further East takes the issue of missed appointments very seriously. Unless you provide a sufficient and relevant explanation for your absence, even missing one appointment could compromise your opportunity to participate in Further East, or any future This is Beyond events.

All missed appointments will be recorded and monitored tightly, so we kindly ask you to report every missed appointment. In the unlikely event that someone does not attend their pre-scheduled appointment with you, please make a log of your missed appointments.

NEED TO KNOWS

That's almost everything covered – but below you'll find some extra advice that's worth knowing. Remember: if you have any

that's almost everything covered – but below you'll find some extra advice that's worth knowing. Remember, if you have any questions, the Further East team is always on hand to help!



WEATHER IN BALI IN NOVEMBER

November in Bali is normally characterised by on-and-off rain. While there have been some years when Bali hasn't seen its first real rainstorm until early January, it's best to bring an umbrella just in case.

Humidity levels reach about 80% throughout November, so come suitably prepared for some serious heat: a water bottle, sunscreen and loose, breathable layers are non-negotiables.



WHAT TO WEAR

Further East will be like nothing else you've ever experienced before – right down to the dress code. Here's what to pack for four days of immersive business (and beyond).

Ditch the tie...

We do business on the beach, not the boardroom. We believe meaningful connections are made in off-the-cuff moments – reflected in our relaxed dress code.

...and keep your cool

Bali in November is famously hot and humid. Natural fabrics are your friend: think linen, cotton and silk, worn in loose layers for effortless cool. And don't forget your flip-flops, for walking on the beach to our beautiful lunch venues.

At Open House, come on in

This year, our 1-day un-conference is on a mission to prove that the future isn't only Asia Pacific's for the taking – but that it's already ours. Soak up the tropical surroundings of Potato Head Beach Club with bold prints and bright, beautiful colours. No shoes? No problem.

Redefine glamour at our evening parties

The official Opening Party hosted by The Legian Seminyak, Bali and official Closing Party hosted by W Hotels at W Bali – Seminyak are renowned for their spectacular settings and fun vibes. Dress to impress with the unique party themes, check back here soon for more details!



INTERNET

Wi-Fi will be provided free of charge to all participants within the marketplace.



VALUABLES

Although Further East is an invitation-only event, we strongly recommend that you do not leave valuable items of a portable nature unattended at any time.

Please ensure that any incident involving loss of property is reported to the local police as soon as possible. Failure to do so could result in insurance companies refusing to meet any subsequent claim.

Please note that all valuable documents and personal items should be left at all times in the safety of your hotel rooms from the moment you check into your hotel.

It is your responsibility to make sure that all your valuables are safe for the entire duration of your stay in Seminyak. Further East will not accept responsibility for the loss of or damage to your personal belongings.

IMPORTANT:

Please note that the closing evening, Thursday 9 November, will be a particularly busy time as this is when the stands will be dismantled. We advise you not to leave valuable items unattended at any time. If you require secure storage at any point during the show please contact the organiser's office.



SECURITY

Local authority regulations state that bag searches will be in force upon entering each venue. Every reasonable precaution will be taken to ensure the safety and security of personnel and equipment. The premises will also be patrolled day and night. However, we cannot accept any responsibility whatsoever for any injury, loss or damage, or consequential losses that may befall your personnel and property.



FIRST AID

Should you need medical assistance, a doctor and ambulance will be on standby in the Lobby during the show. Should anyone need a doctor outside of event hours, the Duty Manager/Hotel staff will be able to assist.



SAFETY

Further East advises against walking along the beach during the hours of darkness and in the case of adverse weather. All venues are easily accessible via the road if necessary.

LIABILITY DURING ACTIVITIES

Further East cannot be held liable for any injuries or fatality resulting from any activities that take place during the show or any related events and activities and no compensation will be given should an injury impact your ability to continue with the show. Please note that this also applies to all participation in any of the morning activities.

Further East cannot be held responsible for any theft of personal property or any damage to personal property during the show or any related events and activities.

CONTACTS

PARTNER HOTELS

Alila Seminyak
Jalan Taman Ganesha
No. 9 Petitenget,
Seminyak, Bali,
80361, Indonesia
P: +62 361 3021 888
E: seminyak@alilahotels.com
W: www.alilahotels.com/seminyak

For buyers, exhibitors and media

Desa Potato Head
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No 51B Kuta Utara — Kabupaten
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Seminyak, Bali,
80361, Indonesia
P: +62 361 4737979
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P: +62 361 730622
E: budiman.tanto@lhm-hotels.com
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USEFUL CONTACTS

SPECIAL TRANSFERS

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SAY HELLO TO THE TEAM



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