



ANNUAL
REPORT
2011



MyCEB Annual Report 2011

Cover Design Rationale

The richness of Malaysia as a multicultural nation is showcased with the harmonious weaving of four design elements onto a single canvas, representing the unity of our multi-ethnic demographics – Malay, Chinese, Indian and indigenous ethnic groups.

This concept symbolises MyCEB's commitment as the central hub in facilitating associations as well as meeting and event planners to bid for and stage international business and major events in Malaysia. At the same time, act as a conduit for national product development.

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Message from the Minister of Tourism, Malaysia

There is no doubt that, over the last year, business tourism has generated a lot of interest and has enjoyed a high priority in Malaysia. Our government, as well as stakeholders, the private sector and the industry players in general, have taken business tourism to a higher level of success. This report bears testimony to that.

I believe that the inception of Malaysia Convention and Exhibition Bureau or MyCEB in 2009 under the Ministry of Tourism Malaysia happened at an opportune time, signalling the government's strong intent to transform the business tourism and international events segments into key economic drivers for Malaysia. Under Malaysia's Economic Transformation Programme (ETP), these sectors have been given a significant push. By the year 2020, the goals are to increase the number of international business tourists from 5% to 8% and position Malaysia as one of the top five Asia Pacific destinations for international meetings. On the other hand, the international events aim to attract 70,000 foreign spectators and three new major events per annum.

In support of MyCEB, a RM50 million funding has also been set up in 2011 under the ETP to encourage the development of new products, attract major business events and build up the necessary capabilities and infrastructure, in partnership with the private sector. By 2020, business tourism is expected to contribute RM3.9 billion in the incremental Gross National Income (GNI) providing about 16,700 jobs whilst the international events sector is expected to contribute RM400 million in the incremental GNI and provide about 8,000 jobs to the nation.

All of these require appropriate and urgent responses. Clear and pragmatic strategies must be properly coordinated. For this, we need more than strong insights, creative ideas, innovative approaches or practical solutions. We need the local industry players to show commitment and to stand by the government's game plan. I would think that the creation of MyCEB is a display of this kind of commitment.

Indeed, the industry shoulders a tremendous amount of responsibility to achieve the government's targets. The Ministry of Tourism is well prepared to assist MyCEB and its other affiliates to strive and further improve our performance in the global business industry market. Let us all work together and I look forward to even greater achievements in 2012.

"MALAYSIA TRULY ASIA"

Thank you.

Dato' Sri Dr. Ng Yen Yen

Minister of Tourism, Malaysia



Message from the Chief Executive Officer

I am pleased to present the Annual Report for the Malaysia Convention & Exhibition Bureau or MyCEB. This annual report, which takes stock of the events and efforts of 2011, while looking ahead to the challenges of 2012, also provides background to the governance of the bureau, its operation, the roles that related projects have played and most importantly, the milestones it has achieved.

Since its formation in 2009, MyCEB has significantly improved its performance in implementing its mandate by the Ministry of Tourism to position Malaysia as the world's leading business events destination and to build the sector into a key driver of the Malaysian economy as provided in Malaysia's Economic Transformation Programme (ETP). The year 2011 saw MyCEB grow its portfolio with the newly established International Events Unit (IEU). The Bureau has also continued to expand especially with strong collaboration and support from the key industry players. With MyCEB's new business events brand campaign launched in 2011 which features the tagline "Malaysia – Asia's Business Events Hub", MyCEB has taken another step forward in reinforcing Malaysia's strategic advantage as a meetings and trading hub between Asia, the Middle East and the West.

Our major challenge for 2011 is the stiff competition faced from Malaysia's regional neighbours, all vying to be on top of the business industry chain. This can only mean that MyCEB must embrace the challenge by moving forward. I am pleased to note that MyCEB is confronting these challenges head-on, proven by the success it has carved. In 2011, a total of 49 international and regional conventions have been secured for Malaysia by MyCEB in collaboration with industry partners. With an average of 730 delegates per event, these conventions are expected to attract over 35,750 delegates to Malaysia between 2012-2019 and generate in excess of RM382 million (EUR91 million, USD123 million) in economic impact for the country.

I attribute these achievements to the hard work and tireless dedication of MyCEB's employees and our industry partners. Their passion for the industry never fails to inspire me to do better and to ensure that our goals are consistently met. My gratitude also goes to YB Dato' Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia. As someone who has worked closely with her, I am well placed to pay tribute to her foresight, determination and resolve.

Moving forward, MyCEB remains committed to its agenda for growth and progress – an agenda that empowers Malaysia to become a productive player in the global business and major events industry.

Thank you.

Zulkefli Hj Sharif

Chief Executive Officer

Malaysia Convention & Exhibition Bureau

Malaysia Convention & Exhibition Bureau (MyCEB)

Malaysia Convention & Exhibition Bureau (MyCEB) is a non-profit organisation established in 2009 by the Ministry of Tourism Malaysia to further strengthen the country's business tourism brand for the international business events market. MyCEB's core role in collaboration with the industry is to bid for and secure regional and international business events for Malaysia. It is also to help maximise the success of international business events held in Malaysia and to be a conduit for national product development so that Malaysia can strengthen its competitive market position.

In January 2011, under the directive of the Ministry of Tourism, MyCEB established the International Events Unit (IEU), under the Economic Transformation Programme (ETP), with the goal of positioning Malaysia as an attractive destination for staging international sports, arts, cultural and lifestyle events. The IEU is responsible for identifying, qualifying and bidding for international events as well as to identify and support home grown events that have the potential to attract international audiences.

Economic Transformation Programme

In its efforts to accelerate Malaysia's economic growth, the government has carefully designed the Economic Transformation Programme (ETP) to help Malaysia reach 'developed nation' status by 2020. As such, business tourism and international events have been recognised as key contributors to this growth.

By 2020, business tourism is expected to contribute RM3.9 billion in the incremental Gross National Income (GNI) providing about 16,700 jobs.

Additionally, business event arrivals have been targeted to grow from 1.2 million to 2.9 million visitors by 2020. Based on tourism visitor projections¹, business event visitors are expected to grow from 5% to 8% of total visitor arrivals. This is in line with the ETP strategic priority to focus on the development of high yield tourism visitors.

