Malaysia
Truly Asia

Malaysia
Convention
& Exhibition
Bureau

Malaysia Convention & Exhibition Bureau
Level 20, Menara 2
Menara Kembar Bank Rakyat
No. 33, Jalan Rakyat
50470 Kuala Lumpur
Malaysia

T +603 2264 3000
F +603 2276 4092
info@myceb.com.my
www.myceb.com.my

@MyCEB

#myceb

MALAYSIA

Asia's Business Events Hub

Exhibition Brochure

Content

02 Malaysia - Asia's Business Events Hub
A Conducive Ecosystem for Trade Exhibitions

04 About MyCEB

06 Ideal Business Events Venue

08 Industry Highlights

10 Let's Connect

MALAYSIA

Asia's Business Events Hub

A Conducive Ecosystem for Trade Exhibitions

Malaysia is where the world meets in a dynamic pro-business ecosystem, for the best of investments, talents, ideas and opportunities. Complemented by a vibrant mix of unique cultural, natural, historical, geographical and gastronomical splendours, it is a compelling epicenter for staging business events to elevate brands in Asia.

Where the World Converges

Ease of Communication

English is widely spoken within the industry, which enhances the ease of doing business.

- *Malaysia was ranked 3rd for Asia Pacific 2018*

World Class Infrastructure & Affordability

Our world class facilities are supported by dedicated professionals including product and sevice suppliers to meet specific needs.

- *Malaysia ranked 1st in offering "The Cheapest 5-Star Hotels in the World"- Business Traveller Asia Pacific*

Business–friendly & Value for Money

Naturally evolved as the hub for ASEAN and Asia with established supply chains, infrastuctures, talents and pro-business government policies.

- *Malaysia emerged among top 20 of the world's friendliest countries to do business for 2018 - the Economist Intelligence Unit*

Strategic Location & Boundless Connectivity

Situated in the heart of Southeast Asia, seamlessly connected internationally and locally.

- *60 international airlines from over 100 destinations.*
- *"World's Best Airport for Immigration Services Award" by Skytrax in 2017*

Strong Track Record

Hosted numerous international trade exhibitions and conventions, drawing diverse industries and resulting in succesful business engagements. Amongst the significant business events hosted in Malaysia :-

Exhibition Highlights:

- *Malaysia International Furniture Fair 2018 – 25,000 trade visitors*
- *Café Malaysia 2018 – 3,000 trade visitors*
- *METALTECH 2018 – 14,000 trade visitors*
- *Malaysia ranks at no. 9 in Asia with 77 major events – UFI research report by Business Strategies Group 2017*
- *Defence Show Asia – 50,000 visitors and trade buyers*
- *SEMICON 2018 – 8,000 trade visitors*
- *Glasstech 2018 – 8,000 trade visitors*

Convention Highlights:

- *The 9th Session of the World Urban Forum 2017 – 25,000 delegates*
- *World Cancer Congress 2018 – 3,000 delegates*
- *12th International Diabetes Federation-Western Pacific Region Congress 2018 – 3,000 delegates*
- *35th ISQua International Conference 2018 – 1,500 international delegates*
- *IFLA World Library and Information Congress 2018 – 3,500 international delegates*
- *The Australian & New Zealand College of Anaesthetists Annual Scientific Meeting 2019 – 1,500 international delegates*

About MyCEB

Malaysia Convention & Exhibition Bureau

Malaysia Convention & Exhibition Bureau (MyCEB) is a non-profit organisation established in 2009 by the Ministry of Tourism, Arts & Culture Malaysia to grow the country's business events industry. MyCEB aims to further strengthen Malaysia's global appeal and position as the leading destination for international meetings, incentives, conventions and trade exhibitions.

www.myceb.com.my

Collaborative Government and Industry Support

MATRADE

Malaysia External Trade Development Corporation (MATRADE), the national trade promotion agency under the Ministry of International Trade and Industry is positioning Malaysia as a globally competitive trading nation and promoting Malaysia's enterprises to the world.

www.matrade.gov.my

MACEOS MALAYSIA

Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) was established with the objective of developing and raising standards within the MICE industry nationwide.

www.maceos.com.my

MyCEB Services

In line with our all-inclusive roles, Malaysia Convention & Exhibition Bureau is dedicated to assist meeting and event organisers in bidding process, fostering government and industry collaborations, providing financial grant, event support, including product and services consultation in staging successful events in Malaysia.

