

*Malaysia*  
*Asia's Business Events Hub*





# CONTENTS

Page

02-03

Malaysia  
Asia's Business Events Hub

Page

04-11

Where The World Meets

- ❖ Strategic Location
- ❖ Easy Accessibility
- ❖ World Class Meeting Facilities
- ❖ Variety of Accommodation
- ❖ Strong Track Record
- ❖ Rich Cultural Diversity
- ❖ Ideal Climate
- ❖ Excellent Value for Money
- ❖ Safety, Stability and Security
- ❖ Easy Communication
- ❖ Social and Tour Programmes

Page

12-15

Activities  
Beyond Meetings

- ❖ Pre- & Post-Conference Tours
- ❖ Map of Malaysia

Page

16-17

Ideal Venues &  
Convention Centres

- ❖ Successful Meetings Begin  
with the Right Venue
- ❖ Major Convention Venue

Page

18-19

Malaysia Convention  
and Exhibition Bureau  
(MyCEB)

- ❖ One-Stop Centre for  
Business Event Planners

Page

20

Malaysia Fast Facts





For over 600 years, Malaysia has occupied a special place in the heart of the business world. Sitting at the nexus of major trade routes, it has been enticing travellers to gather from Europe, the Middle East, Africa and every nation across Asia.

Today, Malaysia enjoys an important market position, situated between two of the world's economic giants, India and China. It is a key player in the Association of Southeast Asian Nations (ASEAN), whose nations' population total more than 600 million. Along with India and China, this region makes up 45% of the world's population.



# Malaysia

## Asia's Business Events Hub

The country is now a role model for the developing world with a growing diversity of industry sectors, thanks to the government's Economic Transformation Programme whose goal is for Malaysia to achieve developed nation status by 2020. Substantial investments in infrastructure, research, education and urban development have created a vibrant and dynamic economy. Key industry sectors include automotive, chemical, commerce & finance, education, electronics & electrical, furniture, halal development, oil & gas, Islamic finance, medical science, palm oil, renewable energy, rubber, science, textile and timber.

Malaysia is well-served by international airlines, modern airports, road and rail transportation as well as a first-class Internet and telecommunications infrastructure that facilitate the conduct of businesses from all over the globe.

# Where the World Meets



Kuala Lumpur City Centre



## Strategic Location

Malaysia is located in the heart of Southeast Asia and between two giant economies, China and India. Malaysia is easily accessible from all parts of the world by air, land and sea. It also serves as the travel hub for the Southeast Asia region, being the first-entry destination within the region.

## 70<sup>th</sup> Internal Auditors Conference (IIA) 2011

With members in 165 countries, Malaysia's diversity and cultural richness provides a perfect background for our conference. Malaysia is an affordable – yet still a world-class destination in the middle of a growing Asian market, which makes it very attractive to a conference of our size."

### Mr Augusto Baeta

Manager of Global Professional Development, Institute of Internal Auditors (IIA), Florida, USA

## Easy Accessibility

Malaysia is easily accessible with international airports in major cities, including Kuala Lumpur, Langkawi, Penang, Johor Bahru, Kuching, Kota Kinabalu and Miri. The main travel hub is the Kuala Lumpur International Airport (KLIA), which serves as the gateway to the region. Visitors arrive from 113 destinations around the globe on the 60 international airlines and low cost carriers that fly into the country.

With KLIA2 set to open in 2014, expect even greater accessibility into Malaysia. The new 257,000 sqm terminal will allow for seamless connectivity for both local and international low-cost flights as well as full-service carriers. It is designed to cater to 45 million passengers a year.

Apart from air access, Malaysia is also easily accessible by sea with international ports in Sabah, Penang and Port Klang, and via land transport from Thailand and Singapore.

Getting around within the country is easy, too. Within Kuala Lumpur, taxis and buses are readily available, as well as a Light Rail Transit (LRT) system and monorail service to help get around. Outside Kuala Lumpur, Malaysia has an extensive road network, covering 63,445km, which includes 1,630km of expressways. Air-conditioned express buses and non-air-conditioned regional buses connect Kuala Lumpur to other cities and towns in Malaysia.



Malaysia Airlines A380



KLIA Ekspres

**Terry White Annual Conference 2010**

We left Malaysia having not only run a successful conference but having made a number of new Malaysian friends. Malaysia is probably the world's friendliest conference destination. We would definitely recommend Malaysia as a conference destination to other meeting planners."

