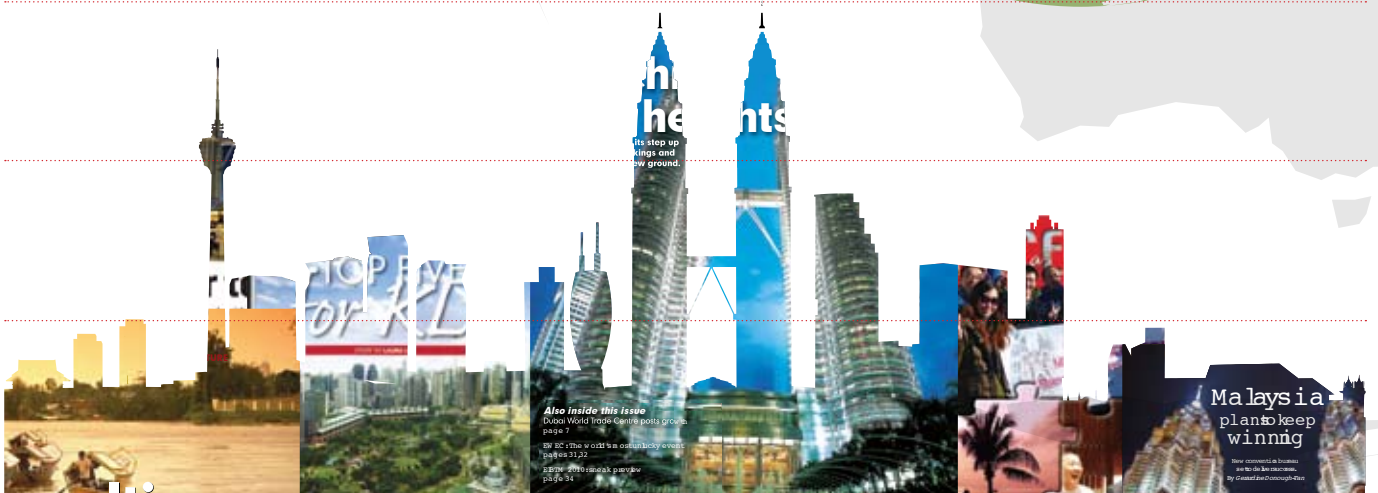


# MyCEB Annual Performance Report

# 2010





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# Overview

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As the world economy started to recover from the Global Financial Crisis, Malaysia achieved a record 1,278,014 international business event (meetings, incentives, conventions & exhibitions) visitor arrivals, an estimated 5.2% of total visitor arrivals and a 2% increase over 2009. The estimated total visitor expenditure was RM10.6 billion and economic impact was recorded at RM17.6 billion. The contribution to employment from international business event arrivals was estimated to be over 91,200 fulltime equivalents.

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**Malaysia leaped a notable three spots to the 28th position in the latest ICCA, International Congress and Convention Association country rankings. The number of meetings hosted grew 24 percent, from 96 meetings (2009) to 119 meetings (2010). Within the Asia Pacific region Malaysia retained its ICCA country ranking of 7th position. Kuala Lumpur increased its number of international conventions from 72 to 79 in 2010.**



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Malaysia Convention and Exhibition Bureau (MyCEB) is a non-profit organisation established by the Ministry of Tourism Malaysia to further strengthen the country's business tourism brand for the international business events market. As a central hub to assist meeting and event planners to bid for and stage regional and international business events in Malaysia, MyCEB also acts as a conduit for national product development. 2010 was the year of internal growth and establishing MyCEB. MyCEB moved to a new office premises in July 2010 and secured a full complement of staff by September. The priority was directed towards putting the resources in place for a major roll out of new initiatives and programmes in 2011. MyCEB was officially launched on 22 November 2010.

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Aside from establishing the bureau, a number of sales and marketing programmes were undertaken to strengthen Malaysia's market position including trade advertising, participating in trade shows, media programme and joint bid activity with the industry partners.