Bidding

- Lobbying and hosting of site inspection in Malaysia
- Preparation of presentation / bid documentation

Planning

- Product & service selection
- Promotional materials (sales kit) to assist in overseas marketing
- PEO / contractor selection
- Hosting of international partners / association on accommodation & airfare for site inspection in Malaysia
- Provide local government and industry contacts

International Marketing

- International advertisements
- Hosting of international buyers / media
- International roadshow promotion
- Listings in Tourism Malaysia / MyCEB event calendar
- Hyperlink in Tourism Malaysia / MyCEB event calendar
- Usage of MyCEB logo

On Site

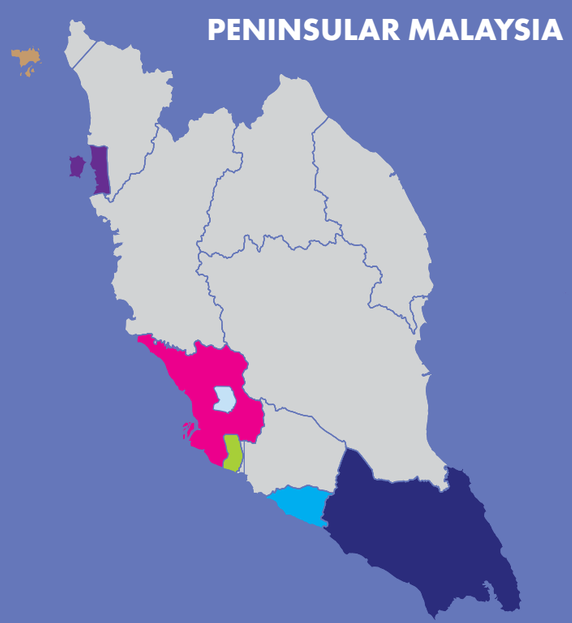
- On ground transportation (shuttle service from official hotels)
- Registration system
- Onsite auditing service
- Airport Hospitality Desk
- Pre & post event tour programmes (for hosted buyers)
- Pocket shows /cultural shows

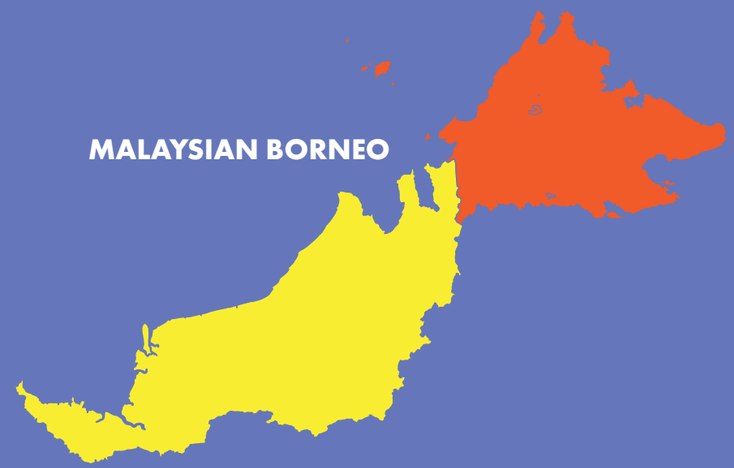
Ideal Business Events Venue

Our world class facilities are fully equipped, and purpose - built to meet the complex requirements of business and trade events.

