

# CASE STUDY

## FAST FACTS



### Event

2016 Perfect China Annual  
Stockist Meeting and  
Convention in Malaysia

02 - 08 March, 2016

### Multiple Venues

Selangor  
Melaka  
Negeri Sembilan



### Host organisation

Perfect (China) Co. Ltd



### Attendance

12,000 Delegates



### Estimated Economic Impact to Malaysia

RM242 million

## MARKING A PERFECT WHOLE NEW CORPORATE, MEETING AND INCENTIVE EXPERIENCE IN MALAYSIA



Face-changing performance during the Gala Dinner.

## BACK WITH A "PERFECT" BANG

This year, Malaysia was again given the honour to host a large number of delegates of Perfect China incentive groups with the total being the largest to date – 12,000pax. The delegates made their way to the country to attend the 2016 Perfect China Annual Stockist Meeting and Convention in Malaysia from 2 – 8 March 2016. Malaysia was given the nobility to be the host country due to the remarkable impressions that the previous delegates had gained during their incentive trips in 2011, 2014 and 2015.

## MALAYSIA, THE PERFECT DESTINATION FOR MEETINGS, INCENTIVE AND TRAVELS

Malaysia's distinctiveness, cultural diversity, multi-cultural heritage, multi-ethnic roots, unique gastronomic delicacies, myriad of beautiful islands and private beaches as well as the outstanding attractions that Malaysia has to offer play huge roles in the return of Perfect China incentive group to Malaysia this year. With its strategic location at the heart of Southeast Asia, value-for-money, warm hospitality, connecting flights, state-of-the-art convention facilities and world-class service, Malaysia is the perfect destination for incentive and meetings.

## A WHIMSICALLY "PERFECT" INCENTIVE EXPERIENCE

The 12,000 delegates were divided into three groups and made their way to Malaysia with staggered arrivals. Upon arrival, the groups checked in to 30 different five-star and four star hotels throughout Kuala Lumpur. The groups were then brought to separate destinations for incentive activities – Melaka, Port Dickson and Selangor.



"The unique experiences that I have gained throughout my stay in Malaysia are very invaluable and I would like to thank the people of Malaysia for being so warm and friendly. Malaysian culture is something that every incentive groups globally should experience – totally unforgettable and priceless". –

*Li Tongmao, Shandong Province,  
delegate of 2016 Perfect China Annual  
Stockist Meeting and Convention in  
Malaysia.*

The highlight of the event for the first group that arrived was the outdoor activity, "Picnic by the Beach" that was held at Port Dickson, Negeri Sembilan. The idea was designed exclusively and specifically for the delegates due to the delegates' loves towards the beautiful open waters and blue skies. Local caterer served various local cuisines that suit the groups' tastebuds in buffet and BBQ style. Activities for "Picnic by the Beach" include showcase of art and craft, foot massage by the Malaysia Association for the Blind, stage shows and durian feast. The delegates also had the chance to participate in fun-filled beach and cultural activities that were fully sponsored by the State Government of Negeri Sembilan.

The second group of delegates were brought to a homestay in Selangor to discover and experience the unique "Nasi Ambeng Feast". Delegates were given the opportunity to witness the making and preparation of "Nasi Ambeng" made by the villagers. They had so much fun as they witnessed the villagers working together to prepare the Javanese's signature dish. The air was filled with excitements and there were plenty of ongoing activities for the delegates from Batik Painting, Javanese culture exhibition, cultural dance to music performance. This incentive experience was sponsored by the Selangor Tourism, a government body under the Selangor State Government.

The third incentive group was brought to Melaka to attend the "Cultural Night" that was organised and sponsored by the State Government of Melaka. The event was filled with cultural performances by school children and villagers from Tarian Joget (Malay Culture), Lion Dance (Chinese Culture) and Indian Dance show. Delegates were entertained by live music performances and served with variety of local cuisines in buffet style.

