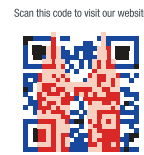




**Malaysia Convention
& Exhibition Bureau** (868264-K)
Suite 22.3, Level 22, Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia

T +603 2034 2090
F +603 2034 2091
info@myceb.com.my
www.myceb.com.my



Scan this code to visit our website

Annual Report 2013





Converging Success

MyCEB celebrates the convergence of Malaysia’s compelling destination appeal, progressive economic growth and dedicated industry collaborations that are paramount factors for continued achievements in realising the bureau’s vision and mission.

This celebration is showcased in the creative use of colours, shapes and graphics that represent concerted efforts in positioning Malaysia as the leading destination for staging successful international business and major events.

Contents

Message from THE MINISTER OF TOURISM AND CULTURE	2	BUSINESS EVENTS	23	MARKETING COMMUNICATIONS	41
Message from THE CHAIRMAN	3	Industry Overview 2013	24	Logo	42
Message from THE CHIEF EXECUTIVE OFFICER	4	Industry Outlook 2014	25	Collaterals	43
MALAYSIA CONVENTION & EXHIBITION BUREAU	5	Business Review	26	Digital	43
Profile Overview	6	Association Development	26	Media Publicity	44
Vision and Mission	8	- Business Development	26		
Organisation Structure	9	- Kesatria 1Malaysia Programme	26	GOVERNMENT & CORPORATE AFFAIRS	45
Board of Directors	10	- Association Development Programme	27	Government & Industry Briefings	46
Senior Management Team	12	- Universities and Institutional Presentations	27	- State briefings	46
Overseas Representatives	14	Association Sales	27	- MyCEB briefings	46
ECONOMIC TRANSFORMATION PROGRAMME (ETP)	15	- PCO Partner Programme	27	- ‘Let’s Meet and Green’	47
Tourism EPP 7 & EPP 10 Achievements	18	Corporate Meetings and Incentives	28		
2013 REVIEW	19	- Sales	28		
Highlights	21	- Malaysia Twin Deal	29		
Awards Received	22	Exhibitions	30		
Malaysia’s Accolades	22	Event Support	30		
		Industry Development	31		
		- Industry Partner Programme	31		
		- Tradeshows and Roadshows	31		
		- Industry Networking Sessions	32		
		IAWT Awards	32		
		Market Research	32		
		INTERNATIONAL EVENTS	33		
		Industry Overview 2013	34		
		Industry Outlook 2014	35		
		Business Review	36		
		Sports	36		
		Arts, Lifestyle & Entertainment	37		
		Business Development	38		
		Business Support	40		
		- Marketing Partnership Programme	40		
		- Arts, Lifestyle & Entertainment	40		
		Industry Roundtable			

Message from the Minister of Tourism & Culture, Malaysia



The year 2013 has been a successful and productive year for tourism. Tourism is the second largest foreign-exchange earner, and thus is a prime contributor to the socio-economic development of the nation. The tourism industry remains robust and is the sixth largest contributor, with a contribution of RM51.5 billion to the Gross National Income (GNI) of the economy in 2013.

The importance of tourism to the national economy is reflected in its inclusion as one of the National Key Economic Areas (NKEA) under the country's Economic Transformation Programme. The focus in the Tourism NKEA will continue to be on high-yield tourism through the implementation of 12 Entry Point Projects (EPP).

The country's value-for-money proposition, sound infrastructure, rich cultural diversity and political stability are among the main contributors to its strong economic position in the region. Its service industry is considered one of the best and friendliest in the world. Such factors have contributed to Malaysia's global ranking as the 11th most visited nation by UNWTO in 2013 and as the 12th most competitive economy in the world for doing business, as reported in the World Bank's 'Doing Business Report, 2013 Edition'.

On the business tourism front, the Malaysia Convention & Exhibition Bureau (MyCEB) has fared well in achieving the Key Performance Indicators of EPP 7 and EPP10. In regard to EPP 7, the number of international tourists at international events supported by MyCEB recorded 97,211 attendees, far above the set target of 57,000 attendees. Likewise, the performance relating to EPP 10 was equally commendable, with the number of delegate days for events secured (international delegates only) reaching 289,867delegate days against the target of 195,000 delegate days.

I wish to congratulate MyCEB for another year of good performance and I am confident that it will continue to play its part in meeting Malaysia's aspiration of being a developed nation in 2020.

YB Dato' Seri Mohamed Nazri Abdul Aziz
Minister of Tourism and Culture, Malaysia



Message from the Chairman



Under the Economic Transformation Programme, Business Tourism and International Major Events have been earmarked as niche areas which can help contribute to economic growth through the attraction of high yield international visitors to Malaysia.

Business Tourism and International Major Events are very significant to Malaysia primarily as economic contributors and secondly, as they play an important role as catalysts for job creation and employment.

Since the establishment of MyCEB in 2009, Malaysia has experienced a growth of more than four times the number of international meetings and conventions won, from only 31 events in 2010 to 134 events in 2013. In terms of economic impact, this translates to approximately RM789 million in 2013, compared to RM445 million in 2010.

In terms of international major events in 2013, MyCEB supported 25 events with 97,211 international attendees who contributed RM476 million in receipts, compared to 19 events with 60,700 attendees and RM373 million in receipts, the previous year (2012). This represents a significant growth of 60.1 % in international attendees and 27.61% in tourist receipts.

Finally, I would like to thank all the board members, staff, industry partners and other government agencies for contributing towards this success.

Datuk Dr Ong Hong Peng
Chairman
Malaysia Convention & Exhibition Bureau



.....

Message from the Chief Executive Officer



I am pleased to note that the year 2013 has been a positive one with an overwhelming milestone for Malaysia Convention & Exhibition Bureau (MyCEB).

The first quarter of 2013 saw MyCEB being awarded with the Brand Laureate Awards 2013 for the Best Brands in Services - Convention & Exhibition under the Corporate Branding category.

The Brand Laureate is testimony of MyCEB's strong performance and its branding efforts in promoting Malaysia as Asia's Business Hub. In the same year, Malaysia was chosen as the first Asian country to host the landmark conference - The 3rd Global Women Deliver Conference 2013 (WD 2013) attracting 5,000 delegates. The roll call of conferences with record breaking attendances hosted in Malaysia include the International Dragon Award (IDA) 2013, the 2013 Global Summit of Women and the 7th IAS Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2013).

Overwhelming accomplishments were also recorded by the Malaysia Major Events (MME) division. Among the major events were the popular 27th Golden Disk Awards, The Sudirman Cup 2013, Metallica and Linkin Park concerts and the George Benson Inspiration Tour, just to name a few. Malaysia gained international recognition when it was chosen to be one of the only two countries in Asia to host the FC Barcelona Asian Tour 2013.

Such achievement depends on the collaborative efforts of everyone involved. As such, I would like to express my sincere gratitude and appreciation to all the industry partners, government ministries and agencies, as well as the local councils for their cooperation and support. I also would like to thank our associates and the MyCEB team who have worked hard and hand-in-hand in promoting Malaysia as an international business and major events destination.

Zulkefli Hj Sharif
Chief Executive Officer
Malaysia Convention & Exhibition Bureau



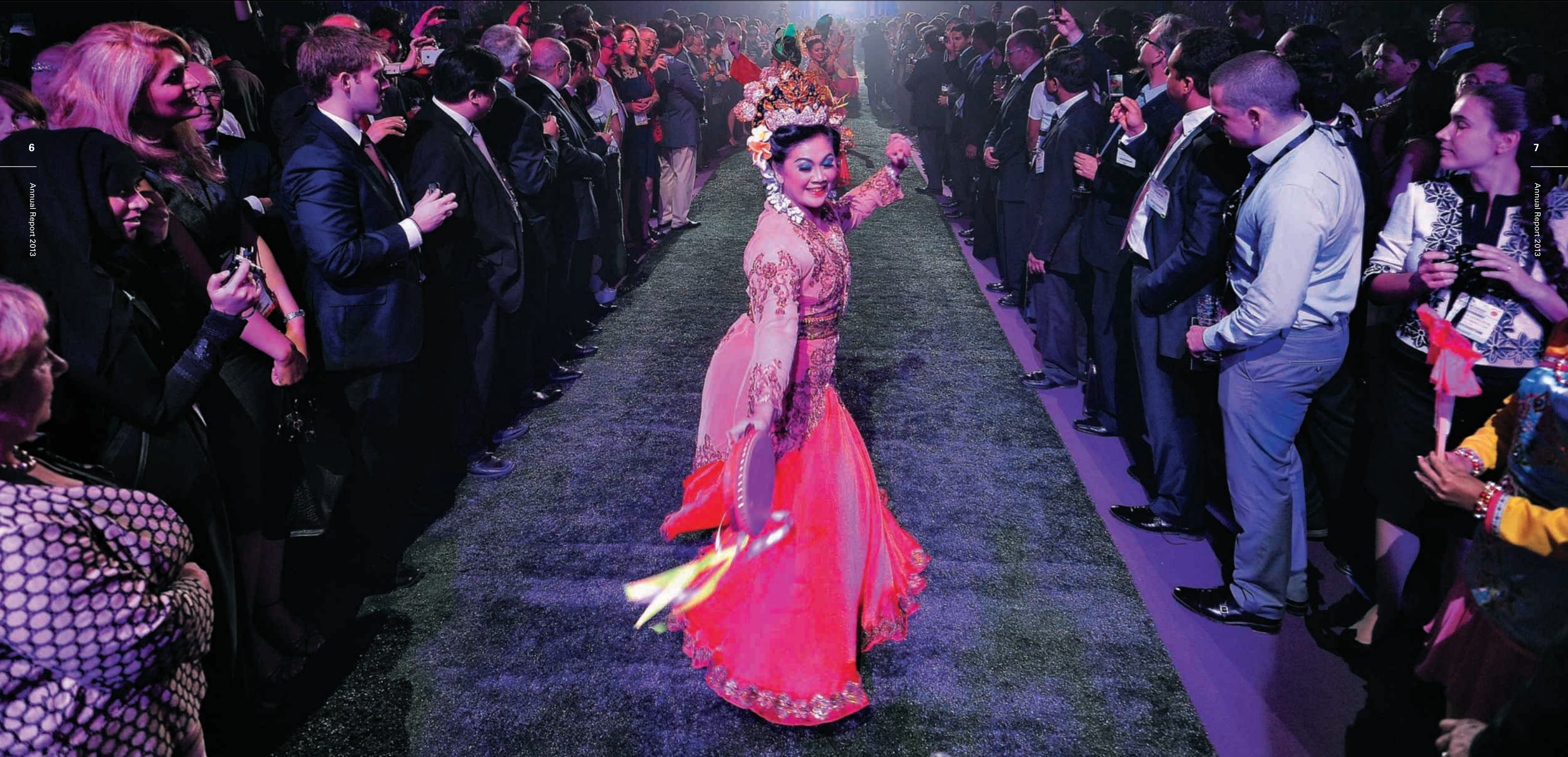
**Malaysia Convention
& Exhibition Bureau**