**Mr Craig Mayne**

Events Manager, Debbie Does Pty Ltd, Brisbane, Australia



World Class Facilities

**World Class Meeting Facilities**

With meeting and convention facilities aplenty, it is easy to see why Malaysia is a choice destination for meetings and events. There are a number of purpose-built convention and exhibition centres around the country that caters to a wide range of budgets and requirements as well as within close proximity to a wide choice of accommodation options.

Along with an array of state-of-the-art facilities and range of accommodation options, delegates will always be treated with the warm hospitality and world-class standards of service that Malaysia is well known for. Whatever event you are planning for, Malaysia is ready to host it.



Putrajaya International Convention Centre



**Variety of Accommodation**

Malaysia offers a diverse range of accommodation choices to facilitate events of any magnitude. There are 5-star business hotels in the city centre as well as hideaway business retreats on idyllic islands or the surrounding tropical rainforests.

Types of accommodation vary from luxury, boutique class hotels to fully-equipped service apartments. Most of the major international hotels are located within the city centre.



5-star Luxury Accommodation



Business Centre

**18<sup>th</sup> World Congress of Accountants 2010**

What will always remain with me is the sense of being cared for and looked after: from the greeting in the airport and personal escort to the hotel; to the aid provided to speakers on the day of our presentations; to our escort to the airport for the return trip home. The bar has been set very high for future World Congresses."

**Mr Phil Cowperthwaite**

Chairman, International Auditing and Assurance Standards Board (IAASB), New York USA



## 43<sup>rd</sup> Union World Conference on Lung Health 2012

Malaysia provides a compelling setting for the Conference that brings together views from around the world to call for action against lung disease. We are also very pleased with all the collaborations and support which we have gained from local sponsors and partners who offered excellent advice on a variety of local matters.”

### Dr Nils E Billo

Executive Director, International Union Against Tuberculosis and Lung Disease (The Union)

### Rich Cultural Diversity

With its population of 29.3 million, Malaysia offers a unique vibrant blend of cultures from Asia's three major races: (Malay, Chinese, Indian and indigenous groups) making it easy to cater for delegates and visitors from around the world.



Batik Painting

### Strong Track Record

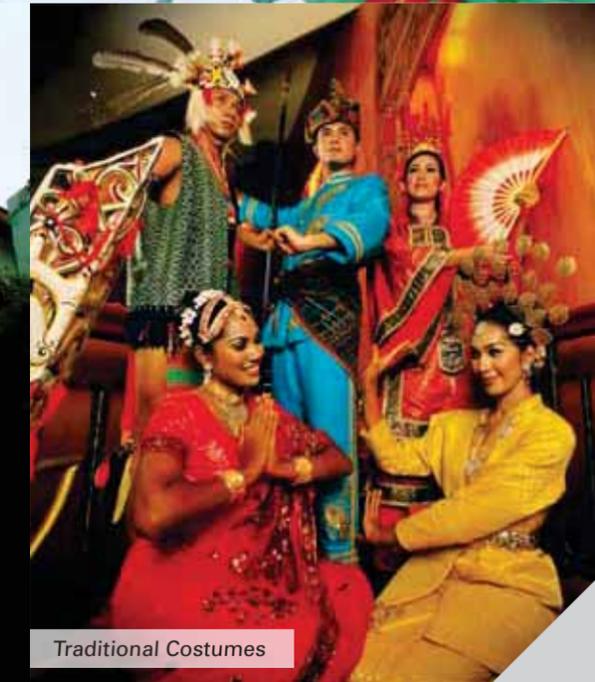
Malaysia has played host to a number of international meetings and conferences, often drawing record attendance along the way. Some of the meetings and conventions held in Malaysia are listed in the following chart.



Kuala Lumpur Convention Centre Plenary Hall



Pinang Peranakan Mansion (Penang)



Traditional Costumes

Year	Event Name	Delegates
2013	2013 IDA Annual Meeting	5,300
	7 <sup>th</sup> International AIDS Society (IAS) HIV Conference in Pathogenesis, Treatment and Prevention	5,220
	Women Deliver Conference	4,500
2012	25 <sup>th</sup> World Gas Conference	5,300
	43 <sup>rd</sup> Union World Congress on Lung Health	2,500
	7 <sup>th</sup> Triennial Meeting of the Commonwealth Dental Association	1,400
2011	10 <sup>th</sup> International Scientific Conference of the Royal College of Obstetricians and Gynaecologist	1,400
	18 <sup>th</sup> Asian Pacific Congress of Cardiology	2,000
	70 <sup>th</sup> IIA 2011 International Conference (Institute of Internal Auditors)	3,000
	17 <sup>th</sup> Conference of the ASEAN Federation of Accountants	2,500