On 5 March 2015, the 12,000 delegates congregated for the Opening Ceremony of 2016 Perfect China Annual Stockist Meeting and Convention in Malaysia which was held at Malaysia's largest indoor exhibition venue, the Malaysia Agro Exposition Park Serdang (MAEPS). The delegates were officially welcomed by Datuk Zulkefli Haji Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB) and the event was graced by Tan Sri Dato' Koo Yuen Kim, Chairman of the Perfect China Group. The Opening Ceremony was then followed by the main conference.

## HANDLING THE CHALLENGES PERFECTLY

Sunflower Holidays, a homegrown Destination Marketing Company (DMC) with the support of Malaysia Convention & Exhibition Bureau (MyCEB), worked with several local authorities in order to ensure a smooth sailing event management. Due to the large number of delegates, Sunflower had to divide the number to three groups with staggered arrivals. With 40 qualified tour managers, 300 tour guides, 320 coaches and staff strength of 350, the groups arrived in Malaysia as planned.

The challenging part was to find a venue that could accommodate 12,000 delegates for the conference and Opening Ceremony. Thanks to the unique built-up of Malaysia Agro Exposition Park Serdang (MAEPS), the largest indoor exhibition venue in Malaysia, being the only venue to date to be able to accommodate up to 12,000pax.



"Sunflower Holidays understood our company standards and were efficient in delivering the unique incentive experience from the highest quality of service, food, space and interesting recommendations. The hospitality shown by the friendly Malaysians from the villagers, authorities to Government bodies and agencies have made us feel very welcomed. I would like to thank the Government of Malaysia and Sunflower Holidays for the continuous support and efforts in making the 2016 Perfect China Annual Stockist Meeting and Convention in Malaysia a memorable experience". -

*Kent Yu Xian Wen, General Manager  
Perfect China Co Ltd.*



*CEO of MyCEB, Datuk Zulkefli Hj Shariff presenting the letter of appreciation from the Ministry of Tourism and Culture Malaysia to Tan Sri Dato' Koo Yuen Kim, Chairman of the Perfect China Group*

Additional amenities were brought in such as portable toilets, telecommunication connectivity, WIFI and large marquees equipped with air conditioned were set-up for the delegates' lunch area as well as the VIPs' marquees. In order to cater the big group's lunch, the caterer served exclusive packed food-to-go instead of buffet spread.

In the evening, the whole of MAEPS turned lively with bright lights and upbeat music as it staged a four-hour live concert by Malaysian Chinese artistes who entertained the 12,000 crowd. Security was secured by working with local police enforcers, the Town Hall and public volunteers.

## MARKING ANOTHER PERFECT LEGACY

With Malaysia's high telecommunication connectivity and advanced technology, a live cross was made possible by China's broadcast television named the Hunan TV during the Opening Ceremony and concert held at MAEPS. The live broadcast highlighted the participation of 12,000 delegates who attended the 2016 Perfect China Annual Stockist Meeting and Convention in Malaysia was made live to the televisions across China.

This large scale incentive group has managed to profile Malaysia strongly in the global incentive and meetings market, adding another sturdy milestone to the country. The economic impact of RM 242,740,080.00 is a strong testament that business events contributes strongly to the country's economic benefits and provides job creation to the locals.

The 2016 Perfect China Annual Stockist Meeting and Convention in Malaysia has brought great visibility to Malaysia's expertise in the ability to host and organise world class business events; not just for meetings and incentives but also for conventions, conferences, exhibitions and major events.



*Eric Moo serenading the delegates during the Gala Dinner*

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“I would like to thank all of the state governments – Selangor, Melaka and Negeri Sembilan for the strong support that they had given to us in order to ensure this event takes place accordingly. It has been a very challenging task for us to manage this event but without the full support given by Malaysia Convention & Exhibition Bureau (MyCEB)'s team from connecting us with local authorities and suppliers to getting media coverage, we will not be able to pull out this event well”. -

*Mint Leong, Managing Director Sunflower Holidays.*