Malaysia Convention & Exhibition Bureau

Malaysia Convention & Exhibition Bureau (MyCEB) is a non-profit organisation established in 2009 by the Ministry of Tourism and Culture Malaysia to grow the country's business tourism industry. The inception is in line with Malaysia's Economic Transformation Programme (ETP) to elevate the country to be developed-nation status by year 2020. MyCEB aims to further strengthen Malaysia's global appeal and position as the leading destination for international meetings, incentives, conventions, trade exhibitions and major events. The bureau identifies potential business event leads, facilitates bidding processes, promotes government and industry collaborations, as well as provides event support and marketing services, including consultation on local products and services. As the national bureau, MyCEB acts as a catalyst for product and industry developments.

Malaysia Major Events

Malaysia Major Events (MME), a division of MyCEB, was established under the Government's ETP to identify, promote, facilitate as well as support viable international events to be staged in Malaysia. With its main objective to enhance Malaysia's economic growth and profile, MME is also tasked to identify and support major event bids for sports, arts, lifestyle and entertainment events and provide assistance to home-grown and home-hosted events to further strengthen Malaysia's global appeal as the venue of choice for major events in the region. MME also acts as a conduit between the public and private sectors in ensuring seamless processes are achieved through synergistic relationships with diverse event stakeholders in staging successful events in Malaysia.



Vision

- To be recognised as Asia's model bureau – the leading edge in terms of success, professionalism, best practices and business impact
- To position Malaysia as one of the world's preferred business and major events destination.



Mission

- To deliver a viable portfolio of international business and major events to attract visitors to Malaysia and enhance the country's profile internationally, as well as to maximise the economic, social and environmental benefits of events that take place in Malaysia
- To lead the development of Asia's highest performance events industry

Organisational Structure

MyCEB's employees as at 31 December 2013 totalled 70 personnel, of whom 23 were in Business Events, 17 in Malaysia Major Events, 12 in Marketing, Corporate & Communications, 15 in Finance & Administration and 3 in the office of the Chief Executive Officer.



Board of Directors



Datuk Dr Ong Hong Peng
Secretary General, Ministry of Tourism and Culture, Malaysia
Appointed on 14 April 2009 as Chairman/Board of Trustees



Jonathan Kan Thai Kim
President, Malaysian Association of Convention and Exhibition Organisers and Suppliers
Appointed on 9 November 2010



Dato' Haji Azizan Noordin
Deputy Director General, Tourism Malaysia
Appointed on 9 November 2010



Datuk Peter Brokenshire
General Manager, Kuala Lumpur Convention Centre
Appointed on 9 November 2010



Asri B Hamidon
Deputy Under Secretary, Ministry of Finance, Malaysia
Appointed on 9 November 2010



Dato' Robert Geneid
Managing Director, Borsamulu Resort Sdn Bhd
Appointed on 9 November 2010



Datuk Irene Betty Benggon Charuruks
General Manager, Sabah Tourism Board
Appointed on 9 November 2010



Zulkefli Hj Sharif
Chief Executive Officer, Malaysia Convention & Exhibition Bureau
Appointed on 9 November 2010

Senior Management Team

Zulkefli Hj Sharif
Chief Executive Officer

Ho Yoke Ping
General Manager
Business Events

Tony Nagamaiah
General Manager
Malaysia Major Events

Yushiza Mohd Yusof
Senior Sales Manager
Association

Mohd Nordzat Mohd Yusoff
Chief Financial Officer
Finance & Administration



Overseas Representatives

Australia & New Zealand

Jackie Caldwell, Business Development Director

e jackie@myceb.com.my
t +613 9885 6932
f +613 9885 6932
m +61 (0) 403 892 289

Faye Langley, Business Development Manager

e faye@myceb.com.my
m +61 (0) 432 194 669

China

BEIJING

Grace Qu, Business Development Manager

e beijing@myceb.com.my
t +8610 6430 1838
f +8610 6430 1519

CHENGDU

Freda Hua, Business Development Manager

e chengdu@myceb.com.my
t +8628 6132 6793

GUANGZHOU

Janet Huang, Business Development Manager

e guangzhou@myceb.com.my
t +8620 8760 9545

SHANGHAI

Cloris Zhu, Business Development Manager

e shanghai@myceb.com.my
t +8621 6385 8586
f +8621 6385 9200

North America

Michel Couturier, President

e mc@mcintl.com

Jacqueline Hewitt, Vice President – Sales

e jh@mcintl.com

t +1 212 529 8484

f +1 212 460 8287



Economic
Transformation
Programme

Economic Transformation Programme (ETP)

The ETP was launched on 25 September 2010 as a catalyst for economic growth and investments to advance Malaysia towards attaining developed-nation status by 2020. Twelve National Key Economic Areas (NKEAs) were identified based on their potential to contribute to the country’s Gross National Income (GNI).

Tourism is an important contributor to the country’s Gross Domestic Product, sustaining an average growth of 12% per annum since 2004. There are 12 Entry Point Projects (EPP) under the Tourism NKEA and MyCEB has a key role to play in achieving EPP 7 and 10.

ETP NKEAs

National Key Economic Areas

Significant economic sector contributors to GNI



Oil, Gas & Energy



Palm Oil & Rubber



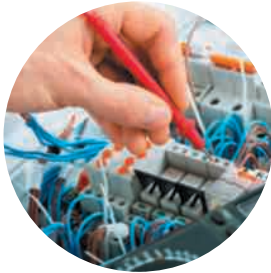
Financial Services



Tourism



Business Services



Electrical & Electronics



Wholesale & Retail



Education



Healthcare



Communications Content & Infrastructure



Agriculture



Greater Kuala Lumpur/ Klang Valley

- EPP 1 Positioning Malaysia as a Duty-Free Shopping Destination
- EPP 2 Designating Bukit Bintang-Kuala Lumpur City Centre Area as a Vibrant Shopping Precinct
- EPP 3 Establishing Premium Outlets in Malaysia
- EPP 4 Establishing Malaysia as a Global Biodiversity Hub
- EPP 5 Developing an Eco-Nature Integrated Resort
- EPP 6 Cruise Tourism – Creating a Straits Riviera
- EPP 7 Targeting More International Events
- EPP 8 Establishing Dedicated Entertainment Zones
- EPP 9a Developing Local Expertise and Better Regulation of the Spa Industry
- EPP 9b Enhancing Golf Tourism
- EPP 10 Establishing Malaysia as a Leading Business Tourism Destination
- EPP 11 Enhancing Connectivity to Priority Medium-Haul Markets

Targets by 2020

- GNI: RM426.7 million
- New jobs: 8,000
- Tourist arrivals: 250,000

2013 Key Performance Indicator

- Number of international tourists at international events supported by MyCEB
- Target: 56,800
- Actual: 97,211

- Estimated spending of each international business tourist: RM7,418 (3x the spending of an average leisure tourist)
- Over 60.0% of event delegates tend to return as leisure tourists (a high return of 111x per Ringgit of government investment)

Targets by 2020

- GNI: RM3.9 billion
- New Jobs: 16,720
- High-yield business visitors to Malaysia: 8% of total tourist arrivals (2.9 million business visitors)

2013 Key Performance Indicator

- Number of international delegate days for events secured
- Target: 195,000
- Actual: 289,867

Improving Rates, Mix and Quality of Hotels

Tourism: EPP 7 & EPP 10 Achievements

The Tourism NKEA will continue to focus on high-yield tourism, driving economic and employment growth for the nation. Targeting leisure and business tourism, the NKEA will also focus on growing tourist arrivals and receipts to stimulate the industry’s contribution to the nation’s economy.

