

# CASE STUDY



## FAST FACT

25<sup>th</sup> FIG Congress 2014

16 - 21 June 2014

Kuala Lumpur  
Convention Centre

### Host organisation

Association of Authorised  
Land Surveyors Malaysia



### Attendance

2,600 Delegates



### Economic Contribution to Malaysia

RM28.1 million

## GLOBAL COMMUNITY OF SURVEYING AND LAND PROFESSIONALS CONGREGATE IN ASIA FOR THE FIRST TIME



### BACKGROUND

On 16 June 2014, some 2,600 delegates from almost 100 countries comprising international surveyors, academic experts and representatives of international and governmental bodies descended on Malaysia's capital city of Kuala Lumpur to attend the 25th International Federation of Surveyors 2014 known as the FIG Congress.

Themed Engaging the Challenges - Enhancing the Relevance, the Congress was organised by FIG (Fédération Internationale des Géomètres), an international, non-government organisation founded in 1878 in Paris whose purpose is to support international collaboration for the progress of surveying in all fields and applications. With members from over 120 countries, FIG covers the whole range of professional fields within the global surveying community. It provides an international forum for discussion and development aiming to promote professional practice and standards in the field.

Held at the Kuala Lumpur Convention Centre, the four-day event included a trade exhibition, technical sessions and tours and social activities that include a typical cultural Malaysian dinner and a Gala dinner. The Malaysia Convention and Exhibition Bureau (MyCEB), working with the Malaysian chapter of FIG, successfully won the bid to host the Congress in Kuala Lumpur. The event was jointly organised with a local partner, the Association of Authorised Land Surveyors Malaysia (PEJUTA), who worked closely with FIG to make the Congress a unique experience for all participants.

### OBJECTIVES

Conference attendees today are looking for more from the events they attend. As such, it was the intention of the organiser from the very beginning that the congress shall serve as a platform for participants to debate and get inspired, particularly on current developments and contributions to further knowledge and best practices in the profession, extending the use and usefulness of surveying towards the betterment of society, environment and economy. The Congress will focus on the all-important aspect of the relevance of the surveying

and mapping industry.

It was also the objective of the congress to expand the theme of the 25th FIG Congress through a myriad of content-rich paper presentations imbued with future-positive insights. Over the course of four days, delegates attended over 500 presentations in over 150 technical sessions, meetings or forums.

It is the first time, since its beginning in 1878, that the congress was held in Asia. Therefore, it became an opportunity for FIG to raise awareness and create opportunity to expand its membership in the region. Finally, it will be a culmination of the four year FIG Work Plan as well as the start of a new four year term with a new FIG president elected at the general assembly.

## EVENT LEGACIES

### GOVERNMENT SUPPORT

The Opening Ceremony was officiated by the Prime Minister of Malaysia, YAB Dato' Seri Najib Tun Razak. In his opening address, he highlighted the need for better spatial information, which is vital for policy development and a country's approach to everything, from urban planning to emergency service responses.

It was the first FIG Conference ever officiated by a Head of State (Prime Minister) and this means a lot when the Prime Minister's delivery message reinforced the commitment of the Malaysian government to the issue of surveyor. Perhaps it was also the first time a Prime Minister discussed the topic of "Geodesy" – a field of surveying technologies, which helped to accurately determine positions on Earth, and have rapidly expanded to monitor earthquake hazards, research on volcanic, landslide, and weather hazards; climate change; and water resources, and its importance to a nation, in an opening talk to the Congress. This in turn encouraged the delegates to ask the Malaysian government to change/acknowledge issues related to the industry.

Following his remarks, YAB Dato' Seri Najib proceeded to launch the trade exhibition, a four-day affair which saw participation of international and Malaysian exhibitors. A platform named the Bunga Raya Platform was also prepared in the exhibition hall for product presentations and technical briefings by the various exhibitors.

### KNOWLEDGE SHARING OPPORTUNITIES

As the saying goes, work hard, play hard – there were a host of social and cultural experiences available during the Congress for the attendees. During the day, delegates made their way to one of the many meeting spaces at the Kuala Lumpur Convention Centre as they discussed issues and decisions central to the global surveying community.

Plenary sessions chaired by distinguished speakers addressing key challenges facing the surveying profession anchored the Congress' programme. These sessions were held at Kuala Lumpur Convention Centre's signature centerpiece Plenary Hall, with a seating capacity of 3,000 pax. Among the speakers were YB Dato' Sri Mustapa Mohamed, Malaysian Minister of International Trade and Industry, Dr. Clarissa Agustinus, Founder and Lead of the Global Land Tool Network, UN-Habitat, Kenya, and Ahmad Fauzi Nordin, Director General, Department of Survey and Mapping Malaysia. Other speakers included experts from the World Bank and United Nations.