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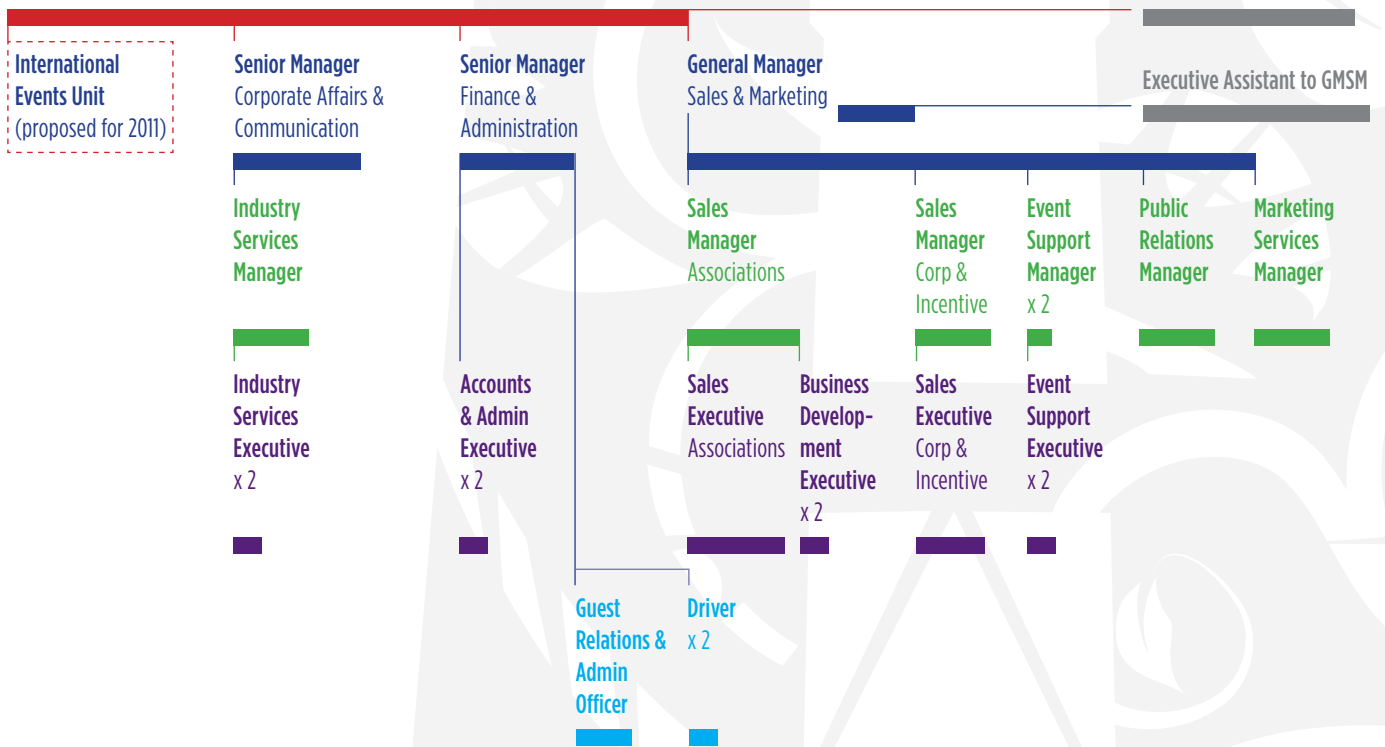
# Operational Programme

- MyCEB moved into new office premises at Level 14, Menara IMC, Jalan Sultan Ismail on 1 July 2010.
- MyCEB’s official launch and Industry Briefing took place on 22 November 2010. The business events industry was provided a brief on MyCEB’s business plans for 2011. The event was attended by 248 guests and 23 media representatives including 3 TV stations and 1 radio station.
- Recruitment of personnel (Phase One) has been completed with staff resources increasing from 5 to 25 from July 2010 to December 2010.
- MyCEB’s new Board was appointed and conducted their first Board Meeting and Briefing on 15 December 2010.
- MyCEB’s business plan for 2011 was completed and approved by the Board.
- Standard Operating Procedures have been completed for all business units.
- The staff appraisal system has been developed and the 1st round of quarterly reviews completed.
- A new chart of accounts and MYOB accounts system became fully operational.

## MyCEB Board

Chief Executive Officer

Executive Assistant to CEO



## Sales & Marketing Programme

The performance results of MyCEB's sales and marketing units are based on the period July to December 2010 when these units came into operation. The servicing unit results are however based on a full year's operation.