## 7<sup>th</sup> International AIDS Society (IAS) HIV Conference in Pathogenesis, Treatment and Prevention 2013

We were delighted at how efficient and accommodating all the local suppliers were - ready to be flexible to meet our needs and deadlines. At the conference itself, even though it was a busy time with over 5,000 participants, we worked alongside the local suppliers to provide a seamless experience for the conference delegates. A good conference is one where everything appears effortless and easy - this is due to all the hard work that has gone on beforehand. Good preparation leads to excellent events and together with the suppliers, we achieved this. Our thanks go to all the companies in Malaysia and Kuala Lumpur itself that made IAS 2013 a success. It was a delight to work with such dynamic people.”

### Ms Sian Bowen

Senior Manager of Communications, International AIDS Society, Switzerland

## “ International Federation of Surveyors (FIG) General Assembly & International Congress 2014

Kuala Lumpur is also an international air travel hub that allows participants from more than 100 countries easy access by air. From the federation point of view, a very important aspect was the fact that Kuala Lumpur is offering excellent value for money and all key components (conference centre, hotels and main attractions) are within a walking distance. This is important both from the logistic and ecological point of views.”

**Markku Villikka**

FIG Director



Sarawak Tourism Complex (Sarawak)

### Ideal Climate

As a tropical country, Malaysia enjoys a warm and attractive climate throughout the year, with mild showers seasonally. On the whole, it gets quite warm during the day and pretty cool at night with temperatures reaching up to 32°C (90°F) during the day and down to 21°C (70°F) at night. Balmy evenings are ideal for outdoor dining, night markets and late night shopping. All in all, Malaysia's climate is ideal for visitors, making it a very welcoming destination for conference delegates any time of the year.

**5<sup>th</sup>**  
**Most**  
**Price Competitive**  
**in the World**

*Travel & Tourism Competitive Report 2013  
World Economic Forum*

#### Excellent Value for Money

Malaysia is ranked as one of the world's best value-for-money destinations with accommodation, transportation and food being very competitively priced. This will ultimately lower the overall expenditure for both organisers and attendees.

**29<sup>th</sup>**  
**Safest and**  
**Most Peaceful**  
**in the World**

*Global Peace Index 2013*

#### Safety, Stability and Security

Malaysia is a microcosm of Asian cultures, making it one of the most tolerant and accepting societies in the world. Its people are peace-loving by nature and are renowned for their hospitality towards visitors from around the world.

**2<sup>nd</sup>**

**“Highly Proficient”**  
**in English among non-native**  
**speaking Asian countries**  
**and the only country**  
**outside Europe**

*English Proficiency Index 2012*

#### Easy Communication

With a multi-lingual population and English being widely spoken, meeting planners and delegates will be able to communicate with ease. Most Malaysians can speak at least two languages, including the national languages: Bahasa Malaysia, Mandarin and Tamil.



Khoo Kongsi (Penang)

### Social and Tour Programmes

Malaysia has a variety of affordable pre- and post-conference tour options offering exotic and exciting experiences such as 130 million-year-old lush tropical rainforests with abundant wildlife, UNESCO World Heritage Cities (Georgetown and Melaka), and some of the world's best resorts and idyllic beaches. Kuala Lumpur is a shopper's paradise with world-class shopping malls carrying designer brands throughout the city. Once the malls close, the city comes alive with the various night markets that stay open all night long, where bargains and unique treasures can be found.

## “ 9<sup>th</sup> World Congress of Chinese Medicine (WCCM) 2012

The destination, Kuching, offers an array of purpose-built and modern infrastructure for meetings including the Borneo Convention Centre Kuching and various hotels which meet our requirements. Kuching is easily accessible from neighbouring airports – Kuala Lumpur is merely 1.5 hours flight away and there is a flight nearly every hour. The tropical rainforest offers unique pre- and post-conference tours and field trips for delegates.”