On the other hand, the formation of the International Events Unit (IEU) is expected to contribute RM400 million in GNI whilst creating 8,000 new job opportunities to the nation by 2020. IEU is also tasked to deliver three new events per-annum and grow foreign spectatorship to over 70,000 by 2020.

Under the ETP, MyCEB's funding grew from RM10 million to RM61.07 million, RM50 million towards business events and RM11.07 million towards international events. From this amount RM35 million was allocated to subvention funding in support of business and international events attraction to Malaysia.

Source:

¹ Tourism Malaysia

2011 Programme Review

2011 was MyCEB's first year of operations under the ETP. This enabled MyCEB to expand its core sales and marketing programmes launch a number of new initiatives and dramatically improve Malaysia's competitive position in the international arena for attracting major and business events to the country.

MyCEB's Business Events launched a number of new initiatives designed to increase Malaysia's market presence and focus on business attraction. Major programmes included the Industry Partner Programme to strengthen industry collaboration in marketing Malaysia overseas; the development and communication of a business events brand; convention bidding; website launch; the inaugural Malaysia Business Events Sales Mission, China; participation in ten international trade shows and sales representation in Europe.

A total of 49 international and regional conventions including corporate incentive groups have been secured for Malaysia by MyCEB in collaboration with industry partners in 2011. With an average of 730 delegates per event, these conventions are expected to attract over 35,750 delegates to Malaysia between year 2012 to 2019 and generate in excess of RM382 million (EUR91million, USD123 million) in economic impact for the country.

The period in review also saw MyCEB providing support towards 198 business events, including 130 conventions, 62 corporate meetings/incentives and 6 exhibitions. These events accounted for 150,935 delegates with an estimated RM1 billion (EUR254 million, USD344 million) in economic impact.

Business events delivered a 214:1 return on government investment with total estimated visitor expenditure of RM10.7 billion and economic impact of RM17.6 billion.

Malaysia achieved an estimated 1,285,145 international business events (meetings, incentives, conventions & exhibitions) visitor arrivals, an estimated 5.2% of total visitor arrivals¹.

Malaysia's stellar performance and the strong display of commitment by Ministry of Tourism, various government agencies, Sarawak Convention Bureau, Kuala Lumpur Convention Centre, conference management companies and other strategic partners in securing business events for the country further reinforce Malaysia's positioning as Asia's Business Events Hub.

During the first six months of 2011 the International Events Unit (IEU) was also established and by year end had reached a number of significant milestones including the team recruitment, establishment of industry definitions, event profiling, establishing an event support programme, development of an event evaluation and tracking mechanism, home grown event support and international bid activity.

The IEU bid and secured two major events for Malaysia in its first year of inception - Future Music Festival Asia 2012 and Sudirman Cup 2013, which are expected to attract more than 10,000 international visitors with an expected tourist expenditure of more than RM25 million.

The IEU also supported five home grown events in 2011 with an estimated 22,800 spectators and generated an estimated revenue of more than RM25 million.

Based on MyCEB's research on the events industry in Malaysia, international tourists spent an estimated RM845 million in 2011².

Source:

² MyCEB

BUSINESS EVENTS

ICCA Country Rankings for Business Events

Malaysia leaped a notable three spots to the 28th position in the 2010 International Congress and Convention Association (ICCA) country rankings. The number of meetings hosted grew by 24 percent, from 96 meetings (2009) to 119 meetings (2010). Malaysia retained its position as one of the top 10 meeting destinations in the Asia Pacific. The largest meeting held during 2010 was the 18th World Congress of Accountants which attracted a record attendance of over 6,000 delegates.

| World Ranking | Asia Pacific Ranking | Country | Number of International Meetings |
|---------------|----------------------|-----------|----------------------------------|
| 7 | 1 | Japan | 305 |
| 8 | 2 | China | 282 |
| 11 | 3 | Australia | 239 |
| 17 | 4 | Korea | 186 |
| 23 | 5 | Taiwan | 138 |
| 24 | 6 | Singapore | 136 |
| 28 | 7 | Malaysia | 119 |
| 31 | 8 | India | 100 |
| 35 | 9 | Thailand | 88 |
| 38 | 10 | Hong Kong | 82 |

Table 1: ICCA Country Rankings 2010

In 2010 Malaysia had the third highest average number of participants attending international conventions in the Asia Pacific region, after India and Taiwan.

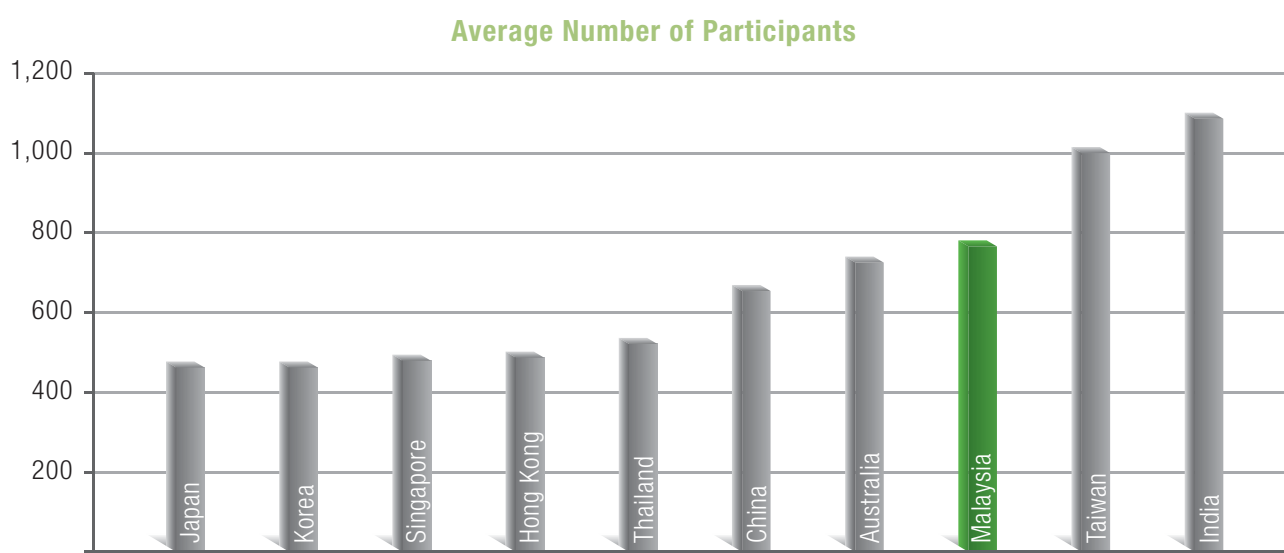


Chart 1: ICCA Average Number of Participants per International Meeting

Sales – Association

The association sales team is responsible for convention bid management and sales promotions targeting the regional and international association market. Association meetings provide large scale city wide events that create significant impact on the national economy.