### Business Development

- 57 new business event leads have been developed for the period July to December 2010 with an estimated 69,700 delegates, and an economic value of over RM419 million.
- 119 international meetings that took place in Malaysia during 2010 have been qualified for the ICCA<sup>1</sup> international country rankings. This is 23 more international conventions than 2009.
- The Business Development Unit completed initial research on the Clan<sup>2</sup> market to determine its value and potential. There are a small number of Clan reunions that include a conference component, the rest are categorised as a part of the VFR (Visiting Friends & Relatives) market. MyCEB set its focus on Clans which have a conference component.

### Sales - Association

- By the end of December 2010 there were 22 bids in progress accounting for 22,250 delegates and an economic value of RM175 million.
- 28 international business events were secured for Malaysia with industry partner support. These events will take place between 2011 - 2016 and are expected to generate 38,500 delegates and RM438 million in economic value.

### Sales - Corporate & Incentive

- The corporate and incentive team came in place during 3rd quarter of 2010 with an initial focus on establishing a prospective client list for corporate meetings and incentives, conducting an incentive product audit and establishing profiles of destination management companies to use as sales tools.
- During the initial set up phase, three incentive groups with an estimated 1,100 participants and an economic value of RM7.7 million were secured for Malaysia. As at end of December there were 3 proposals pending a decision with an estimated 12,200 participants and economic value of RM13.1 million. A further 49 incentive & corporate confirmed events representing 14,284 visitors were supported through MyCEB's Event Support Unit.



<sup>1</sup> International Congress and Convention Association

<sup>2</sup> A Clan is a group of people united by actual or perceived kinship and descent. They are located in every country and would organise conferences and meetings to strengthen their relationship and for networking purposes.

## Sales & Marketing Programme *continued*

**Table 1 : Major Business Events secured in 2010**

Event	Year	Delegates	Eco Impact (RM)	Industry Partner
World General Federation of Natural Medicine Societies Conference	2011	500	5,580,696	-
14th Congress of the International Society for Peritoneal Dialysis (ISPD)	2012	2,000	22,322,784	KLCC
14th Asia Pacific Congress of Pediatrics	2012	1,250	16,043,940	SCB
ICOGRADA Graphic Design Week	2012	500	8,091,336	SCB
Asia Pacific Organisation for Cancer Prevention (APOCP)	2012	550	5,218,198	SCB
4th World Conference in Science and Technology	2013	1,000	12,835,152	SCB
International Society on Blood Transfusion (ISBT) Regional Congress	2013	3,500	44,923,032	KLCC
7th IAS Conference on HIV, Treatment and Prevention (IAS)	2013	5,900	78,199,503	KLCC
Federation of Asian Pharmaceutical Association Congress (FAPA Congress)	2014	2,000	22,322,784	-
Congress & General Assembly of the International Federation of Surveyors	2014	2,000	22,322,784	KLCC
10th Asia Pacific Association of Allergy, Asthma and Clinical Immunology (APAAACI)	2016	1,000	9,487,632	KLCC

KLCC - Kuala Lumpur Convention Centre, SCB - Sarawak Convention Bureau

### Event Support

- A new event support model was developed which aligns support with the economic value of a business event. The support programme applies to regional and international business events only. The primary focus of the support programme is to maximise yields i.e. to maximise number of delegates, length of stay and visitor spend. It is also designed to help business events to be more successful which in turn will help incentivise other international business events to Malaysia. A series of case studies will be developed in 2011 to promote the success of Malaysia as a host destination.
- MyCEB supported 189 business events from January to December 2010 accounting for 71,075 participants and an estimated economic value of RM775.4 million. Support provided included provision of brochures and souvenirs, city tours and cultural performances.



## Sales & Marketing Programme *continued*

### Marketing Services

- **Event Support kit**

Work commenced on a support kit to help inform clients about the range of services and support items offered by MyCEB.

- **Bid Document**

An interim bid document was developed for the sales unit whilst planning for a new bid document template which is underway.

- **Convention Brochure**

Production of 'Meet in Malaysia' brochure was completed and distributed at key trade shows and promotions.