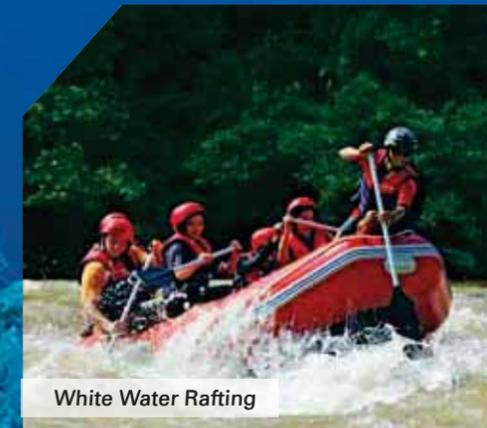
**Mr Huang Jian Yin**

Vice Secretary General and Associate Research Professor, World Federation of Chinese Medicine Societies, Beijing, China

# Activities Beyond Meetings



Diving off Sipadan Island (Sabah)



White Water Rafting



Shopping Haven



Delectable Local Delicacies

## Pre- & Post-Conference Tours

It is not all work and no play in Malaysia as there are endless things to do and see outside of the meeting room. Malaysia is filled with an array of diverse and easily accessible attractions to suit all tastes.

Those looking to rest and relax can chill out on idyllic tropical islands such as Penang or Langkawi. Nature lovers will love trekking through ancient rainforests in Sabah and Sarawak. And history buffs will not want to miss visiting world heritage sites in Melaka and Penang or experience indigenous cultures in one of many historic towns and villages.

For a more urban experience, there is no shortage of activities you can partake in. Shoppers will love the variety of shopping options found in Kuala Lumpur, from branded goods at upscale shopping malls to fantastic bargains at the local night markets. Unlike most countries, shopping here stays open till late with most stores in shopping malls closing around 10pm and the night markets selling their wares till well past midnight.

Malaysia has a diverse range of local culinary delights to sink your teeth into, ranging from upscale fine dining fare to the various street foods at the hawker centres. Malaysians really love their food and this is evident in its cuisines. Sampling the food here is an adventure itself, from the aromatic and spicy Malay rice dishes, to the mouth-watering Chinese roasted meats, to the rich Indian curries. The combination of spices used in Malaysian cuisine makes them truly unique.

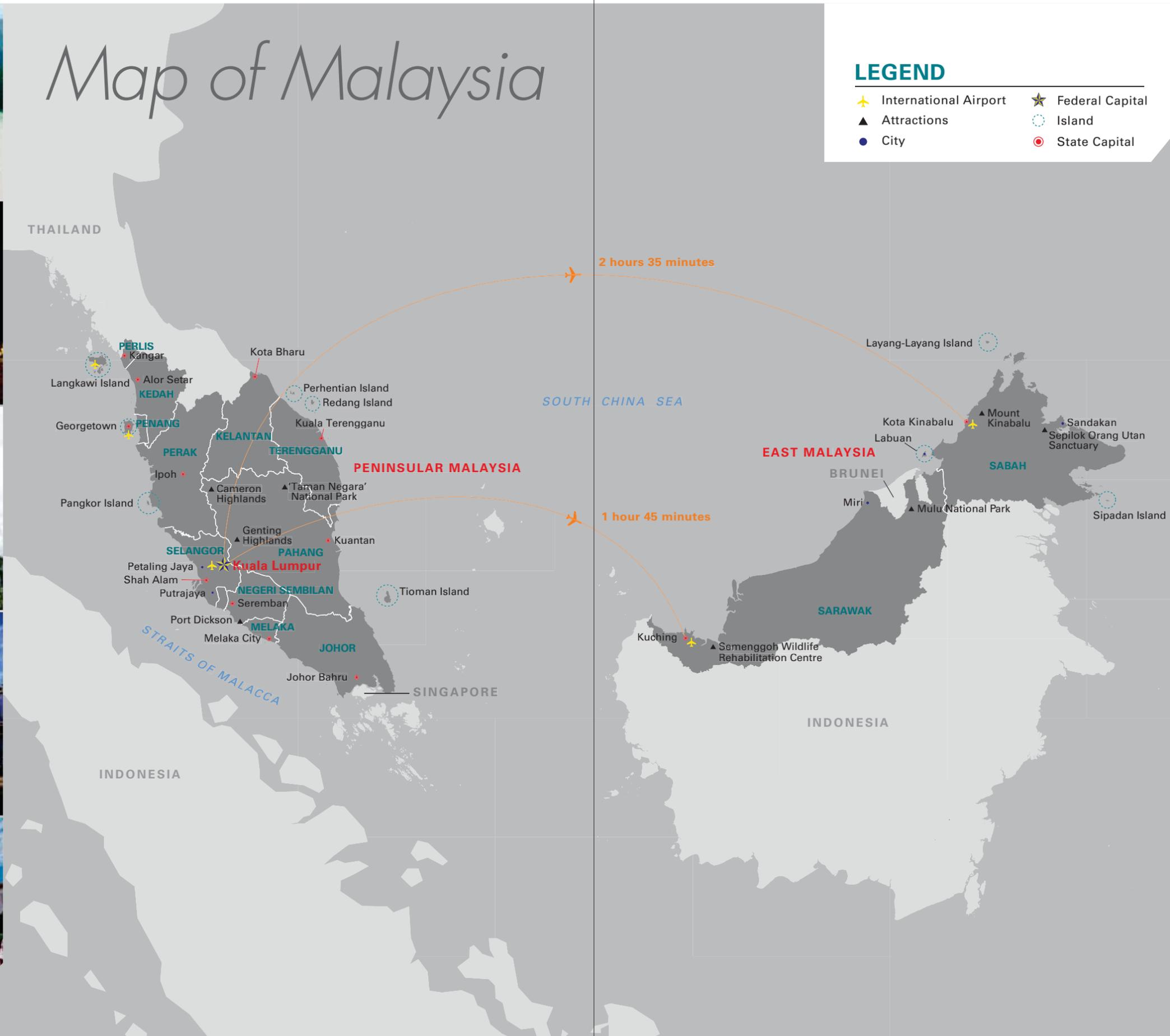
Kuala Lumpur is a city that never sleeps as the night comes alive with all sorts of late night entertainment and gastronomical delights available all over the city.