Bids Won

- In 2011, there were 29 business events secured in collaboration with industry partners. This represents an estimated 27,605 delegates and an economic value of RM314 million. During its first full year of operation, the association sales team achieved a success rate of 74% on all bid decisions made.

The most significant successes include the world's largest meeting of chinese finance and insurance professionals, the International Dragon Award Annual Conference 2013 (5,000 delegates) and the Women Deliver Conference 2013 (5,000 delegates).

| Year | Event Name | Est. Delegates | Est. Economic Impact |
|------|---|----------------|----------------------|
| 2012 | 43 rd Union World Congress on Lung Health | 2,800 | 44.9 million |
| 2012 | IOF Regionals - 3 rd Asia-Pacific Osteoporosis Meeting | 1,250 | 14.6 million |
| 2012 | 9 th World Congress of Chinese Medicine | 1,000 | 6.3 million |
| 2012 | World Cargo Symposium | 800 | 10.3 million |
| 2013 | International Dragon Award (IDA) Annual Conference | 5,000 | 62.7 million |
| 2013 | Women Deliver Conference | 5,000 | 72.5 million |
| 2013 | Global Summit of Women | 1,000 | 12.8 million |
| 2013 | Asia Pacific Rim International Counseling Conference | 700 | 7.4 million |
| 2015 | 18 th Human Genome Meeting | 800 | 6.7 million |

Table 2: Major Business Events secured in 2011

Bids in Progress

- By year end there were six bids that were submitted and are awaiting decision with an estimated 38,840 delegates and an economic value of RM101 million. There were also 27 other bids in progress by year end, with an estimated 42,525 delegates and an economic value of RM472 million.

Sales – Corporate & Incentive

- In 2011, The corporate and incentive sales team secured 20 business events with an estimated 8,145 participants and an economic value of RM68 million.
- By year end there were 22 new leads in progress with an estimated 33,036 participants and an economic value of RM260 million. This includes a major event for 2013 which has an estimated number of 15,000 participants and RM94.1 million in economic impact.

Malaysia Twin Deal Programme

- The 'Malaysia Twin Deal' programme was initiated and launched as a campaign to further attract incentive groups to Malaysia. The programme offers rewards for both incentive planners and participants.

MyCEB first launched the Malaysia Twin Deal programme in China to attract the Chinese incentive market. And, in the last quarter of 2011, achieved early success with 13 groups and 9,000 participants confirmed from the campaign. The programme has since been extended to Taiwan, Hong Kong and soon to Australia, New Zealand, Korea, Europe as well as other key markets.



Malaysia Twin Deal flyer for China, Hong Kong & Taiwan.

Business Event Arrivals

Malaysia achieved an estimated 1,285,145 international business event (meetings, incentives, conventions & exhibitions) visitor arrivals, an estimated 5.2% of total visitor arrivals³. The estimated total visitor expenditure was RM10.7 billion and economic impact was recorded at RM17.6 billion⁴.

Over the last ten years, business event arrivals have increased by an estimated 211% from an estimated 473,500 to 1,278,000 visitors. Key contributing factors to Malaysia's growth include the increase in venue capacity from new infrastructure developments, increased sales and marketing efforts and investments, overall growth and interest in the Asia region for international meetings, improvements in direct air services, increased government support and the global trend towards destinations that offer better value for money.

Business Event Visitors

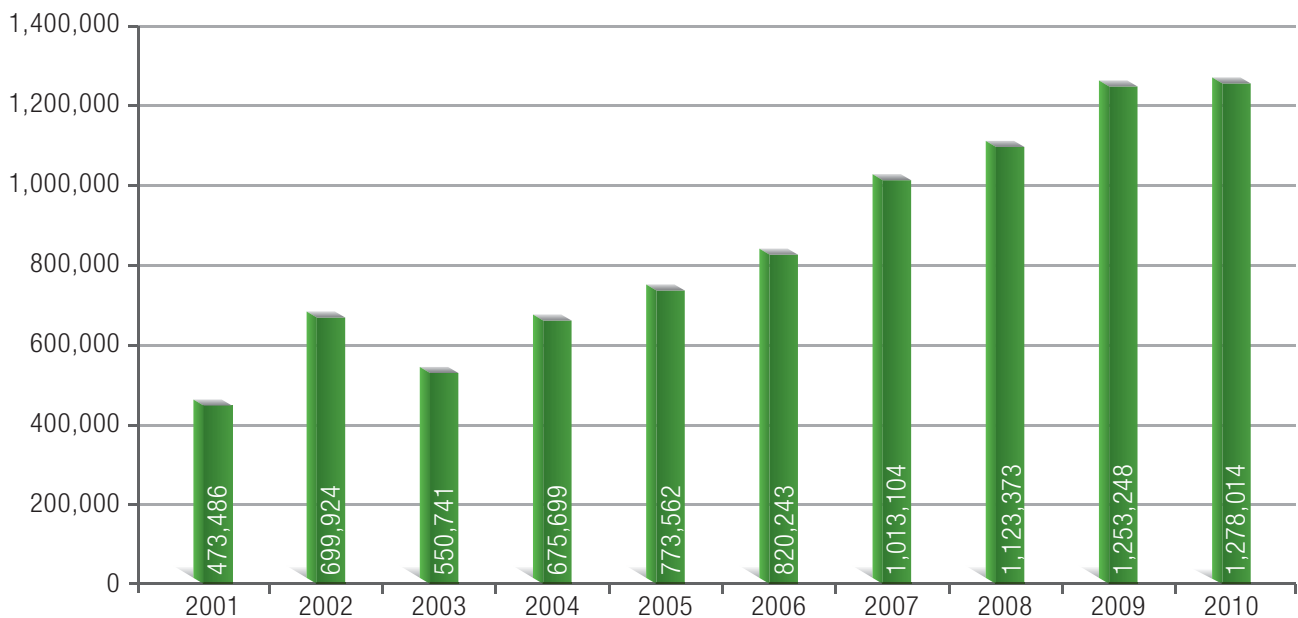


Chart 2: Malaysia Business Event Arrivals 2010 (Tourism Malaysia)