- **Website**

Development was completed on an interim webpage using [www.myceb.com.my](http://www.myceb.com.my) address which links to the Ministry's website and MyCEB information was published at Tourism Malaysia's corporate website, MICE (business events) section.

- **Business Development**

Work commenced on an information kit for the business development team. The purpose of the kit is to promote MyCEB's support services to the association market and encourage associations to bid for international business events.

- **Promotional Material**

Promotional items have been purchased to support upcoming business events and trade promotional activities.

- **Presentation Template**

Presentation templates were developed for trade promotional activities.

- **Corporate brand guideline**

Preparation of guidelines on the usage of company logo for internal and external use is underway. A full brand development programme is scheduled for 2011. MyCEB's corporate logo has been developed by Milk & Co and approved by the Minister. Production of business cards and stationery templates completed. Electronic stationery templates were created and applications were standardised throughout the organisation.



Figure 1 : MyCEB Corporate Logo

## Sales & Marketing Programme *continued*

### Media

- For the period January to December 2010 there were 17 media releases produced by MyCEB.

Release Date	Title
7 January	MyCEB All Out to Improve ICCA Country Rankings
20 January	Optimistic Year for MyCEB
28 January	MyCEB Plans for Malaysia MICE Industry
2 March	MyCEB to Drive Malaysia's Ambitions
29 March	MyCEB to Help Malaysia to Carve its Niche Market in Business Events
7 April	MyCEB Aims to Increase Malaysia's Share of International Association Congress Market
24 June	International Surveyors Conference Bid Win Announcement
16 July	Malaysia Makes Top 5 in Asia Pacific Meetings Rankings
17 August	MyCEB Appoints Senior Managers
28 September	MyCEB Strengthens its Team
5 October	Space Travellers Converge in KL for Congress
19 October	Big November for Malaysia
9 November	Let's Meet and Green
22 November	Malaysia Announces RM50 million Funding for Business Tourism
25 November	MyCEB Appoints General Manager, Sales & Marketing
1 December	Malaysia First Asian Host for AIDS Conference
17 December	Malaysia Wins Best Stand Design Overall Award at EIBTM 2010

- MyCEB facilitated 86 media enquiries and 10 media interviews.
- MyCEB conducted 3 media conferences with a total media attendance of 82.
- 167 media articles were produced resulting in an estimated RM5.46 million in publicity value (Note: Media monitoring commenced July 2010).
- A media kit has been developed for usage at trade shows and promotions. Contents include media releases, MyCEB profile, Malaysia Business Events profile, new developments and upcoming events listing.
- Production of a business events fact sheet providing an overview of the value of Malaysia's business events industry has been completed for distribution to media, stakeholders, and government departments. Its purpose is to highlight and promote the value of business events to the wider community.



# Media Coverage Global



## Conference + Meeting World (C+MW)

Circulation : 10,000 copies (printed)  
13,500 (digital version)



Rejoicing at its step up in the 2009 ICCA rankings, the country's Team Malaysia is helping to secure large numbers of business events. With the sudden need for space to keep up with demand, Malaysia is looking to break new ground, literally and figuratively. Sarah O'Donnell reports.

Malaysia still conjures imagery of remote humid jungles, wild and unknown creatures and the harmonious melting pot of Malay, Indian and Chinese cultures together with 47 other ethnic groups.

It is, however, a newly industrialised country and also one of South East Asia's leading education and healthcare providers. In 2009, it claimed a GDP per capita (PPP) of US\$13,769. This ranked the country 59th in the world, and second in Southeast Asia, after Singapore, by the International Monetary Fund.

Its capital Kuala Lumpur (KL) jumped five spots in 2009 to 22nd position in the latest International Congress and Convention Association (ICCA) city rankings with 72 international association meetings held. These latest figures place the capital among the top five meeting destinations in the Asia Pacific after Singapore, Beijing, Seoul and Bangkok.

In the country rankings, Malaysia shifted up one spot from 32nd in 2008 to 31st with 92 meetings. It also stepped up one place in the Asia Pacific and Middle East rankings behind countries such as Japan, the People's Republic of China and neighbouring Thailand and Singapore.