# Map of Malaysia

## LEGEND

-  International Airport
-  Attractions
-  City
-  Federal Capital
-  Island
-  State Capital



Tasik Dayang Bunting (Langkawi)



Batu Caves (Kuala Lumpur)



PETRONAS Twin Towers (Kuala Lumpur)



Cheong Fatt Tze "Blue" Mansion (Penang)



Dutch Square (Melaka)



Wau Making (Kelantan)



Mount Kinabalu (Sabah)



130 Million Year Old Rainforests



Iban Shaman (Sarawak)



Orangutan



# Ideal Venues & Convention Centres

## Successful Meetings Begin with the Right Venue

Malaysia is now home to 8 major convention centres, with the ability to accommodate conventions up to 8,000 delegates. Each of these convention centres is purpose-built and features state-of-the-art facilities.

Most of these convention centres are located close to accommodation facilities to suit all budgets, so arranging transportation and logistics will be a breeze.

## Major Convention Venues

VENUE	LOCATION	ESTIMATED NO. OF HOTEL ROOMS WITHIN 15 MINUTES	DISTANCE FROM INTERNATIONAL AIRPORT (CAR)	
Borneo Convention Centre Kuching	Kuching, Sarawak	3,500	25 minutes	Kuching International Airport
Genting International Convention Centre	Genting Highlands, Pahang	5,600	1 hour 45 minutes	Kuala Lumpur International Airport
Kuala Lumpur Convention Centre	Kuala Lumpur, Wilayah Persekutuan	17,800	45 minutes	Kuala Lumpur International Airport
Persada Johor International Convention Centre	Johor Bharu, Johor	460	35 minutes	Senai International Airport
Putra World Trade Centre	Kuala Lumpur, Wilayah Persekutuan	2,200	50 minutes	Kuala Lumpur International Airport
Putrajaya International Convention Centre	Putrajaya, Wilayah Persekutuan	300	30 minutes	Kuala Lumpur International Airport
Sultan Ahmad Shah International Convention Centre	Kuantan, Pahang	520	20 minutes	Sultan Haji Ahmad Shah Kuantan Airport
Sunway Pyramid Convention Centre	Petaling Jaya, Selangor	2,000	45 minutes	Kuala Lumpur International Airport



# Malaysia Convention and Exhibition Bureau (MyCEB)

## One-Stop Centre for Business Event Planners

The Malaysia Convention and Exhibition Bureau, MyCEB for short, was established by the Ministry of Tourism and Culture, Malaysia to further promote and position Malaysia internationally as the preferred destination for meetings, incentives, conventions, exhibition and major events.

We are here to assist local and international meeting and event planners to bid, secure and stage your international business events successfully in Malaysia.

Our range of support services for associations, corporations and event organisers include providing advice and assistance to plan and promote events, assistance in selecting local service providers and liaising with Malaysian government ministries. MyCEB is also able to assist with a range of financial and non-financial incentives for international meetings and events that provide significant value to the Malaysian economy. Organisers who are interested in support can submit an event support application to MyCEB for assessment.