Tourism NKEA		KPI (quantitative)				
		Target	Actual	Achievement		
				Method 1 %	Method 2 %	Method 3 %
EPP 7	Number of international tourists at International Events supported by MME	56,800	97,211	171	100	1.0
EPP 10	Number of delegate days for events secured (international delegates only)	195,000	289,867	149	100	1.0

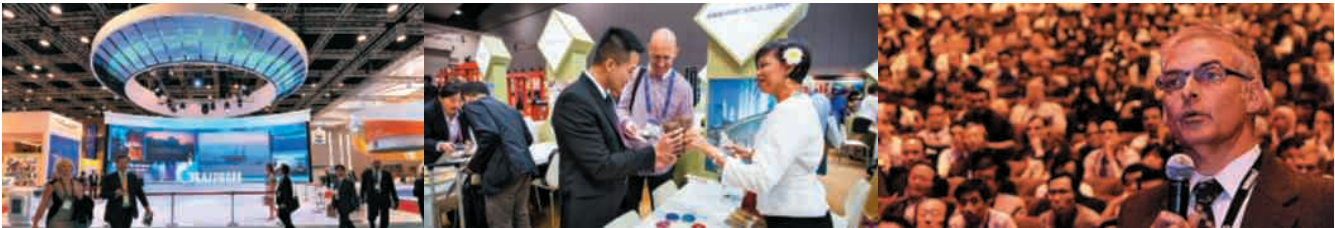
- Method 1**
Scoring is calculated by a simple comparison against set 2013 targets. The overall NKEA composite scoring is the average of all scores.
- Method 2**
Scoring is calculated by dividing actual results against set 2013 targets with an added rule:
- If the scoring is less than 100%, score #2 is taken as the actual percentage
 - If the scoring is equal or more than 100%, score #2 is taken as 100%.
- The overall NKEA composite scoring is the average of all scores
- Method 3**
Scoring is calculated by dividing actual results against set 2013 targets with an added rule:
- If the scoring is equal and less than 50%, score #3 is indicated as 0
 - If the scoring is more than 50% and less than 100%, score #3 is indicated as 0.5
 - If the scoring is equal or more than 100%, score #3 is indicated as 1

Source : ETP Annual Report 2013, page 121 and 122.

2013
Review

2013 Review

It has been three years since MyCEB operated under the Economic Transformation Programme (ETP), with 2013 being a year of several successful initiatives to improve Malaysia’s competitive position as a preferred destination for business and international events.



Business Events (EPP 10)

Collaboration with industry partners has resulted in an increasing number of business events bids being won. In 2013, there has been a total of 134 business events secured that is expected to attract 81,400 delegates between 2013 to 2021. These events are estimated to generate an estimated economic impact of RM 789 million, which is a 20% increase in comparison to 2012.

YEAR	BUSINESS EVENTS BIDS WON	NUMBER OF DELEGATES	ESTIMATED ECONOMIC IMPACT (RM)
2012	135	61,086	RM634 million
2013	134	81,350	RM789 million

International Events (EPP 7)

The Malaysia Major Events (MME) division did well in 2013 to support a total of 26 events with an estimated 97,200 total visitors, which surpasses the targeted KPI by 171.2%. This resulted in an estimated tourist expenditure of RM476.0 million, an increase of 35%.

In addition, MME secured 15 events via bidding that would take the country through 2016, with estimated total tourist expenditure of RM288.2 million.

YEAR	EVENT SUPPORTED	TOTAL INTERNATIONAL ATTENDEES	ESTIMATED TOURIST EXPENDITURE
2012	19	60,700	RM373 million
2013	26	97,211	RM476 million

Highlights 2013

- Business Events
- International Events

15 - 16 January 2013

- Samsung Galaxy the 27th Golden Disk Awards in Kuala Lumpur 2013, with 11,130 local visitors and 3,970 international tourists.
- Estimated tourist expenditure : RM10.7 million.

5 February 2013

- Malaysia welcomed the largest incentive group from a Japanese cosmetic company, with 2,300 participants.
- Estimated economic impact : RM24.0 million.

27 - 28 April 2013

- Xterra Malaysia 2013, with 1,000 local visitors and 692 international tourists.
- Estimated tourist expenditure : RM1.3 million.

7 - 12 May 2013

- The 35th Asia Pacific Dental Congress with more than 3,000 delegates, of which 500 are international participants.
- The fourth time this congress has been held in Malaysia over two decades.
- Estimated economic impact : RM28.0 million.

16 May 2013

- Launch of MyCEB Conference Mobile Applications for international conferences held in Malaysia.

19 - 26 May 2013

- Sudirman Cup 2013, with 6,000 local visitors and 3,050 international tourists.
- Estimated tourist expenditure : RM23.8 million.

28 - 30 May 2013

- Malaysia was the first Asian country to host the US-based 3rd Global Women Deliver Conference 2013, with about 5,000 delegates.
- Estimated economic impact : RM72.5 million.

30 June - 3 July 2013

- The 7th International Aids Society Conference on HIV Pathogenesis, Treatment and Prevention 2013, the first time that the conference is hosted in Asia and bringing in more than 4,000 delegates to Malaysia.
- The world’s largest open scientific conference on HIV and AIDS.
- Estimated economic impact : RM55.8 million.

15 - 18 August 2013

- International Dragon Award 2013, the largest Chinese life insurance financial service industry awards, with more than 5,000 delegates.
- Estimated economic impact : RM55.8 million.

16 - 17 August 2013

- Viper Challenge 2013, with 5,010 local visitors and 990 international tourists.
- Estimated tourist expenditure : RM4.1 million.

17 August 2013

- Good Vibes Festival 2013, with 5,482 local visitors and 3,460 international tourists.
- Estimated tourist expenditure : RM15.6 million.

17 August 2013

- Metallica Live in Malaysia 2013, with 15,841 local visitors and 4,310 international tourists.
- Estimated tourist expenditure : RM30.8 million.

18 September

- Malaysia Business Events Awards of Excellence initiated by MyCEB and the Malaysian Association of Convention and Exhibition Organisers and Suppliers.
- Awards in 20 categories to recognise excellence, leadership, professional standards, innovation and best practices within the industry.

11 - 12 October 2013

- 4th Global Entrepreneurship Summit with Keynote Speaker Mr John Kerry, US Secretary of State, which attracted 3,500 delegates.
- Estimated economic impact : RM15 million.

27 November 2013

- Alicia Keys Set The World on Fire Tour 2013, with 5,473 local visitors and 1,640 international tourists.
- Estimated tourist expenditure : RM10.7 million.

2 - 8 December 2013

- Kids Golf World Championship 2013, with 5,730 local visitors and 4,700 international tourists.
- Estimated tourist expenditure : RM36.5 million.

5 - 8 December 2013

- 10th Penang Jazz International Festival 2013, with 4,800 local visitors and 2,280 international tourists.
- Estimated tourist expenditure : RM13.5 million.



Awards Received

- Business Destinations Travel Awards 2014 - Best Destination for MICE, Asia 2014
- Best Convention and Exhibition Bureau, Asia 2013, by The European Magazine - Asia Awards 2013.
- Best Brands in Services – Convention & Exhibition, under the Corporate Branding category, by the Brand Laureate Awards 2013.



MyCEB staff receiving the Brand Laureate Award

Malaysia's Accolades

- 1st** Highly Proficient among non-native English-speaking Asian countries
(English Proficiency Index Country Rankings 2013)
- 2nd** Best Shopping City (Kuala Lumpur) in Asia Pacific
(Globe Shopper Index 2013)
- 3rd** Future Forward Country Brands in the World
(FutureBrand 2013)
- 5th** Most Price-Competitive Country in the World for Travel 2013
(The World Economic Forum Travel and Tourism Competitive Index)
- 8th** Global Destination Cities by international visitor arrivals in 2013
(Mastercard Index 2013)
- 11th** Most Travelled Destinations in the World in 2013
(United Nations World Travel Organisation)

Business Events

Industry Overview 2013

In its study of 50 years (1963-2012) of association meetings, the International Congress and Convention Association (ICCA) reported an exponential growth in the number of meetings from a base of zero in 1963 to about 55,000 in the period 2008-2012. Between 1963 and 2012, there were 173,432 international association meetings taking place worldwide, with Asia and Latin America on the rise in terms of meetings per region. ICCA saw such growth as being parallel to progress in the fields of science, healthcare and technology. New associations have developed as a consequence, with meetings held to address and understand challenging issues.

Malaysia benefitted from this upward trend, with MyCEB and its partners winning 134 event bids for the period 1 January to 31 December 2013 with a total estimated economic impact of RM789 million, an increase of 21% over the previous year. Of these bids, 42 were for conventions, up by 62% compared with the results for the entire year of 2012. The number of corporate meetings and incentives has also risen, recording an 18% increase.