European Marketing Representative

UK-based Moulden Marketing Ltd has been appointed as MyCEB's European sales and marketing representation office in August 2011 to tap into the important European convention and incentive market. Moulden Marketing will assist with bids, sales promotions, media relations and marketing programmes on behalf of MyCEB, as well as providing research services to identify European meeting and incentive planners with the potential to bring international business events to Malaysia.

Source:

³ Tourism Malaysia

⁴ MyCEB

Business Development

- The Business Development unit has been set up to research, qualify and prioritise business event leads that have the potential for Malaysia. The qualification and prioritisation process matches leads against Malaysia's capacity to host the events, the level of local and international interest as well as the economic value of the event.
- In 2011, there have been 123 new business event leads generated with an estimated 224,389 delegates and an economic value of RM2.6 billion.
- By year end, there were 35 business event lead files handed over to sales for bid activity with an estimated 52,460 delegates and an economic value of RM568 million.

Association Development Programme

Malaysia has an emerging number of national associations that provide an excellent incubator for the hosting of international conventions. MyCEB commenced its support programme for the development of these associations by hosting a group of Association secretariats to the Association Forum in Singapore. The Forum provides educational programmes on association management and development providing insights and case studies on best practices. The programme will be further expanded in 2012.

Event Support

- The business event support programme, developed in 2010, aligns support with the economic value of a business event. The support programme applies to regional and international business events only. The primary focus of the support programme is to maximise yields i.e. to maximise number of delegates, length of stay and visitor spend. It is also designed to help business events to be more successful which in turn will help incentivise other international business events to Malaysia.
- MyCEB supported 198 business events from January to December 2011 accounting for 150,935 participants with an estimated economic impact of RM1.067 billion.
- Support provided included provision of promotional brochures and souvenirs, city tours and cultural performances and event marketing support.

| Event Type | No. of Events | Estimated no. of Delegates | Estimated Economic Impact |
|-----------------------|---------------|----------------------------|---------------------------|
| Corporate & Incentive | 62 | 25,114 | RM 217.8 million |
| Association | 130 | 100,647 | RM 711.7 million |
| Exhibition | 6 | 25,174 | RM 137.8 million |
| Total | 198 | 150,935 | RM 1.067 billion |

Table 3: Summary of 2011 Event Support



YB Dato' Sri Dr. Ng Yen Yen, Minister of Tourism (middle) launched the Malaysia International Shoe Festival 2011 with Mr. Tony Ting, President of the Malaysian Footwear Manufacturers Association (left) and Prof. Dato' Dr. Jimmy Choo (right).



The opening ceremony of the Institute of Internal Auditors International Conference on 10-13 July 2011 which attracted approximately 2,500 delegates.



INTERNATIONAL EVENTS (SPORTS, ARTS AND LIFESTYLE EVENTS)

International Events Unit (IEU)

The International Events Unit (IEU) was created to further develop the international events industry which focuses on identifying and supporting international event bids for sports, art and cultural and lifestyle events. Home-grown events that potentially attract international participants and spectators is another aspect to IEU's goal.

IEU commenced operations on 1 January 2011 and the first half of the year was concentrated on initial set up of IEU. Below are the key operational programmes that took place in 2011:

- The recruitment and induction training of the IEU team, which included the appointment of the General Manager, was completed.
- Event definitions, criteria and procedures were established to determine how to assess, prioritise and support international and home grown events.
- IEU also completed the business plan for 2011/2012, which sets the tone for overall direction, goals and visions.
- Standard Operating Procedures were completed as part of the quality management system for MyCEB.
- Identification and collation a calendar of 189 events across Malaysia was completed.
- The creation of a contact database with a total of 125 contacts from Sports & Arts Associations, Event Organisers and Government agencies.
- MyCEB appointed PriceWaterhouseCoopers (PWC) Malaysia to develop an economic assessment and tracking model for the events industry. Phase one pilot testing was completed.

The IEU bid and secured two major events for Malaysia in its first year of inception - Future Music Festival Asia 2012 and Sudirman Cup 2013 which are expected to attract more than 10,000 international visitors with an expected tourist expenditure of more than RM25 million.

The IEU also supported five home grown events in 2011 with an estimated 22,800 spectators and generated an estimated revenue of more than RM25 million.

| Event | Target (2011) | | | Outcome (2011) | | |
|---|-----------------------------------|------------------------------|------------------------------|---------------------------------------|----------------------------------|----------------------------------|
| | International Spectators (number) | Domestic Spectators (number) | Tourist Expenditure (RM Mil) | International Spectators (% increase) | Domestic Spectators (% increase) | Tourist Expenditure (% increase) |
| MASiF (Music, Art, Style, International Festival) | 800 | 1500 | 2.62 | 250 | 233 | 171 |
| 2011 Asian Waterski & Wakeboard Championship | 500 | 2,000 | 3.38 | 0 | 25 | 16 |
| Langkawi International Mountain Bike Challenge 2011 | 800 | 1,500 | 4.36 | 25 | 33 | 3.3 |
| Paintball World Cup Asia 2011 | 2,200 | 1,500 | 4.97 | 36 | 67 | 43 |
| Penang Island Jazz Festival 2011 | 800 | 2,000 | 3.28 | 25 | 10 | 19 |

Table 4: Home Grown Events Supported in 2011

| Year | Event | Estimated Value |
|------|----------------------------|--|
| 2012 | Future Music Festival Asia | <ul style="list-style-type: none"> • International Visitors: 7,000 • Domestic Visitors: 18,000 • International & Domestic Tourist Expenditure: RM15 million |
| 2013 | Sudirman Cup (badminton) | <ul style="list-style-type: none"> • International Visitors: 3,000 • Domestic Visitors: 5,000 • International & Domestic Tourist Expenditure: RM9.6 million |

Table 5: International Events Secured during 2011



Paintball World Cup Asia 2011.