For further information on Malaysia's venue facilities and capacity, visit

www.myceb.com.my/mepg





LANGKAWI

Langkawi International Convention Centre (LICC)
Total Space Capacity: 5,684.5 sqm
Exhibition Space Capacity: 2,100 sqm

PENANG

Setia SPICE Convention Centre
Total Space Capacity: 6,503 sqm
Exhibition Space Capacity: 6,503 sqm

KUALA LUMPUR

Kuala Lumpur Convention Centre
Total Space Capacity: 33,659 sqm
Exhibition Space Capacity: 25,823 sqm

SELANGOR

Setia City Convention Centre
Total Space Capacity: 9,414 sqm
Exhibition Space Capacity: 5,772 sqm

PUTRAJAYA

Putrajaya International Convention Centre (PICC)
Total Space Capacity: 130,000 sqm
Exhibition Space Capacity: 8,000 sqm

MELAKA

Melaka International Trade Centre (MITC)
Total Space Capacity: 13,090 sqm
Exhibition Space Capacity: 12,090 sqm

Malaysia International Trade & Exhibition Centre (MITEC)
Total Space Capacity: 48,000 sqm
Exhibition Space Capacity: 45,000 sqm

Putra World Trade Centre (PWTC)
Total Space Capacity: 29,000 sqm
Exhibition Space Capacity: 24,000 sqm

MATRADE Exhibition & Convention Centre (MECC)
Total Space Capacity: 15,000 sqm
Exhibition Space Capacity: 11,600 sqm

JOHOR

Persada Johor International Convention Centre
Total Space Capacity: 7,076 sqm
Exhibition Space Capacity: 3,070 sqm

SARAWAK

Borneo Convention Centre Kuching (BCKK)
Total Space Capacity: 36,500 sqm
Exhibition Space Capacity: 6,860 sqm

SABAH

Sabah International Convention Centre
Total Space Capacity: 75,000 sqm
Exhibition Space Capacity: 10,600 sqm

Industry Highlights

Malaysia focuses on a dynamic business ecosystem which has been identified based on respective incremental contribution to Gross National Income (GNI) by 2020.

Greater Kuala Lumpur/Klang Valley
MYR 190.0 billion
(approx. US$ 46 billion)

Oil, Gas & Energy
MYR 131.4 billion
(approx. US$ 32 billion)

Palm Oil
MYR 230.9 billion
(approx. US$ 56 billion)

Wholesale & Retail
MYR 156.0 billion
(approx. US$ 38 billion)

Financial Services
MYR 180.0 billion
(approx. US$ 44 billion)

Tourism
MYR 66.7 billion
(approx. US$ 16 billion)

Electronics & Electrical
MYR 37.9 billion
(approx. US$ 9 billion)

Business Services
MYR 78.7 billion
(approx. US$ 19 billion)

Communications, Content & Infrastructure
MYR 22.0 billion
(approx. US$ 5 billion)

Education
MYR 60.7 billion
(approx. US$ 15 billion)

Agriculture
MYR 28.9 billion
(approx. US$ 7 billion)

Healthcare
MYR 35.3 billion
(approx. US$ 9 billion)

Let's Connect

Malaysia Convention & Exhibition Bureau

Head Office

Ms. Norisma Ismail
Sales Manager, Exhibition
DL: +603 2264 3037
M : +019 272 6744
norisma@myceb.com.my

China Representative

Beijing
Ms. Grace Qu
Business Development Manager
T: +8610 6430 1838
beijing@myceb.com.my

Chengdu
Ms. Freda Hua
Business Development Manager
T: +8628 6132 6795
chengdu@myceb.com.my

Guangzhou
Ms. Janet Huang
Business Development Manager
T: +8620 8735 6717
guangzhou@myceb.com.my

Shanghai
Mr. Eason Gu
Business Development Manager
T: +8621 6385 8586
shanghai@myceb.com.my

Europe Representative

Ms. Anette Palm
Director
T: +49 (0) 6307 401103
F: +49 (0) 6307 401104
anette@worldwideconventions.com