Industry Outlook 2014

Based on a joint ICCA and IMEX survey of 92 international association planners, nearly half predicted higher event delegate attendance, and approximately 30% of associations will hold more meetings in 2014 in comparison to 2013.

The corporate meeting and incentive segment is expected to sustain its growth globally in 2014 as a means of companies realising their business objectives. There are positive performance indications from industries such as chemicals and pharmaceuticals, information technology and distribution, which in turn would be reflected in greater spending on meetings, product launches, incentive trips and trainings.

There is a strong potential for the exhibition market to prosper globally. From the 12th Global Exhibition Barometer by UFI, it can be concluded that most companies are planning new business developments with two considerations, which are 75% are planning new activities in either the classic range of exhibition activities (venue/organiser/services) or in live or virtual events (or both) and 49% plan to expand exhibition operations to new countries.

Business Review

Association Development

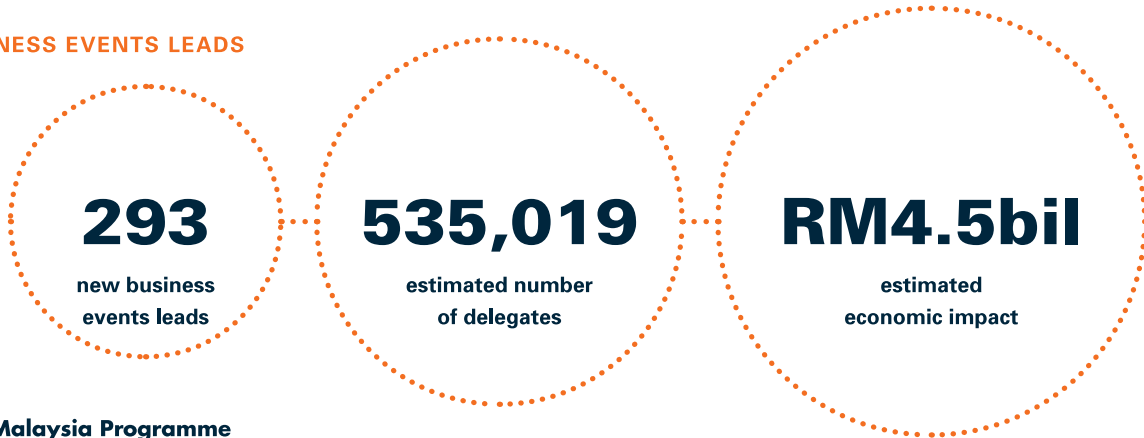
Business Development

The development of business involves researching, qualifying and prioritising potential business event leads, which are matched against Malaysia's capacity to host the events, the level of local and international interest as well as their economic value.



International Dragon Award 2013 Annual Meeting, 5,307 delegates

2013 BUSINESS EVENTS LEADS



Kesatria 1Malaysia Programme

Initiated by MyCEB, Kesatria 1Malaysia programme (known as Kesatria programme) is designed as an incubator for potential local hosts for international conventions.

The programme is modelled on the best of similar programmes operating internationally whereby leaders of key industry sectors voluntarily assist in identifying as well as encouraging other potential local hosts to bid for and stage international conventions in Malaysia.

In 2012, 17 Kesatria (Knights) from key industry segments were appointed for a two-year period. Each Kesatria aims to identify two local hosts who would agree to secure conventions with a minimum of 800 delegates per event.

An additional 10 Kesatria were appointed on 29 January 2013 during the programme's Gala Dinner.

In 2013, the programme generated 16 leads that will potentially attract 19,000 delegates with an estimated economic impact of RM255 million.

2013-2014 Appointed Kesatria



Association Development Programme

MyCEB continuously engages with industry associations to strengthen their commitment in becoming more internationally connected through the Association Development Programme, launched on 13 June 2013. In line with the programme, a total of 109 council members and executives representing 63 national associations attended the 2nd Association Dialogue. Held on 28 November 2013, the 3rd Association Dialogue attracted 71 participants from 50 associations.

Universities and Institutional Presentations

MyCEB also encourages associations, universities and other institutions to bid for international conferences through a series of presentations on 'How to be an International Host of Your Profession'.

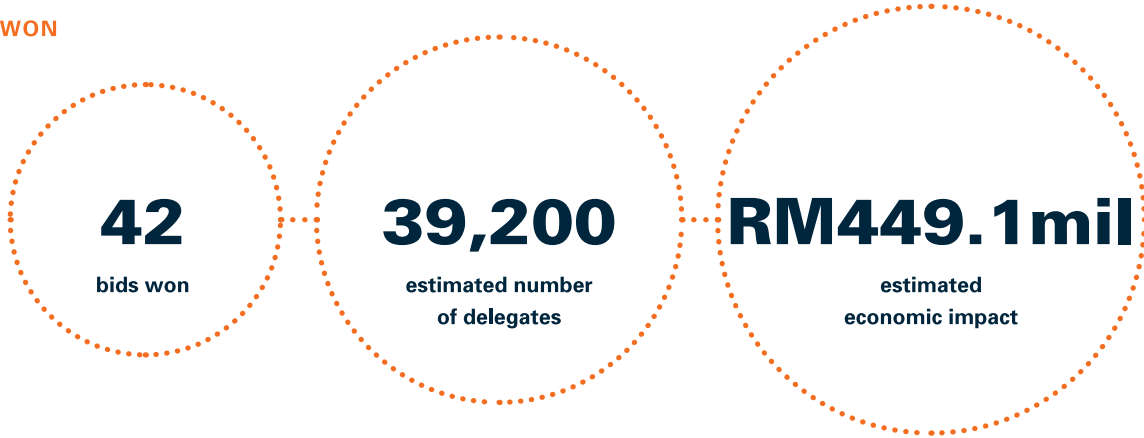


Association Dialogue

Association Sales

The association meetings sales team undertook various activities to achieve its goal of promoting sales and securing bids.

2013 BIDS WON



The total of 42 bids won in 2013 is an improvement over the 26 bids won in 2012 with an estimated number of 35,482 delegates and economic impact of RM359 million.

As at end-December 2013, 25 bids, with an estimated number of 49,800 delegates and economic impact of RM580.1 million, are in progress and 5 bids are pending decision, which would bring in an estimated number of 4,650 delegates and economic impact of RM53.8 million.

PCO Partner Programme

The Professional Conference Organiser (PCO) Partner Programme (PPP) is a membership programme open to all Malaysian PCOs. One of the main objectives of this programme is to upgrade service standards to be at par with International Core PCOs. MyCEB held its 2nd PCO Dialogue on 15 May 2013 and an Intensive Bid Workshop on 13-14 December to educate and groom participants to bid for international conferences.



Association Dialogue speakers panel

Corporate Meetings & Incentives

Sales

This unit is responsible for developing and promoting Malaysia’s corporate meeting & incentive product offerings.

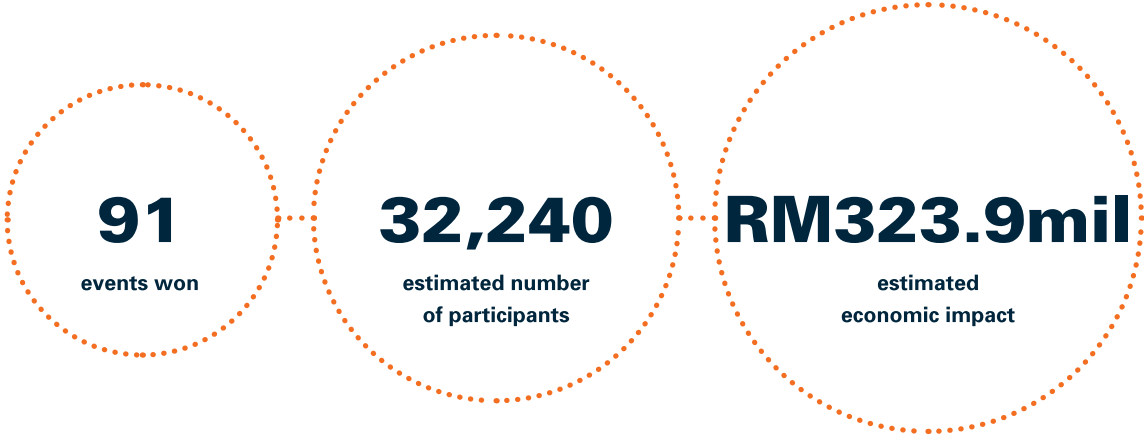


Incentive Innovation Seminar

ACTIVITIES

Familiarisation (FAM) Programmes	Australia	1 – 6 June	Familiarisation trip for 10 meeting planners from Australia for a 5-day programme covering Kuala Lumpur and Langkawi.
	USA	6 – 11 Aug	A 6-day familiarisation trip was organised for 8 representatives from North American media and meeting planners to visit Kuala Lumpur and Langkawi.
Sales Missions	Indonesia	26 – 28 Feb	Several sales missions were organised to various countries to promote the Malaysia Twin Deal ++ campaign.
	Taiwan	11 – 15 Mar	
	China	17 – 26 Mar	
	Singapore	29 – 31 Jul	
	Dubai	15 – 18 Sept	
Roadshows	Korea	21 – 27 Apr	MyCEB collaborated with 7 industry partners to organise a roadshow covering Seoul and Busan to promote Malaysia as a corporate meeting and incentive destination.
	China	21 Aug – 3 Sept	MyCEB and 12 industry partners went to Beijing, Shanghai, Guangzhou and Chengdu to promote Malaysia’s corporate meeting and incentive destination offerings.
	US Shangri-la	6 – 12 Oct	MyCEB participated in a joint roadshow with the Shangri-la Group, visiting Chicago, St Louis, Minneapolis and West Des Moines.
Incentive Dialogue			
1st DMC Dialogue	Kuala Lumpur	7 Mar	Dialogue programme which included presentations by MyCEB and its overseas representative on the corporate meetings and incentive market demand.
2nd DMC Dialogue	Kuala Lumpur	19 Aug	Dialogue session on Malaysia Twin Deal++ Campaign, venue audit activity, briefings by Kuala Lumpur City Hall and Malaysia Airlines. Programme included ‘best practice site inspection’ practical session.