Penang Island Jazz Festival 2011.

Business Development

The IEU attended the World Music Expo in Copenhagen, Denmark on 26 - 30 October 2011 to specifically build an international network of musical organisers, rights owners and music event management companies within the community of World Music. The Expo is an international professional market of world music of every kind. This international fair brings together professionals from the worlds of folk, roots, ethnic and traditional music and includes concerts, conferences and documentary films. It contributes to networking as an effective means of promoting music and culture of all kinds across frontiers. MyCEB identified opportunities that can be run in conjunction with an existing home grown event.

Tracking Mechanism

MyCEB conducted research on the local events industry and found little or no measurements were in place for the vast majority of events in Malaysia to track tourist numbers and expenditure. 50 organisers were given an event profile form which resulted in four organisers implementing a tracking system. The four events are:

- Rainforest World Music Festival
- Borneo Jazz Festival
- CIMB Asia Pacific Classic Malaysia (PGA Tour)
- Royal Langkawi International Regatta

IEU has put in place a tracking mechanism to monitor spectatorship and assess the economic impact of events. The tracking mechanism was pilot tested on four different event types and developed with input from 23 government and industry stakeholders. All events supported by IEU must implement the tracking mechanism and concert organisers requesting exemptions for withholding tax from the Ministry of Finance must now provide input into the tracking mechanism to be eligible for tax concessions. Full implementation of the programme is scheduled for quarter two 2012.

MARKETING & COMMUNICATION

Business Events Brand Development

MyCEB's new business events brand campaign which features the tagline "Malaysia – Asia's Business Events Hub" was unveiled on 2 November 2011. The new tagline reinforces Malaysia's strategic advantage as a meetings and trading hub between Asia, the Middle East and the West for the past 600 years. It also supports the well known 'Malaysia Truly Asia' brand. Created to convey Malaysia's value propositions for business events, the brand launch was officiated by YB Dato' Dr. James Dawos Mamit, Deputy Minister of Tourism, Malaysia at Central Market Kuala Lumpur. Witnessed by stakeholders, industry captains, partners and the media, the launch also coincided with the unveiling of MyCEB's new website and a uniquely designed Quick Response (QR) Code which was created to complement the new brand campaign.



YB Dato' Dr. James Dawos Mamit, Deputy Minister of Tourism, Malaysia launching the new Business Events brand on 2 November 2011.



Brand Positioning

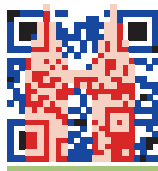
Strategically located between the booming economies of China and India, Malaysia has always been the place to meet and do business for the past 600 years and this continues on to this day. The Arabs, Chinese, Indians and Europeans have long appreciated Malaysia's position as the nexus for trade which resulted in the assimilation of cultures, customs and lifestyle. This infusion makes Malaysia a truly cosmopolitan, dynamic and progressive country. This is the inspiration and rationale of the new brand direction, capturing the spirit of Malaysia's past and taking it into modern Malaysia.

The new tagline, '**Malaysia – Asia's Business Events Hub**' encompasses MyCEB's aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings. Malaysia is increasingly becoming a first port of call for international meetings wanting to enter the Asian marketplace because it is a microcosm of Asia and an easy place to do business.

Malaysia's strength in engaging with new and emerging economic centres lies in its rich historical links with China, India and the Middle-East while simultaneously enhancing ties with the West.

Website

- MyCEB's official website www.myceb.com.my was developed and launched in November 2011. The website provides a one-stop, 24-hour portal for international meeting and event planners that are considering Malaysia for their future events. Phase 2 development, scheduled for the first half of 2012, will provide an interactive product search, online registration for MyCEB events and will be fully integrated with the CRM sales and membership database. By year end there were over 7,600 visits to the website.



MyCEB Quick Response (QR) Code.



A visual of MyCEB website homepage.

- Newsletter.** Two electronic newsletters were launched in December 2011. MyNEWS is circulated to international meeting and event planners whilst MyPARTNER is circulated to Malaysia's business events industry and stakeholders.
- Event Support Kit.** Work commenced on a support kit to help inform clients about the range of services and support items offered by MyCEB which is to be completed by the first half of 2012.
- Bid Document Template.** An interim bid document was developed for the sales unit whilst planning for a new bid document template to be completed by the first half of 2012. Phase 2 development will include an electronic bid document in response to client demand.
- Promotional Items.** Production of corporate gifts, souvenir items to support sales and marketing activities.

International Events Unit (IEU)

For 2011, the focus lay in getting the unit functioning from the ground up. The marketing strategies are in place for 2012 with plans for the production of specialist promotional materials for the events industry including brochures, buntings, interactive web micro site and an events promotional video.

The strategy for 2011 was to incorporate the IEU into the overall MyCEB Corporate Communications, by announcing the creation of IEU at several corporate events and media gatherings.

Media Programme

With a continuous rollout of new programmes, MyCEB embarked on an extensive media and public relations programme primarily targeting the international trade and business media. During the later half of the year the media programme extended to the national business media to create greater awareness of the value and impact of business events on the national economy.

