

Press release

For immediate release

MALAYSIA CELEBRATES THE BEST IN BUSINESS EVENTS INDUSTRY

MyCEB and MACEOS continue to honour country's best business events industry players

Kuala Lumpur, 9 November 2017: Malaysia celebrated the best of the best in the business events industry, honouring a total of 27 outstanding winners at the 3rd rAWr Awards 2017.

The biennial rAWr Awards, which is an acronym for **R**ecognising **A**ward **W**inning **R**esults, is a collaboration between Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, and the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS). The prestigious award recognises excellence, leadership, professional standards, innovation and best practices within the Meetings, Incentives, Conventions and Exhibitions (MICE) or business events industry.

Held at Sunway Putra Hotel Kuala Lumpur, the rAWr Awards was graced by the Deputy Secretary General (Tourism), Ministry of Tourism and Culture Malaysia, Ms. Nor Yahati binti Awang, who read the speech on behalf of the Deputy Minister, Ministry of Tourism and Culture Malaysia, YB Datuk Wira Mas Ermieyati binti Samsudin. Chief Executive Officer of MyCEB, Datuk Zulkefli Hj Sharif and President of MACEOS, Dato' Vincent Lim were also in attendance to honour and celebrate business events industry partners who demonstrated excellence dedication and extraordinary leadership which contributed to the growth and development of the industry.

Deputy Minister, Ministry of Tourism and Culture Malaysia, YB Datuk Wira Mas Ermieyati binti Samsudin, said, "Business events is the catalyst for socio-economic growth, and it is a sector that has the potential to fuel wide-scale economic activity, drive new growth in our communities, generate job opportunities and increase economic earnings. The Ministry of Tourism and Culture will continue to play its part in ensuring that the infrastructure, policies and legislation required to smoothen growth in the sector are well implemented."

Chief Executive Officer of MyCEB, Datuk Zulkefli Hj. Sharif, added, "In order to choose the winners, all nominees of the rAWr Awards were judged by a pool of industry experts and professional judges within the Asian region namely Singapore and Philippines. The selection of nominees has gone through a stringent and rigorous judging process to help us select the very best among the best. The rAWr Awards is the sole business events industry award ceremony in Malaysia and I hope that it will continue to play a role in elevating industry standards and continue to seal Malaysia's position as Asia's Business Events Hub."

President of MACEOS, Dato' Vincent Lim, commented, "Winning the rAWR Award elevates your reputation as an event professional that focuses on delivering high standards, raising the bar and continuously adds value to your industry clients as well as the industry. Our industry success as a global business events destination will be determined by how local industry players constantly innovate to improve product offering, identify new ideas and development, and well-prepared to meet the challenges of change."

This year, more than 50 entries were submitted by industry players. The rAWr Awards consists of five main components of the industry – Venues & Events, Conventions, Incentive Travel, Exhibitions and Special Awards.

*Please refer to the appendix for the full list of 2017 winners.

ENDS

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About MyCEB

MyCEB was established in 2009 by Ministry of Tourism and Culture, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

In December 2016, MyCEB mapped out the way forward for Malaysia in business events with the launch of '**Malaysia's Business Events Roadmap: Charting Malaysia's Journey to 2020 and Beyond**'. In helping to power Malaysia's knowledge and creative economy, the business events

roadmap will lay the groundwork, set up and manage the platforms for collaboration and support the development of strong local hosts. The country has also played host to 65 associations and conventions, 28 exhibitions and 283 corporate meeting and incentive groups in 2016.

With a total of 1726 events for the past seven years and delivering an estimated economic impact of RM8.8 billion, Malaysia is on track to drive positive momentum for the business events industry.

Malaysia Major Events, previously known as International Events Unit (IEU) is another division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.

About MACEOS

MACEOS, The Malaysian Association of Convention and Exhibition Organisers and Suppliers formed in 1990, started its life with the objective of developing and raising standards within the MICE industry nationwide. Over steady organic growth the membership has steadily grown close to 140 companies encompassing exhibition organisers, conference organisers, destination management and event management companies, venue owners, hoteliers, IV/AV suppliers, stand contractors including freight forwarders, to name but a few. MACEOS is now being recognised as the voice of the M.I.C.E. and Business Events industry in Malaysia with renewed focus on education to build human capacity for the industry.

For more information, please visit www.maceos.com.my

Appendix: rAWr Awards 2017 Winners' List

Minister's Award

Y.Bhg. Tan Sri Dato' Koo Yuen Kim D.P.T.J.J.P

Exhibitions

Best Booth Design (36sqm and below)

- Innogen (M) Sdn Bhd

Best Booth Design (37sqm-72sqm)

- Innogen (M) Sdn Bhd

Best Booth Design (73sqm and above)

- Pico International (M) Sdn Bhd

Best Consumer Exhibition

- C.I.S. Network Sdn Bhd

Best Trade Exhibition (Gross 15,001sqm and above)

- C.I.S. Network Sdn Bhd

Conventions

International Conference Award for Excellence (under 1,000 delegates)

- Borneo Convention Centre Kuching

Professional Conference Organiser Award for Excellence

- MCI Management Malaysia Sdn Bhd

Incentive Travel

Best Incentive Programme

- Pacific World Destination East Sdn Bhd

Destination Management Company Award for Excellence

- Asian Overland Services Tours & Travel Sdn Bhd

Venues & Events

Purpose Built Convention & Exhibition Centre Award for Excellence (below 15,000sqm of total saleable space)

- Borneo Convention Centre Kuching (BCCK)

Purpose Built Convention Centre Award for Excellence (above 15,001sqm of total saleable space)

- Kuala Lumpur Convention Centre



Hotel with Meeting Facilities Award for Excellence (5 star)

- G Hotel Gurney

Best Event (201 pax and above)

- Radius Exhibits & Interiors Sdn Bhd

Event Management Company Award for Excellence

- Pico International (M) Sdn Bhd



Business Events Products & Services Award for Excellence

- DoReMi Services & Rental

Special Awards

Destination Marketing Organisation Award for Excellence

- Penang Convention & Exhibition Bureau

International Incentive Operator Award for Excellence

- CITS International M.I.C.E Co., Ltd
- Hana Tour
- SOTC Travel Services Pvt Ltd (Delhi)
- South East Travel Service Co. Ltd
- Viettours Trading and Service Co. Ltd

MACEOS Industry Recognition Award

- Elite Expo Sdn Bhd
- X TWO Media Sdn Bhd
- ASC Agenda Suria Communications Sdn Bhd
- QUBE Integrated Malaysia Sdn Bhd
- Pico International (M) Sdn Bhd