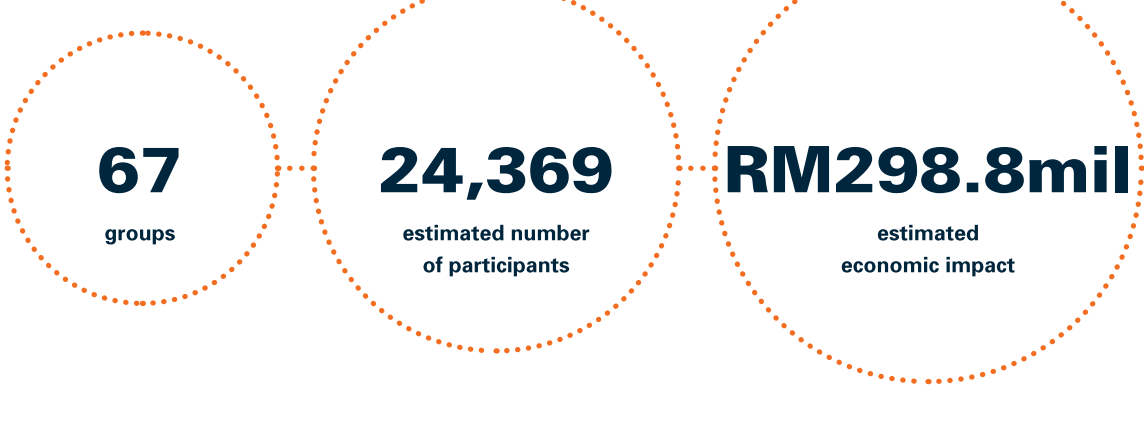
CORPORATE MEETINGS AND INCENTIVES 2013 EVENTS WON



Malaysia Twin Deal (MTD) ++
In July 2013, MTD++ was launched to support the Ministry Tourism and Culture Malaysia’s objective to welcome 28 million international tourists to the country under the Visit Malaysia Year 2014 campaign. The programme offers rewards for both incentive planners and corporate participants. China contributed the biggest arrivals with an estimated 7,700 participants that generated an estimated economic impact of RM98 million. This was followed by arrivals from South Korea with an estimated 8100 participants and RM98 million in economic impact.



2013 MTD AND MTD++ SECURED EVENTS



Exhibitions

In mid 2013, MyCEB established the Exhibition unit to focus on bidding, securing and supporting local and international exhibition organisers as well as trade associations to organise and host international trade exhibitions in Malaysia. The unit also assists home-grown trade organisers to expand their exhibition by increasing the international exhibitors and buyers. This year, the unit mainly focused on dialogue sessions.

Dialogue sessions	2nd Exhibition Dialogue	16 Jul	Discussed the findings from the ‘Malaysia’s Trade Exhibition Industry Market Opportunity Assessment’ study initiated by MyCEB and provided new development updates by MATRADE, sPICE and The Light Penang. This session was also to present MyCEB’s current and planned activities for the exhibition sector as well as updates on subvention programme for the exhibition market.
	3rd Exhibition Dialogue	2 Dec	Provided insights on the Asia trade exhibition market and MyCEB’s support programme to assist local industry partners. The invited speaker was Mr Mark Cochrane, UFI Regional Manager from Hong Kong. 52 participants attended the dialogue.

During the year, one major trade event was secured, the World Youth Stamp Exhibition & Asian International Stamp Exhibition to be held in 2014, which would attract an estimated 1,000 international visitors with an estimated economic impact of RM16.6 million.

Event Support

The business event support programme was introduced in 2010 to further ensure the success of events held in Malaysia in terms of number of delegates, length of stay and visitor spend. MyCEB offers a comprehensive range of support services covering event planning, event marketing, delegate boosting and on-site support such as promotional brochures, souvenirs, city tours and cultural showcases. Resources are aligned to the economic value of an event and are made available to regional and international business events.

BUSINESS EVENT SUPPORTED

	Association Events	Corporate Meeting & Incentive	Exhibition
Number of Events	106	109	18
Estimated number of delegates	72,569	30,600	30,220
Estimated economic impact (RM)	525 million	302.5 million	408.5 million

Educational sessions organised by the Event Support unit complemented the event support programme. Held on 16 May and 21 November 2013, Successful Conference Planning Seminars groom local associations and organisers to manage events effectively. Insights and ideas on managing conferences and budget planning were key topics covered during these sessions.

MyCEB Conference Mobile Application

MyCEB offers a conference mobile application to help bring event organisers and attendees together. The Conference Mobile Application is a comprehensive digital information kit, providing attendees with up-to-the-minute information about their event. Users can access the event itinerary, details of speakers and participants, important announcements and much more – all at the touch of a button.

Available free of charge to conferences with more than 500 attendees, the app also contains a standalone ‘Destination Module’, featuring a city guide for Kuala Lumpur, a user-customisable map, and details of privileges users can take advantage of during their stay. The second phase will cover other main destinations within Malaysia.

Industry Development

The Industry Development unit aims to elevate the competency and professionalism of industry partners towards international meeting and event standards through the Industry Partner Programme.

Industry Partner Programme

Launched in February 2011, the Industry Partner Programme (IPP) promotes industry collaboration with MyCEB in promoting Malaysia as an international business and major events destination. Industry partners are consistently engaged via educational and networking sessions including co-operative sales and marketing opportunities. Such collaborations have increased the country’s competitiveness in the global marketplace.

INDUSTRY PARTNERS

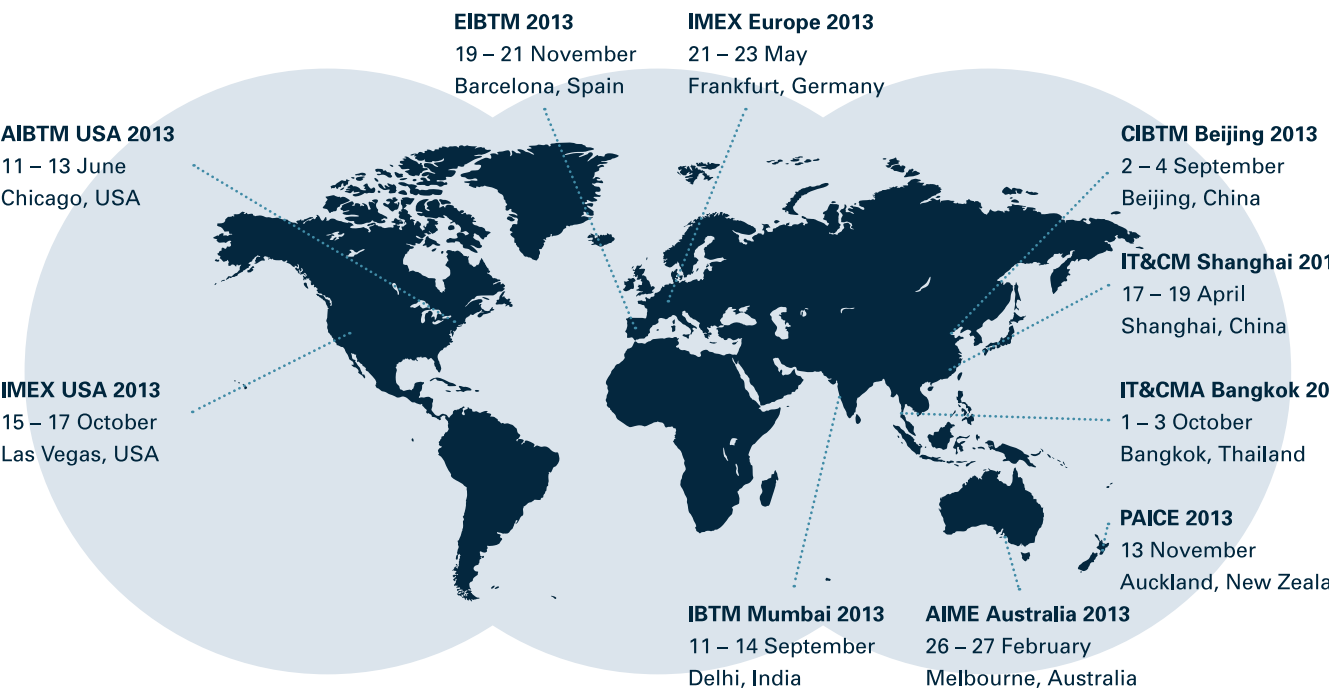
As at end-2013, MyCEB has signed up 303 IPP members from the following sectors:



As part of partner benefits, the Industry Partner Extranet was launched in December 2013, which allows partners to directly access the customer relationship management system to update company profile, product or service offerings and gather business leads. This information is interactively published on MyCEB’s website for users to search according to requirements.