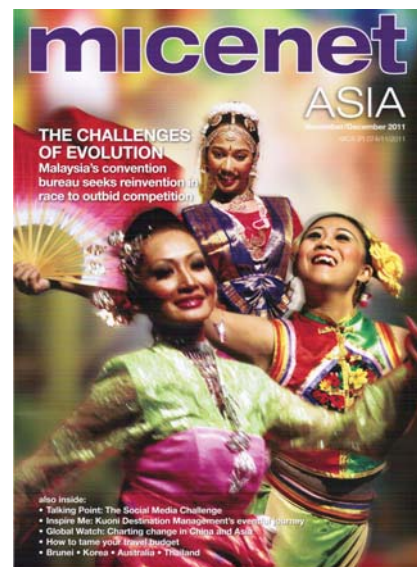
Media Publicity

From January to December 2011, MyCEB facilitated

- 167 media enquiries and 10 media interviews
- 9 media conferences with a total media attendance of 171
- 553 media articles and 44 media releases
- 6 media trips involving media from the business events industry in conjunction with MyCEB's activities such as the Industry Partner Programme launch and the MyCEB Business Events Brand launch

| Month | Event | Media Attendance |
|----------|---|------------------|
| February | AIME Media Briefing, Melbourne | 7 media |
| February | Industry Partner Program Launch | 33 media |
| April | ITCM Media Conference, Shanghai | 28 media |
| May | IMEX Media Conference, Frankfurt | 28 media |
| June | Media Conference on Malaysia winning the Human Genome Meeting 2015 | 10 media |
| June | AIBTM Media Conference, Baltimore | 11 media |
| July | Local Media Briefing, Kuala Lumpur | 4 media |
| October | IMEX USA Media Conference, Las Vegas | 7 media |
| November | Malaysia Business Events Brand Launch, Central Market, Kuala Lumpur | 22 media |
| November | EIBTM Media Conference, Barcelona | 25 media |

Table 6: 2011 Media Events



A selection of advertorials featuring Malaysia.

To demonstrate the success of international business events being hosted in Malaysia, MyCEB conducted four case studies of events that took place during 2010 and 2011. These case studies have been publicised internationally and are used for sales and bid activities.

- 70th Institute of Internal Auditors International Conference 2011
- Malaysia International Furniture Fair 2011
- Terry White Chemists Annual Conference 2010
- 18th World Congress of Accountants 2010

MyCEB media programme generated a total publicity value of RM21.1 million.

GOVERNMENT & CORPORATE AFFAIRS

Government & Industry Briefings

State Briefings

- MyCEB completed eight briefings to the tourism and business events industry across eight states. The purpose of the briefings was to create greater engagement between Malaysia's state governments and industry towards the development and promotion of Malaysia as a major and business events destination.

| States | Organisations | | | Total Attendees |
|--|---------------|-----|------------|-----------------|
| | Hotel | DMC | Government | |
| Sarawak, Melaka, Johor, Perak, Kedah, Penang, Sabah, Negeri Sembilan, Putrajaya. | 84 | 105 | 43 | 232 |

Table 7: Breakdown of attendees for the state roadshow in 2011.

Government & Industry Briefings

- A series of briefings was conducted to Government Ministries and industry groups to create greater awareness of MyCEB's role and to encourage collaborative relationships in supporting the attraction of major and business events to Malaysia. Briefings were conducted to Tourism Malaysia Board of Directors, senior management and overseas office directors, Malaysian Association of Hotels, MATRADE, the airline industry, Professional Congress Organisers & Destination Management Companies.
- The IEU conducted two Advisory Group Sessions with industry players which included the Ministry of Sports, Ministry of Finance and Central Agency for Application for Filming and Performance by Foreign Artistes (PUSPAL). The first session was conducted in February for the arts, culture and lifestyle events industry followed in June with a session for the sports industry.
- In addition, IEU was tasked to study and report on Pass Requirements between Sportsman and Artistes (PLIK) to review the difference in requirements for passes between crew members, sportsman and concerts. The Immigration Department will now review each request on a case by case basis.
- IEU together with the Ministry of Information Communications and Culture (KPKK) and PUSPAL organised a meeting with industry players to review and revise PUSPAL guidelines.

Product Development

Shell Sites

- Under the Economic Transformation Programme, MyCEB was tasked with the identification and development of off-site venues for large scale business events. This was due to the shortage of permanent and semi permanent sites (shell sites) where functions and events associated with large scale conferences could be held. Since the commencement of this project, MyCEB has signed MOUs with the Central Market and Thean Hou Temple to become the off-site venues for future events.
- Central Market became the first site used to launch the business events brand campaign and a new incentive product themed 'Spice Market'.
- There are two other MOUs currently in progress.



Guests bargaining for goods at the "Spice Market" during the MyCEB Business Events Brand Launch, 2 November 2011.

Malaysia Business Tourism Green Programme

- In line with the Government's commitment to offset carbon emission by 40% by the year 2020, MYCEB has developed and launched the Malaysia Business Tourism Green Programme. Through this initiative, business events delegates have an option to contribute towards greening the Earth. To date, a total of 1,000 trees have been planted for the 'Lets Meet and Green' campaign by the contributions of convention organisers and delegates. Major supporters include the World Congress of Accountants 2010, Internal Auditors International Congress 2011 and the Kuala Lumpur Convention Centre.



Cheque presentation by the Institute of Internal Auditors Malaysia to MyCEB and programme partner, FRIM amounting to RM25,000 raised at the Internal Auditors International Congress 2011.

Industry Services

Industry Partner Programme (IPP)

- The Industry Partner Programme (IPP) was launched in February 2011 to encourage industry collaboration with MyCEB, to package and promote Malaysia as an international business events destination as well as to improve Malaysia's competitiveness in the international market place. By the end of 2011, there were 130 Industry Partners registered with MyCEB.