The focus during the week was also on the upcoming UN Resolution on Global Geodetic Reference Frame, an initiative initiated by the UN-GGIM and its working group on Geodesy. FIG as an organisation is part of UN-GGIM and during the Congress, FIG on five numerous occasions promoted and supported this important initiative. For instance, the Malaysian Prime Minister discussed the UN resolution and the FIG President Teo Chee Hai did so in his opening talk as well as during the General Assembly. The Commission organised several joint sessions with UN GGIM AP during the week to highlight the UN Resolution.



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The Congress were very pleased and satisfied when the FIG General Assembly approved the FIG / UN GGIM AP statement on Global Geodetic Reference Frame in the second General Assembly.

## LET'S MEET & GREEN CSR INITIATIVE

For every business event facilitated by MyCEB, event organisers are able to choose from a selection of CSR activities. As sustainability was a key theme of the Congress, the organisers chose the Let's Meet and Green special carbon offset programme, which is available to events that are held in Kuala Lumpur.

The Let's Meet & Green programme is a home-grown Carbon Offset Programme spearheaded by MyCEB since 2010. It is the first ever environmental programme for business tourism, and aims to support the Malaysian government's commitment to reducing carbon emissions by up to 40% by 2020.

As part of the FIG Congress, an excursion was arranged with 100 FIG Congress delegates to Forest Research Institute Malaysia (FRIM). Located 16 km northwest of the KL city centre and a popular tourist attraction in its own right, FRIM sits on a 544.3 hectre campus that is surrounded by the Bukit Lagong Forest Reserve. While it is known as a tourist draw, FRIM is also a renowned environmental research and conservation centre. The Institute's award-winning research and international collaborations have earned the institute a name for itself in the tropical forestry.

Led by PEJUTA President Mr Azmi bin Mohd Zin and FIG Vice-President Dr. Rudolf Staiger, a total of 100 trees were planted by the heads and representatives of the 99 nations currently participating at the 25th FIG Congress 2014 Kuala Lumpur. Among the species include Malaysian hardwood species, the Chengal, Meranti and also some fruit trees. During the event, two cheques from FIG and MyCEB worth RM5,000 each were also presented to FRIM, received by FRIM Director-General Dato' Dr. Abdul Latif Mohmod.



## SIGNIFICANT APPOINTMENT

The President of the International Federation of Surveyors (2011 – 2014) Mr Teo Chee Hai went on to become a representative at the Global Geospatial Information Management, United Nations Statistics Division.

## KUALA LUMPUR'S DESTINATION APPEAL

Due to its strategic location at the crossroads of Southeast Asia and at the heart between China and India, Malaysia offers a compelling business proposition for international business events that want to connect with the Asian marketplace and raise their profile in the world's most dynamic growth region.

Apart from its strategic location, arrivals into Malaysia are further boosted by the easily available transportation services. Over 100 airlines (including low-cost carriers) provide direct access from Malaysia to over 100 destinations worldwide. It is also ranked as the 5th Most Price Competitive Country in Asia Pacific for Travel 2013 (Travel & Tourism Competitive Index, World Economic Forum).

Located in the heart of the Kuala Lumpur Golden Triangle, fondly known as Asia's first Green Globe Benchmarked venue (Green Globe Earthcheck™) – is the Kuala Lumpur Convention Centre. Its strategic location which is within easy access to more than 18,000 hotels rooms, local attractions, entertainment facilities and convenient transport connections. The Kuala Lumpur Convention Centre is planning to expand its convention and exhibition space by 2017 to meet growing demand for business events to be held in Kuala Lumpur.

The conference organisers were impressed with the superior facilities provided by the KL Convention Centre - high praise indeed especially coming from a professional body that focuses on geospatial data and infrastructure development.

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According to FIG, "Kuala Lumpur and Malaysia is a wonderful destination for a conference. The Malaysian hosts showed their hospitality and did their utmost to welcome all the international and national participants and make them feel comfortable right from the arrival at the airport to the Kuala Lumpur Convention Centre where the Congress took place. The centre is conveniently placed in the centre of Kuala Lumpur and is easy to access. From the centre there is a wonderful view toward the Petronas Towers – one of the remarkable landmarks of Kuala Lumpur."

## ECONOMIC IMPACT

The country was proud to host the 25th FIG Congress 2014, which created an economic impact of approximately RM28.1 million. With the variety of unique experiences and world-class facilities available, Malaysia looks forward to welcoming even more business events of such nature in the future.