Trade Shows

MyCEB and its industry partners participated in 10 trade shows around the world targeting association meeting organisers, corporate meeting and incentive planners as well as corporate travel agents that generated business event leads with an estimated number of 39,500 delegates and economic impact of RM441.9 million.



Industry Networking Sessions

IPP partners were provided with industry education opportunities in 2013 through a number of seminars and workshops organised by MyCEB:

Best Practices & Site Inspection	7 January and 4 April
Pitching for Business	23 to 24 July
Innovation Workshop on Event Design	20 August
Social Media by Corbin Ball	9 September



IPP Networking

Three networking events were held on the themes ‘MyCEB’s Back’, ‘Dream, Create & Impact’, and ‘Where it All Begins’. A dialogue session was arranged on 17 April with senior hotel management participants where industry partners were given a snapshot of Malaysia’s current position and future direction during a strategic partners meeting on 11 December.

rAWr Awards

With support from the Ministry of Tourism and Culture, MyCEB collaborated with the Malaysian Association of Convention and Event Organisers and Suppliers (MACEOS) in recognising industry drivers through the launch of the inaugural Malaysia Business Events Awards of Excellence known as rAWr (Recognising Award-Winning Results) Awards 2013. A total of 85 entries were submitted by industry players.

The awards recognised excellence, leadership, professional standards, innovations and best practices within the industry in 20 categories. These included Best International Conference, Best Trade Exhibition, Best Incentive Programme, Best Environmental Initiative and Best Event within the four major industry groups. The Minister’s Award was presented to the biggest contribution to the industry as a whole.



from left to right:
Zulkefli Hj Sharif,
Dato’ Sri Dr Mohammad Leo Toyad Abdullah,
Dato’ Seri Mohammad Nazri Abdul Aziz,
Datuk Dr Ong Hong Peng,
Jonathan Kan at rAWr Awards

Market Research

The market research team’s role is to determine the size and value of the business events industry, identify market opportunities, and analyse the effectiveness and measure the performance of MyCEB’s sales and marketing programmes.

A Market Opportunity Assessment Study for Malaysia’s Trade Exhibition Industry was initiated in collaboration with Ipsos Business Consulting and its findings were presented during the 2nd Exhibition Dialogue on 31 May 2013. Collaborating with Taylor’s University, MyCEB also undertook to assess the size and economic value of business events in Malaysia. Begun in July 2013, more than 2,800 samples have been collected as at December 2013 and the project will continue into 2014.



International Events

Industry Overview 2013

The live music business is a significant multinational industry that employs thousands of people worldwide and is estimated to be worth more than 25 billion annually (Source: International Federation of the Phonographic Industry [IFPI]). The sector has become increasingly important to artists and musicians due to the global downturn in sales of recorded music. Many have had to rely on revenue made through live performances as the mainstay of their income. According to Billboard, the global revenue for concerts in 2013 was at least USD4.8 billion.

The global sports industry continues to be robust, with innovations in sponsorship models, merchandising and broadcasting rights helping to increase revenue for the industry's stakeholders. In the Asia Pacific, the Compound Annual Growth Rate for the industry has grown by 3.9%, in line with global growth of 3.8%.

Industry Outlook 2014

Live music events will continue to generate interest and attraction in 2014 as music fans globally are known to go for the excitement of being at a concert and seeing the artist in person. Music fans have travelled to other countries to attend iconic music concerts or festivals, and this passion will continue. Malaysia can take advantage of this trend that will lead to more business opportunities and create jobs, which will subsequently stimulate economic activities in the country.

The sports industry is expected to grow globally by about 4% to the year 2015. Malaysia can be expected to gain from this with major international events being brought into the country. Nonetheless, strategies need to be developed to also make Kuala Lumpur and other major cities in the country into vibrant places to attract the staging of such events. In addition, arts, lifestyle and entertainment events and festivals will further create economic impact as well as employment opportunities. These benefits will help enhance the cities as vibrant cultural, commercial and entertainment hubs.



Business Review

In May 2013, in conjunction with the launch of its new corporate logo, MyCEB announced a new identity for the International Events Unit, now officially known as Malaysia Major Events (MME). The new name strongly communicates Malaysia as a preferred venue for international major events. MME continues to serve as a one-stop centre to assist organisers in staging their events smoothly, seamlessly and successfully in the country. The focus remains on identifying and supporting international event bids in Sports as well as Arts, Lifestyle and Entertainment.

During the year under review, MME secured and supported 26 events. The division surpassed its Key Performance Indicator (KPI), which was to achieve 57,000 international attendees, by 157.0% with 97,211 such attendees.

Sports

In 2013, MME supported the following major sports events that had chosen Malaysia as their preferred destination:

DATES	EVENTS
25 Feb - 3 Mar	BMW Malaysian Open (WTA Tour)
27 – 28 April	XTERRA Malaysia World Tour Championship Race
19 – 26 May	Sudirman Cup
9 - 10 Aug	FC Barcelona Asia Tour 2013
17 - 18 Aug	Viper Challenge 2013
10 - 13 Oct	FEXCO Asian Gaelic Games
1 - 2 Nov	6th Royal Kedah World Muay Thai Challenge
1 - 5 Nov	12th World Wushu Championship
14 - 17 Nov	World Cup Asia Langkawi 2013
2 - 6 Dec	Kids Golf World Championship 2013



Arts, Lifestyle and Entertainment

A variety of arts, lifestyle and entertainment events were staged in Malaysia and supported by MME:

DATES	EVENTS
15 - 16 Jan	Samsung Galaxy The 27th Golden Disk Awards in Kuala Lumpur 2013
15 - 16 Mar	Future Music Festival Asia 2013
24 - 26 June	Borneo World Music Expo 2013
20 July	S.H.E 2GETHER 4EVER World Tour
17 Aug	Good Vibes Festival
19 Aug	Linkin Park ‘Living Things’ World Tour
21 Aug	Metallica Live in Malaysia 2013
28 Aug	George Benson Live in Malaysia 2013
6 - 7 Sept	We Love Asia
30 Oct	One Republic ‘The Native Tour’ Live in Malaysia
4 - 8 Nov	Richard Clayderman ‘The Romantique’ Live in Malaysia
23 Nov	Wicked Festival
27 Nov	Alicia Keys Set The World on Fire Tour 2013
23 - 24 Nov	Urbanscapes
5 - 8 Dec	Penang Island Jazz Festival
28 Dec	King of Kings Maestro Ilayaraja



Business Development

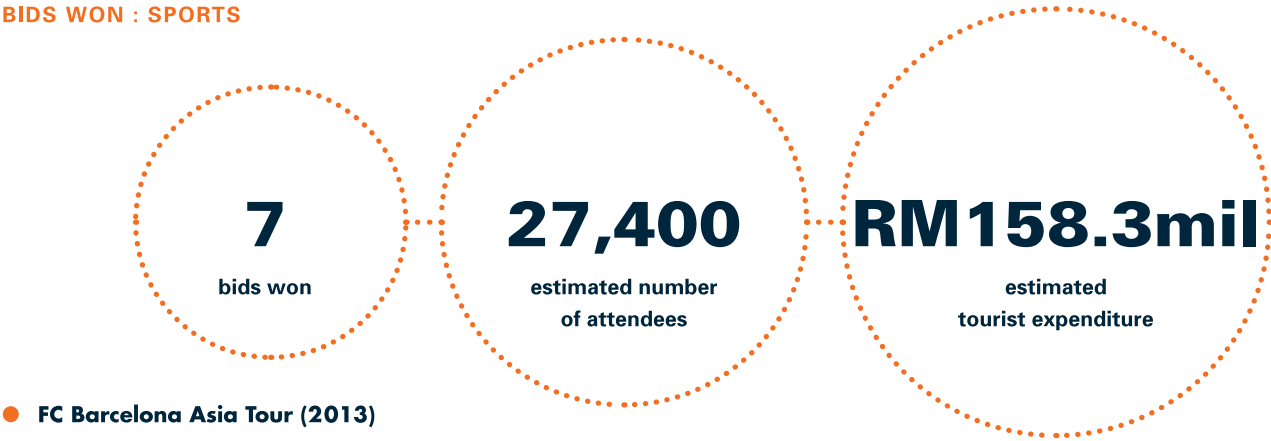
Participation in sales missions and trade shows is an important aspect of business development, enabling MME to promote the attractions and advantages of Malaysia to event organisers from various parts of the world. In 2013, MME undertook sales missions to Seoul, Korea, as well as several cities in the United States of America. In addition, MME took part in the following trade shows:

DATES	TRADE SHOWS	VENUES
26 - 29 Jan	Marché International du Disque et de l’Edition Musicale	Cannes, France
8 - 11 Mar	International Live Music Conference	London, England
8 - 14 Mar	South By Southwest	Texas, USA
26 - 31 May	SportAccord Convention	St Petersburg, Russia
4 - 6 Nov	IF Forum	Lausanne, Switzerland
25 - 27 Nov	Host City	Dubai, UAE