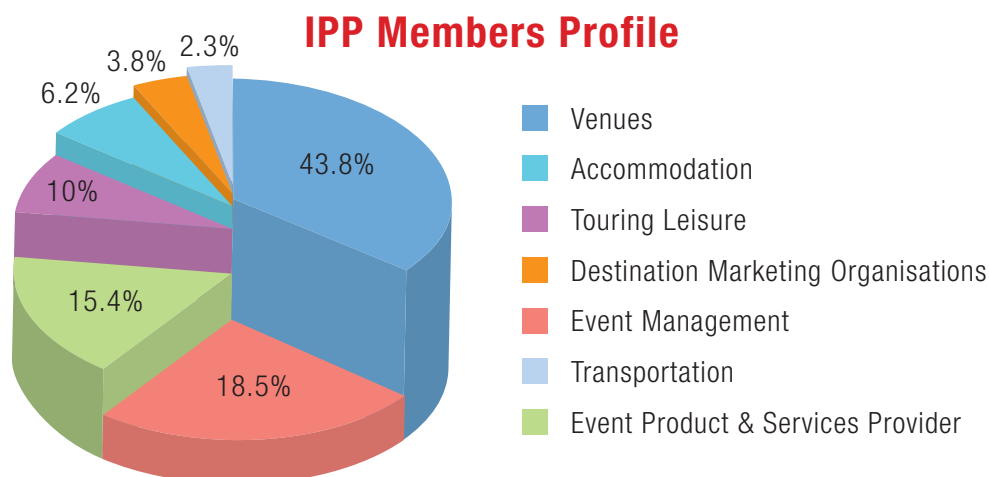


Chart 3: MyCEB Industry Partners by Type of Business

Tradeshows & Sales Mission

Tradeshows

- MyCEB attended a record 10 business event tradeshows with 112 co-delegates and generated business event leads with an estimated potential of 100,000 delegates.



MyCEB's booth at the EIBTM Tradeshows in Barcelona, Spain.

| Tradeshows | Date | Location | Primary Market |
|---|--------------------------|---------------------------------|---|
| Asia Pacific Incentives and Meetings Expo (AIME) | 15 - 16 February | Melbourne, Australia | Asia Pacific corporate, incentive and association business events |
| The Gulf Incentive, Business Travel & Meetings Exhibition (GIBTM) | 28 - 30 March | Abu Dhabi, United Arab Emirates | Middle East corporate meetings and incentives |
| Incentives Travel & Conventions Meetings (IT&CM) | 13 - 15 April | Shanghai, China | China corporate meetings and incentives |
| The Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX) | 24 - 26 May | Frankfurt, Germany | European & International corporate, incentive and association business events |
| The Americas Incentives, Meetings & Events Exhibition (AIBTM) | 21 - 23 June | Baltimore, USA | North American corporate, incentive and association business events |
| The China Incentive, Business Travel & Meetings Exhibition (CIBTM) | 30 August - 1 September | Shanghai | China corporate meetings and incentives |
| Incentive Travel & Conventions, Meeting Asia (IT&CMA) | 4 - 6 October | Bangkok, Thailand | Asia Pacific corporate, incentive and association business events |
| Americas Worldwide Exhibition for Incentive Travel, Meetings & Events 2011 (IMEX America) | 11 - 13 October | Las Vegas, USA | North American corporate, incentive and association business events |
| Pacific Area Incentives & Conferences (PAICE) | 9 November | Auckland, New Zealand | New Zealand corporate, incentive and association market |
| The Global Meetings & Incentives Exhibition (EIBTM) | 29 November - 1 December | Barcelona, Spain | European & International corporate, incentive and association business events |

Sales Mission

- MyCEB organised its inaugural Malaysia Business Events Sales Mission, China in September 2011 covering Beijing, Shanghai and Guangzhou, targeting MICE planners, incentive houses and corporate clients. There were 8 sellers from Malaysia who met with a total of 130 buyers for business exchange. Leads received during the mission are expected to generate 7,400 potential business event visitors for Malaysia. There were a total of 58 media that attended the MyCEB media briefing.



Ho Yoke Ping, General Manager Sales & Marketing, MyCEB (9th from left) with Malaysian industry partners during the Malaysia Business Events Sales Mission in China.

Industry Education & Events

Innovation Seminar & Workshop

- MyCEB launched the first of a series of innovation workshops to engage Malaysia's business events industry in discussions on how to reinvigorate and develop Malaysia's business events product offering. The first workshop, Malaysia Meetings Innovation Day 2011, focused on the association market.
- As a result of the Innovation Day, the Kesatria 1 Malaysia programme was developed. The programme is designed to engage previous hosts of international conventions to help identify and encourage their industry peers to also bid for and host international business events in Malaysia. 17 Kesatria from key industry segments have been chosen to share their knowledge and experience with potential local hosts. The programme will be launched in the 1st quarter of 2012.
- Two bid workshops were held to provide skill training for MyCEB employees and the industry on how to bid for international business events. The interactive workshops were well subscribed with 64 participants and strong interest in running further workshops in 2011.



Mr Martin Sirk, CEO of International Congress and Convention Association (ICCA) with the Malaysia Meeting Innovation Day 2011 panelists.

OPERATIONAL PROGRAMME

Human Resources

- MyCEB's human resources consist of 38 employees of which 15 were recruited during 2011. As part of MyCEB's staff development programme the employees participated in an average of 832 training hours to develop their skills and industry knowledge.