CEO of the Malaysia Convention and Exhibition Bureau (MyCEB), Mr Zulkefli Hj Sharif, says this is testimony to the growing popularity of the country as an international meetings destination and recognition of Malaysia's unique selling points by associations and meetings planners globally.

He argues the improved rankings are a result of a stronger collaboration between MyCEB, which was created in 2009 to target

business events promotion for the country, and the local meetings industry. "There has been growing interest from the government to further strengthen Malaysia as the preferred meetings destination.

"Therefore, MyCEB was established and has recently moved to a new office in KL's central business district and staff will be increased from five to 24 by mid-September 2010," he adds.

Group MD of professional conference organiser (PCO) Asian Overland and secretary-treasurer of Pacific Asia Travel Association (PATA), Anthony Wong, says Malaysia is beginning to emerge as an important destination for meetings as the government is now putting in more effort to promote the meetings industry.

The GM of Kuala Lumpur Convention Centre (KLCC), Datuk Peter Brokenshire, says there has been a more cohesive approach between tourism authorities and convention centres in the marketing of Malaysia as a meetings destination, which is now starting to see dividends.

"The addition of new infrastructure and the upgrading and refurbishment of hotels around the country has also helped us to grow the business in Malaysia," Zulkefli Hj Sharif adds.

In 2009, Malaysia welcomed over 1.8m international business visitors (six per cent of total visitors), contributing an estimated RM10bn (US\$3.1bn) in visitor spend to the local economy. Last year, MyCEB supported 15 convention bids, representing 16,150 delegates and RM147m in delegate spend.

Zulkefli Hj Sharif says the bureau also assisted in 130 meetings, conventions and exhibitions, and 40 corporate incentive

groups. Since January 2010, MyCEB has initiated a series of seminars to educate the local meetings industry on how to improve their understanding of associations' requirements and "to enhance their industry knowledge and expertise to cater to the growing

**New developments due by 2014**  
Construction of pedestrian linkages and covered walkways around KL will join the Pavilion KL (shopping centre), Berjaya Hotel and Convention Centre and the Kuala Lumpur Convention Centre (March 2011).

The proposed RM628m (US\$120m) MATRADE Centre is due for completion by 2014. Taking the shape of a rubber seed, the new convention and exhibition centre will have 93,000sqm of meeting space.

International Trade and Industry Minister Datuk Mustapa Mohamed says Malaysia currently lags behind neighbouring countries in developing its meeting industry. "We have been promoting MICE in the past but we were constrained from going for large-scale conferences of 5,000 to 10,000 participants due to space limitation."

There will be a total of 1,615 new hotel rooms in Malaysia including a six-star St Regis with 200 rooms and 3,000sqm of meeting space in KL. The Borneo Convention Centre Kuching opened in 2009 and the Shah Alam Convention Centre opened its doors in April 2010.



## MICE China

Circulation : 15,000 Copies (Non audited)



# Media Coverage Global

## TTGmice

Circulation : 13,500 copies



## Rising slowly but surely

Malaysia is seeing a return of MICE groups to the country. It's not up to boom-time levels yet, but operators say it is a solid recovery. By **S Puvaneswary**

**M**ICE is on the rebound in Malaysia, though group sizes are smaller than in the good times of 2008 and lead times are getting shorter.

Senior account manager MICE of Asia Experience, Saini Vermeulen, said business for the first half of the year was already more than 50 per cent of the total 2010 budget and already beaten sales for the entire 2009.

"Sometimes the lead time is less than three weeks especially from regional markets and from companies that have done business with us before," said Vermeulen.

"It is easier to close the deal as there are fewer options required because it is so last minute. The plus factor is, because of the short lead times, hotels give good deals."

MP Travel and Tours general manager Chris Ng projected a 10 per cent increase in MICE business this year on 2008.

The projected increase would come mainly from China, a new market for the company.

He said business from Indonesia and the Philippines, the company's traditional markets, was returning. Group sizes of events from the pharmaceutical, insurance and banking sectors were, however,

smaller due to tighter budgets.

To grow its share of the Indonesian pie, the company will engage in joint advertising activities with its partners there to promote Malaysia as a MICE destination. MP Travel and Tours also markets its Singapore associate office, Star Holiday Mart, and Ng noted that nine out of 10 enquiries from Indonesia were for Resorts World Sentosa and Marina Bay Sands integrated resorts.