17th APHCA Competition 2013

BIDS WON : SPORTS

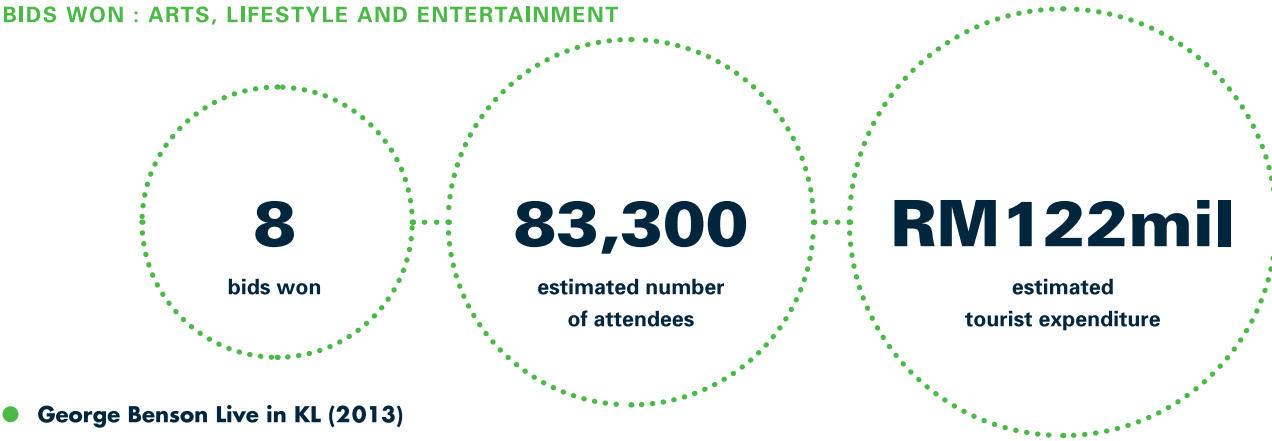


- FC Barcelona Asia Tour (2013)
- 12th World Wushu Championship (2013)
- WWE World Tour (2014)
- FISE-Xtreme Sport (2014-2016)
- Ironman Asia Pacific – Langkawi (2014-2016)
- Ironman 70.3 – Putrajaya (2014-2016)
- ITTF World Table Tennis Championship (2016)



Asia Harley Days 2013

BIDS WON : ARTS, LIFESTYLE AND ENTERTAINMENT



- George Benson Live in KL (2013)
- Metallica Live in Malaysia (2013)
- Hair & Make-up Olympics (2013)
- Alicia Keys ‘Set the World on Fire’ Tour (2013)
- Jeff Dunham (2014)
- Lee Kwang Soo (2014)
- World Universities Debating Championship (2014-2015)
- OMC Asia Cup Open (2015)

.....

Business Support

Marketing Partnership Programme

In furthering its goals, MyCEB needs to maintain close relationships with industry partners while providing them with the support necessary to bring international events to the country. In September 2013, MME initiated the Marketing Partnership Programme to seek and attain partners in marketing events globally. Over the months from September to December of the year, MME had a trial run to assess the programme's content and its effectiveness. For the period 2013-2015, MME is targeting partners in industries such as airlines, destination management companies, travel transportation companies, travel portals, e.g. Expedia, Agoda, as well as promotional and advertising portals.

As of 2013, marketing partnerships have been established with:

- Firefly
- MASHolidays
- Malindo Air
- My Caring Borneo Travel & Tours
- Skyzone Tours & Travel
- Sutra Utama
- My Asia Service
- Asiatravel.com Holdings
- Prince Hotel & Residence Kuala Lumpur
- E&O Residences

Arts, Lifestyle and Entertainment Industry Roundtable

This programme is held annually by MME for local live event organisers.

In 2013, it was held on 26 September with these objectives in mind:

- Updates from Secretariat of Visit Malaysia Year 2014 and PUSPAL on directions and plan for the year 2014;
- To provide an opportunity for local industry players to raise issues and industry challenges;
- To provide networking opportunities between local concert promoters, event organisers, ticket distributors as well as the Ministry of Tourism and Culture Malaysia.

The roundtable was attended by 94 participants, comprising ministries/government agencies, local concert promoters, ticket distributors, international guests, media and MyCEB / MME staff.



Marketing Communications

.....

Marketing Communications

Logo

To enhance its objective of being recognised as Asia’s model bureau, MyCEB initiated a corporate rebranding exercise and launched its new logo on 13 May 2013. The incorporation of the country’s most iconic building into the logo is expected to create instant recognition and project values of success, professionalism and best practices.



since 2009

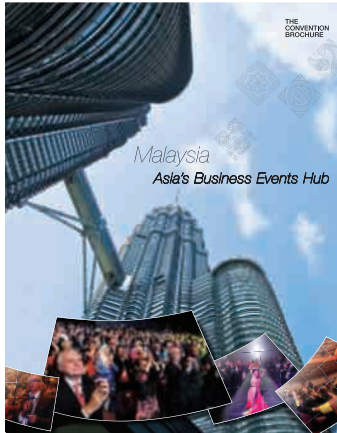
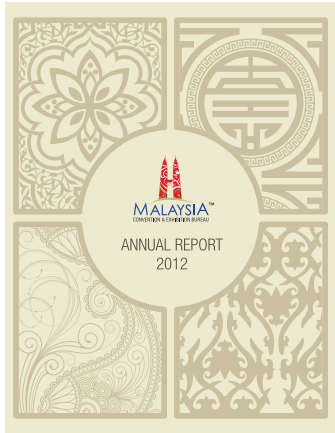


new identity

The new logo is also presented with a new colour scheme including blue-grey and blue-black. The blue-grey on the ‘Malaysia’ font presents the country as a hub that facilitates the industry from behind-the-scenes. The blue-black colour for the ‘Convention & Exhibition Bureau’ represents a strong foundation for the organisation. The dots, each of which marks the beginning of creative ideas and acts, in the new logo multiply to form the iconic PETRONAS Twin Towers, an instantly recognisable symbol of Malaysia. Also representing business and trade, the contours of the logo reflect creativity, innovation, dynamism and adaptability, which are all critical enablers in the thriving global business events industry.



A complementary development was the creation of a new identity for the International Events Unit with a name change to Malaysia Major Events and the design of a new logo for the unit. Using the same symbolic dots of the MyCEB logo, the three connecting dots which carry three different colours - green, blue and orange – symbolise the core values of Professionalism, Focus and Creativity. The letter ‘j’ does a double duty: the third dot creates an exclamation mark – a subtle yet sophisticated play weaving the two meanings together, which are creativity and the importance of major events. The series of dots in the logo further connote Malaysia Major Events’ strength as a one-stop centre that assists event stakeholders with the smooth, seamless and successful staging of events.



Collaterals

Key marketing collaterals were successfully developed in 2013. MyCEB released the 2012 Annual Report, which highlights key milestones and serves as an effective communication tool of the organisation’s performance for that year. The Co-operative Industry Prospectus 2014 was distributed to promote Industry Partner Programme membership and highlight upcoming collaborative marketing activities for industry partners to consider. An Association Development Programme kit was developed to attract membership and encourage awareness about the programme. Association meeting and conference organisers welcomed the Convention Brochure that promotes destination credentials and fast references to target audiences. A bid document template was produced which standardises regional and international business event bid submissions. For the Malaysia Major Events division, a comprehensive information booklet and a series of branding display materials were produced to support business development and marketing activities.

Digital

Web-based products and tools extend further convenience in enabling instant communication and sharing of information. MyCEB’s Business Events Calendar XML feed provides data dynamically on its website via CRM. This system also makes available the RSVP tool to facilitate registration for events and meetings organised by MyCEB. The web-based forms are posted on the website’s subdomain and forms part of the CRM’s integrated attendee management. Another essential CRM integrated feature on the website that allows users to interactively search for potential local product or service providers was also launched.

The number of visits to MyCEB’s website, tracked via Google Analytics, shows an increasing number over the four quarters of 2013 with a total of 78,357 visits over the year (2012: total of 36,367 visits).

WEBSITE VISITS 2013

Q1	Q2	Q3	Q4
10,702	12,815	15,709	39,131

Total 2013 = 78,357



Media Publicity

Business Events

MyCEB continually generates publicity in the media on numerous events that are ongoing in the country as well as forthcoming ones. Over the months of January to December 2013, MyCEB delivered 40 media releases and organised 8 press conferences for events such as the unveiling of MyCEB's new logo, launching of conference mobile applications, as well as the RAWR Awards. In addition, MyCEB prepared case studies of various events, including the Women Deliver Conference 2013 and 7th IAS Conference on HIV, Treatment and Pathogenesis. The total publicity for 2013 was worth RM24.9 million.

Malaysia Major Events

MME was set a Key Performance Indicator of RM10 million to be attained in public relations/media value for the year. In 2013, MME organised a total of 20 press conferences and circulated 35 press releases, which generated 925 articles in the media that translated into a total public relations/media value of RM13.1 million.