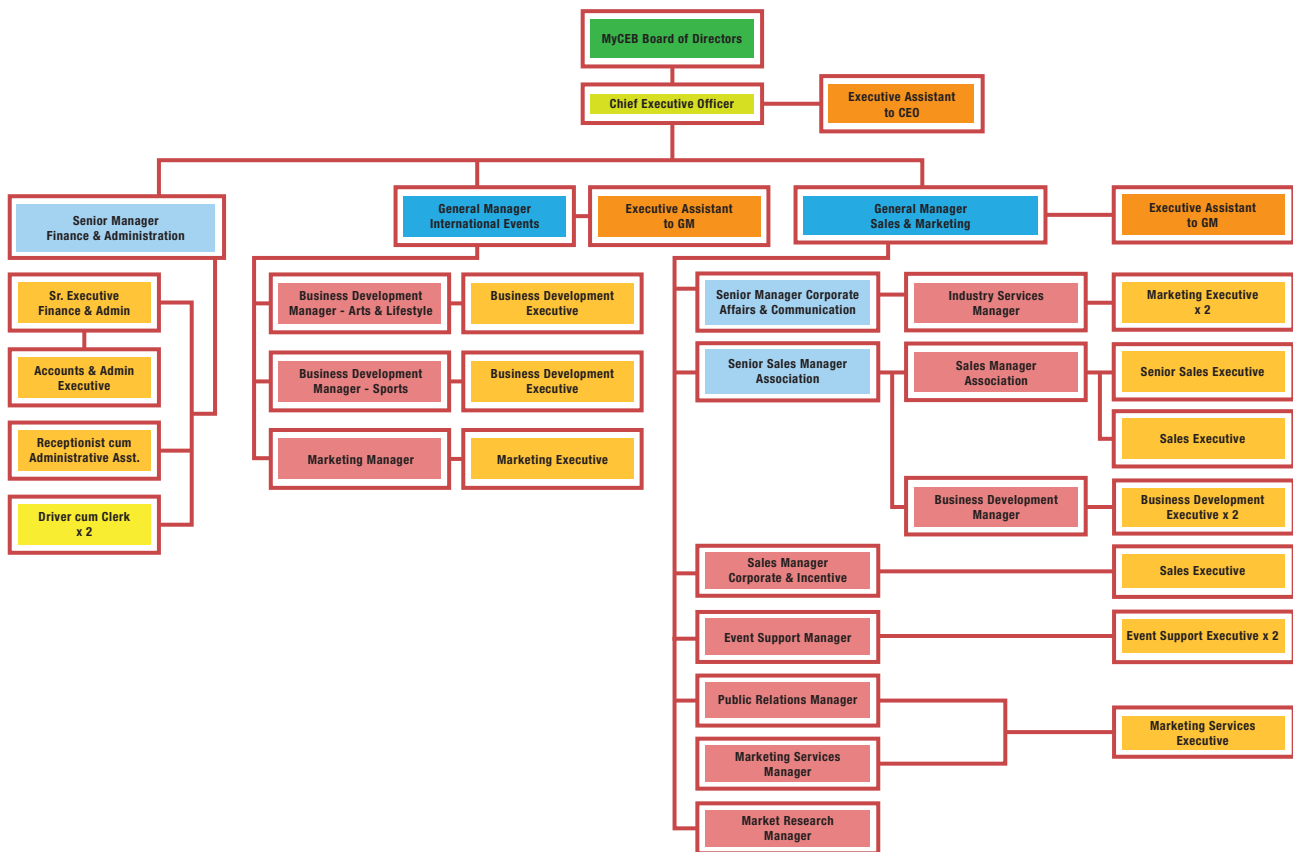


Chart 4: MyCEB Organisational Structure for year 2011.

- A Human Resource consultant was appointed to review MyCEB's current remuneration programme to ensure MyCEB remains competitive with its recruitment strategies and are able to attract candidates from both the private and public sector.

Administration

- Mind Your Own Business (MYOB) software was installed for accounts processing and financial reporting.
- Simpleview Customer Relationship Management (CRM) database system was developed and implemented for MyCEB. The CRM system is purpose built for convention visitor bureaus to enable effective sales, membership and event management. The programme is considered one of the most advanced for convention bureaus and Malaysia is the first to engage this technology in the Asia Pacific region.
- MyCEB's office space was expanded from 4,531 sq.ft to 7,674 sq.ft to accommodate the International Events Unit and additional office space requirements. MyCEB offices are located on 5th and 14th floors of Menara IMC on Jalan Sultan Ismail.
- Standard Operating Procedures (SOP) designed to provide high quality and consistent service levels for stakeholders, members, clients and internal customers have been set for all business units and the first SOP audit was completed by year end. Annual external audits are being conducted as part of MyCEB's performance management programme.

BOARD OF DIRECTORS

| Name | Brief Information |
|---|--|
| <p>1 Dato' Dr. Ong Hong Peng</p> <ul style="list-style-type: none"> • Ph. D. (Economics), Michigan State University, East Lansing, Michigan, U.S.A. • M.Econs, Hiroshima University, Japan • Post-Graduate Diploma in Public Management, INTAN • B. Soc.Sc. (Social Development and Administration), Universiti Sains Malaysia | <p>Appointed : Chairman/Board of Trustees 14 April 2009</p> <ul style="list-style-type: none"> • Secretary General, Ministry of Tourism, Malaysia |
| <p>2 Asri Hamidon</p> <ul style="list-style-type: none"> • M.A. (Economics), Hiroshima University, Japan • Bachelor (Hons) in Economics, University Malaya | <p>Appointed : 9 November 2010</p> <ul style="list-style-type: none"> • Deputy Under Secretary, Ministry of Finance, Malaysia |
| <p>3 Dato' Haji Azizan Noordin</p> <ul style="list-style-type: none"> • Master of Business Administration, Institute of Technology, Australia • Master in Business Administration, OXCEL Malaysia | <p>Appointed : 9 November 2010</p> <ul style="list-style-type: none"> • Acting Director General, Tourism Malaysia |
| <p>4 Datuk Irene Betty Benggon Charuruks</p> <ul style="list-style-type: none"> • Bachelor of Arts (Economics), Mary Baldwin College, Virginia, U.S.A. | <p>Appointed : 9 November 2010</p> <ul style="list-style-type: none"> • General Manager, Sabah Tourism Board |
| <p>5 Zulkefli Hj Sharif</p> <ul style="list-style-type: none"> • Master of Business Administration (International Business), University of Bridgeport, Connecticut, U.S.A. • Bachelor of Science, University of Bridgeport, Connecticut, U.S.A. | <p>Appointed : 9 November 2010</p> <ul style="list-style-type: none"> • Chief Executive Officer, Malaysia Convention & Exhibition Bureau |
| <p>6 Jonathan Kan Thai Kim</p> <ul style="list-style-type: none"> • Master of Business Administration (International Marketing), Berne University of Applied Science, Switzerland | <p>Appointed : 9 November 2010</p> <ul style="list-style-type: none"> • President, Malaysia Association of Convention and Exhibition Organisers and Suppliers (MACEOS) |

7 **Datuk Peter Brokenshire**

- Senior Management Programme,
Australian Management College
- Hospitality Studies, William Angliss College,
Melbourne, Australia

Appointed : 9 November 2010

- General Manager,
Kuala Lumpur Convention Centre

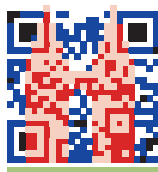
8 **Dato' Robert Geneid**

- Bachelor of Civil Engineering,
University of New South Wales, Australia
- Bachelor of Laws, University of New South Wales,
Australia

Appointed : 9 November 2010

- Managing Director,
Borsamulu Resort Sdn. Bhd.

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