### Head Office

Malaysia Convention & Exhibition Bureau  
Suite 22.3, Level 22, Menara IMC  
No 8 Jalan Sultan Ismail  
50250 Kuala Lumpur  
Malaysia

**Email :** Ms Yushiza Yusof  
sales@myceb.com.my  
**Tel :** +603 2034 2090  
**Fax :** +603 2034 2091  
**Web :** www.myceb.com.my

### Australia / New Zealand

Malaysia Convention & Exhibition Bureau  
Representative Office  
30A, Eliza Street, Black Rock  
VIC 3193 Melbourne  
Australia

**Email :** Ms Jackie Caldwell  
jackie@myceb.com.my  
**Tel :** +613 9885 6932  
**Fax :** +613 9885 6932

### North America

Malaysia Convention & Exhibition Bureau  
Representative Office  
915 Broadway – Suite 600  
New York, New York 10010  
United States of America

**Email :** Ms Jacqueline Hewitt  
jh@mcintl.com  
**Tel :** +1 212 529 8484  
**Fax :** +1 212 460 8287

### China

Malaysia Convention & Exhibition Bureau  
Representative Offices

**Beijing**  
**Email :** Ms Grace Qu  
beijing@myceb.com.my  
**Tel :** +8610 6430 1838  
**Fax :** +8610 6430 1519

**Shanghai**  
**Email :** Ms Cloris Zhu  
shanghai@myceb.com.my  
**Tel :** +8621 6385 8586  
**Fax :** +8621 6385 9200

**Guangzhou**  
**Email :** Ms Janet Huang  
guangzhou@myceb.com.my  
**Tel :** +8620 8760 9545

**Chengdu**  
**Email :** Mr Freda Hua  
chengdu@myceb.com.my  
**Tel :** +86 135 0175 0765



## Malaysia Fast Facts

### Population

29.3 million  
(1.7 million within Kuala Lumpur city centre)  
(5.6 million within Greater Kuala Lumpur/Klang Valley)

### People

Malays make up approximately 55% of the population and are the predominant group, while the other 45% are made up of Chinese, Indians and indigenous groups.

### Language

Bahasa Malaysia or Malay is the official language while English is widely spoken. Most Malaysians speak at least two languages, Malay and English, while some are tri-lingual, being able to converse in Mandarin or Tamil too. The indigenous groups also speak various languages and dialects.

### Visa

Most nationalities do not require a visa for social or business visits but must be in possession of a valid passport or travel document with six months validity beyond the period of stay.

For those nationalities that require a visa, applications can be made at the nearest Malaysian overseas mission with the following documentation:

- Visa application form with three passport-sized photographs
- National passport with remaining validity period of six months
- Letter of introduction or invitation.

For more information, please visit [www.imi.gov.my](http://www.imi.gov.my)

### Currency

The currency is Malaysian Ringgit, indicated as MYR. Foreign exchange booths are common and clearly state the exchange rate for all major currencies.

ATMs are located at major bank branches, shopping malls, airports, bus terminals, etc. Note that ATMs in Malaysia require a six-digit pin. Please be advised that if your PIN is more or less than six digits, it should be changed before departing.

### Climate

Malaysia enjoys a tropical climate with warm weather all year round. Temperatures range from a low of 21°C (70°F) to a high of 32°C (90°F). The highlands are cooler with temperatures ranging from 15°C (59°F) to 25°C (77°F). Annual rainfall varies from 2,000mm to 2,500mm.

### Banking Hours

Generally, banking hours in Malaysia are from 9:00am – 4:30pm (Mondays – Fridays), although some banks do extend their banking hours. Automated Teller Machines (ATM) are available at convenient locations throughout the country. All the main credit cards and travellers cheques are accepted in major institutions and an ever growing number of shops and restaurants.

### Time Zone

UTC+8

### Electricity

230/240 volts - 50hz

### Weights & Measures

Metric system

### Internet

High speed wireless connection is easily accessible at convention centres, hotels, cafés, and shopping malls, with complimentary usage available at selected locations.





**MALAYSIA CONVENTION & EXHIBITION BUREAU** (868264-K)  
Suite 22.3, Level 22, Menara IMC, No. 8 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia.  
Tel: +603 2034 2090 Fax: +603 2034 2091 Email: [info@myceb.com.my](mailto:info@myceb.com.my) Web: [www.myceb.com.my](http://www.myceb.com.my)

Scan this code to visit our website