Malaysia
The Southeast Asian country is more than ready to welcome the world

— BY DEANNA TWE —

When it comes to hosting major conferences on a global scale, Malaysia has made its mark. Just over a decade ago, major international events — the 25th World Gas Conference in June, and the 10th Asian World Conference on Lung Health in November — in the capital city of Kuala Lumpur. More events like these are proof that Malaysia is an ideal MICE destination, says the 10th Asian World Conference on Lung Health, general manager of sales and marketing, business events, for the Malaysia Convention & Exhibition Bureau (MCEB). "With its fantastic value for money proposition, unique blend of culture, new developments and investment in sporting facilities, unique off-air venues, and natural landscapes, Malaysia has the winning formula to make your event a success," he says.

Last year's Asian World Conference on Lung Health, was the a prime example. The annual meeting organised by The Union Against Tuberculosis and Lung Disease, the largest gathering of its kind, with more than 2,000 delegates from more than 110 countries, convened at the Kuala Lumpur Convention Centre.

"Malaysia provides a compelling setting for the conference that brings together views from around the world to call for action against lung disease," says Dr. Nita E. Bala, executive director of the union. He adds, "We would love to come back here."

He says that MCEB will pursue more medical meetings going forward. "Medical meetings are the heart of business events in Malaysia," she says. Other industries of interest include energy, information technology and electronics, financial services, and environmental sciences.

He is also quick to point to the ease of doing international business in Malaysia. "Organising events in Malaysia is easy," she says. "Malaysians are fluent in English as well as being multilingual. There's easy visa access, and the location of the country itself is strategic — right in the middle between China and India — making it a gateway to the rest of Asia."

The MCEB also provides qualifying organisations with financial and non-financial support services as part of its Business Events Programme. MCEB operates an e-commerce portal at mcebmall.com.

WHERE TO

Malaysia
Kuala Lumpur

The MCEB has built a track record of hosting the Kuala Lumpur Convention Centre, offering a range of facilities from 10,000 sqm to 100,000 sqm. The Centre Park and Garden of Kuala Lumpur.

Malaysia
Kuala Lumpur

Malaysia has built a track record of hosting the Kuala Lumpur Convention Centre, offering a range of facilities from 10,000 sqm to 100,000 sqm. The Centre Park and Garden of Kuala Lumpur.

Malaysia
Kuala Lumpur

Malaysia has built a track record of hosting the Kuala Lumpur Convention Centre, offering a range of facilities from 10,000 sqm to 100,000 sqm. The Centre Park and Garden of Kuala Lumpur.

cim 06 13
Australasia's leading business events magazine

PASS IT ON
NAME _____
DATE _____

Malaysia Convention & Exhibition Bureau
Rising star

Winning formula
Sporting venues

Life aquatic
New Caledonia

말레이시아
성공적인 미래를 위한 원동력

말레이시아는 아시아의 새로운 중심지로 부상하고 있으며, 다양한 문화와 경험을 제공하는 매력적인 여행지입니다. 말레이시아는 아시아의 새로운 중심지로 부상하고 있으며, 다양한 문화와 경험을 제공하는 매력적인 여행지입니다.

말레이시아
이제껏 보지 못한 새로운 아시아

말레이시아는 아시아의 새로운 중심지로 부상하고 있으며, 다양한 문화와 경험을 제공하는 매력적인 여행지입니다. 말레이시아는 아시아의 새로운 중심지로 부상하고 있으며, 다양한 문화와 경험을 제공하는 매력적인 여행지입니다.

奖励、休整和重燃激情的最佳选择——马来西亚

马来西亚是一个充满魅力的国家，拥有丰富的文化遗产和美丽的自然风光。马来西亚是一个充满魅力的国家，拥有丰富的文化遗产和美丽的自然风光。

马来西亚是一个充满魅力的国家，拥有丰富的文化遗产和美丽的自然风光。马来西亚是一个充满魅力的国家，拥有丰富的文化遗产和美丽的自然风光。

Malaysia
A winning combination of diverse cultures and experiences

Back to nature From jagged rock boulders to lush wetlands and mangrove forests, Langkawi is a natural paradise in every sense of the word. The current 400,000-hectare Langkawi Ecopark is accessible only by cable car — this corner of the island is a view of the area at 2,000 feet above sea level.

City life Kuala Lumpur, Malaysia's capital and largest city, is home to the PETRONAS Twin Towers, the tallest twin towers in the world as well as an array of culturally diverse neighborhoods. Kuala Lumpur is also a shopping hub, with the 222-story Petronas Twin Towers and the annual Petronas Festival gathering of more than a million Hindu devotees.

MALAYSIA WD 2013: Contributing to Women's Rights

Malaysia, well known for its highly developed healthcare policies as well as a strong advocate of women rights has recently demonstrated its commitment in hosting The Women Deliver 3rd Global Conference 2013 (WD 2013). Organized by Women Deliver, New York and strongly supported by the Malaysia Convention & Exhibition Bureau (MCEB), WD 2013 was held at the prestigious Kuala Lumpur Convention Centre (The Centre). First time to

aim to address women deliver issues and ensure that investments in girls and women remain a global priority to authorities around the world. Key influential speakers featured at the conference included Melinda Gates of

advocacy and communications skills, a Professional Affairs program and several key advocacy opportunities. Throughout the conference, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MCEB), Mr. Zuheti H. Sharif also committed, "MCEB is very supportive of this WD 2013 Conference due to several reasons. Other than the high

FÖRDERUNG DES WACHSTUMS NATIONALER VERBÄNDE

die zuständigen Sekretariate und beauftragten Verhandlungsfunktionäre werden Seminare von MCEB organisiert und für diese internationale und regionale Experten als Referenten gewonnen.

Neben der Verhandlungsführung werden im Rahmen von ACP auch Seminare zur Konferenzvorbereitung angeboten. Diese dienen einem breiten Themenspektrum von Konferenzvorbereitung und Management.

Verbinden mit ihren internationalen Partnern verstärkt werden. Wertvolle sollen nationale Verbände dazu ermutigt und dabei unterstützt werden, sich um die Ausrichtung internationaler Konferenzen zu bemühen.

Mit dem ACP-Programm erhalten nationale Verbände von MCEB zur Unterstützung der internationalen Konferenzen.

Malaysia
contributes to advocacy of women's rights through WD 2013 Conference

Malaysia has been selected to host the 2013 World Women's Conference (WWC) in Kuala Lumpur. The WWC is a global event that brings together women leaders from around the world to discuss and address issues related to women's rights and gender equality. Malaysia has been selected to host the WWC due to its strong commitment to women's rights and its excellent infrastructure for hosting large-scale international events.

The WWC 2013 will be held at the Kuala Lumpur Convention Centre (KLCC) from November 11 to 15, 2013. The event will feature a series of high-level discussions, workshops, and networking opportunities for women leaders from around the world. Malaysia has been selected to host the WWC due to its strong commitment to women's rights and its excellent infrastructure for hosting large-scale international events.

Government and Corporate Affairs

Government and Corporate Affairs

MyCEB acts as a conduit between the government and the industry partners to create an environment of co-operation and collaboration towards achieving mutual goals. The ultimate aim is to attract international business and major events to the country and offer a range of products and services to boost the country's economy.

Government and Industry Briefings

MyCEB conducted a number of government and industry briefings in 2013 to impart information, share knowledge and upgrade skills with a view towards improving the service standards and level of professionalism in the business tourism industry.

The major activities during the year were the following:

State briefings

5 January 2013 in the Northern region

- Conducted in conjunction with the 3rd International MICE Seminar organised by the Penang Development Corporation and the launch of the Penang International Convention and Exhibition Bureau.

3-5 April 2013 in the Southern region

- A state roadshow organised in Johor, with a briefing on MyCEB and an educational session on 'Best Practices Site Inspection'.

MyCEB briefings

January to December 2013: Briefings on MyCEB to

- Malaysia French Chambers of Commerce & Industry
- China Machinery Engineering Corporation International Exhibition Organisers
- Osaka International Convention Centre
- JEN exhibition study tour
- Durban International Convention Centre
- Fukuoka Convention & Visitors Bureau
- Arusha International Convention Centre.
- Unit Kerjasama Awam Swasta Jabatan Perdana Menteri
- Ministry of Federal Territories



'Let's Meet and Green'

'Let's Meet and Green' is a programme facilitated by MyCEB and the Forest Research Institute Malaysia (FRIM) to neutralise environmental damage caused by carbon emissions as well as to green Malaysia through the preservation, conservation and protection of the country's resources. The programme was launched on 9 November 2010 in line with the Prime Minister's commitment to offset 40% carbon emissions by year 2020.

Event organisers and delegates or participants are given the opportunity to contribute a minimum of USD10 each towards tree-planting activities. As at 2013, a total of 1,649 trees have been planted under this programme.



.....

“I would like to express my sincere gratitude and appreciation to all the industry partners, government ministries and agencies, as well as the local councils for their cooperation and support. I also would like to thank our associates and the MyCEB team who have worked hard and hand-in-hand in promoting Malaysia as an international business and major events destination.”

Zulkefli Hj Sharif
Chief Executive Officer
Malaysia Convention & Exhibition Bureau

.....