More direct flights between Kuala Lumpur and second-tier Indian cities such as Hyderabad and Bangalore have improved accessibility and made it more convenient for MICE delegates from these

July 2010 TTGmice 23

## micenet Asia

Circulation : 14,000 copies +

bonus 3,000 American Express Business Travel Corporate

### news & briefs

## MyCEB to lead 'Team Malaysia'

Industry partners programme launched and improved ICCA strategy planned

By **Pauline Tan**

**KUALA LUMPUR** - The Malaysia Convention & Exhibition Bureau (MyCEB) received its full complement of staff in October and it is "all systems go" with an official launch and the unveiling of an industry partners programme this month, CEO, Mr Zulkafli Hj Shari, says.

Speaking to *micenet* ASIA at last month's IT&CMA in Bangkok, he said the industry partners programme was developed to help us establish a Team Malaysia, bringing together airlines, the convention centres, DMCs and operators, etc in a systematic approach to bids.

The bureau will brief authorities in Malaysian states in an attempt to be a conduit between government and industry. Mr Zulkafli said, "The need to build momentum and a commitment in everyone towards the MICE sector. We want tourism industry companies to share intelligence, refresh products and participate in education and training. We have a strong core but we have to expand the base to become more national, to have more office venues and unique products like adventure, go meet operators engaged."

"The federal government has just completed a 10-year plan and wants to focus on increasing the high-yield segment from the five per cent of arrivals (1.3 million) which it now makes up to eight per cent (2.8 million) or RM600 billion by 2020."

Gary Gremmer and Company senior consultant, Mike Williams, who consulted on the establishment of the bureau, said MyCEB would "play a key role in getting ministries such as those for transport, health and immigration involved in bidding protocols so Malaysia doesn't have a disjointed sector" when it pitched for events.

"MyCEB will develop an association programme to identify potential international conventions which Malaysia could host. The targets will surround Malaysia's core industries such as gas, petrochemical, Islamic banking, agriculture and forestry and the health sectors. While it has supported bids before, it will now actively help in bid lobbying and strategy."

Making sure it enters the fray fully armed, a subvention fund will be established as funds



(Clockwise from front right) Zulkafli Hj Shari, Pauline Tan, Nurul Hafidzah Yusoff, Anis, Rosli, Yee and the Hotel Ping.

are available for associations who call for them. Mr Zulkafli added, "We are very focused on winning a certain list of events and PCOs which are coming to the region which have a good track record and number of delegates. We want to improve our ranking with ICCA so they have to be qualifying events."

Kuala Lumpur recently jumped five spots to the 22nd position in the latest ICCA International Congress and Convention Association city rankings while Malaysia moved up one position to 33rd in the country rankings.

MyCEB sales and marketing general manager, Ping Ho, said, "We have introduced a research team to identify potential bids and will meet with the serious association heads in Malaysia too. Reputation times for congresses in Asia-Pacific are short, so that will definitely be an area of focus."

Successes have already been chalked. In November alone, international association meetings across various fields, including medical sciences, finance, and education, are expected to attract more than 10,000 conference delegates to Malaysia. The nine conventions are expected to inject in excess of RM62 million (US\$25 million) in terms of international visitor expenditure to Malaysia. They include the:

- 29th GLOBEUS International Conference;
- Water Safety Conference;
- 6th IAF-27 International Conferences on Mathematics, Statistics and Their Applications;
- 18th World Congress of Accountants, 3rd Asia-Pacific Gastrointestinal Cancer Congress;
- 9th Asian Congress of Neurological Surgeons;
- 3rd Asia-Pacific Educational Research Association Conference (APERA);
- 9th Asian Congress on Oral and Maxillofacial Surgery;
- and, 18th International Conference on Computers in Education.

**Latest onboard at MyCEB:**

- Corporate and incentives sales manager, Annie Tay, who will focus on the management and implementation of sales programmes to secure corporate and incentive meetings for Malaysia;
- Association sales manager, Yuzica Mohd Yusoff, who will concentrate on sales promotion, convention bidding and securing international association meetings;
- Industry services manager, Shazlina Ghazali, who will spearhead relations such as the Industry Partners Programme to enhance MyCEB's relationship with industry players;
- Marketing services manager, Muzil Ash Shari, who will manage web development, e-marketing and marketing collateral;
- Event services managers, Roslin Rahim and Puan Sharizat Tengku Mustapha, who will help meeting planners with local knowledge and expertise, coordinating on-site support for business events (M Puan will be supporting confirmed events from the ASEAN countries, India and Middle East whereas Ms Puan Sharizat will be servicing events from Europe, USA, Australia and New Zealand like China);
- and, public relations manager, Phang Wei Yee.

# Media Coverage Global



February 2011 **cei.asia**

**Amway China takes on Sydney**  
Page 06

**Corporate retreats in Brunei**  
Page 45

**Hotels in the Pearl River Delta**  
Page 49



## Malaysia hits the big time

National effort wows **World Congress of Accountants** with professional event and cultural shows **Page 22**

**JTG** Incentive trip for travel agents' group at Disneyland HK  
**Page 21**



**Tiger** New beer brand launched at creative event in Singapore  
**Page 24**



**Porsche** Dealers impressed with a taste of the high life in Macau  
**Page 25**



### CEI Asia

Circulation : 10,000 copies (BPA Audited)

### Association Meetings International (ami)

Circulation : 10,000 Copies (Jul'09- Jun '10 Audited)

Global News

## Associations Account for Malaysian Success

November is a busy month in the business events calendar for Malaysia. With international association meetings across various fields including medical sciences, finance, and education it is expected that over 10,000 conference delegates will be welcomed in this month alone.

The largest association meeting to be held in the country this year and a first for Malaysia is the 18th World Congress of Accountants which, alone, will see 6,000 finance professionals from 124 countries converging at the Kuala Lumpur Convention Centre.

"The choice of Malaysia as the host for WCOA 2010 by the International Federation of Accountants is indicative of the trust and confidence of the global financial and business community in the high professional standing of the Malaysia accountancy profession," said Mr Abdul Rahim Abdul Hamid, President, Malaysian Institute of Accountants (MIA).

**Tremendous economic benefits**  
As a high-yield tourism sector, international conventions are known to bring tremendous economic benefits to the host country. The nine conventions taking place this month alone (listed opposite) are estimated to inject in excess of RM 62 million (EUR 14 million) in terms of international visitor expenditure to Malaysia.

**These events include:**

- The 8th GLOBELICS International Conference – 350 delegates
- Water Safety Conference 2010 – 400
- 6th IMT-GT International Conferences on Mathematics, Statistics and Their Applications (ICMSA) – 200
- 18th World Congress of Accountants – 6,000
- 3rd Asia-Pacific Gastroesophageal Cancer Congress – 250
- 8th Asian Congress of Neurological Surgeons 2010 – 2,000
- 3rd Asia Pacific Educational Research Association Conference (APERA) – 500
- 9th Asian Congress on Oral and Maxillofacial Surgery – 500
- 18th International Conference on Computers in Education – 250

Commenting on Malaysia's growing appeal for association meetings, Mr Zulkefli Hj Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau (MyCEB) said, "Malaysia is ideally located between the two booming economies of China and India, and right in the heart of Asia. With the national carrier, Malaysia Airlines, flying to some 100 destinations across 6 continents daily, world leaders and delegates can easily access Malaysia and gather here for these conventions.

Mr Zulkefli added; "The completion of the Kuala Lumpur International Airport as the largest low-cost carrier hub in Asia come 2012 will further boost delegates' connectivity to Malaysia."

## Media Coverage Global

### Association Meetings International (ami)

Circulation : 10,000 Copies (Jul'09- Jun '10 Audited)

DESTINATION 

>> CONVENTION MALAYSIA

# Lucky location

Malaysia's position in the middle of Asia, between two of the world's new giant economies, bodes well for the future of its meetings business. Angela Antrobus reports

**A**lready known as a culturally rich country, diverse, dynamic and great value for money, Malaysia hopes soon to be hosting many more international and regional conferences. Strategically located between the emerging powerhouses of China and India and surrounded by 55 per cent of the world's population, it anticipates rising interest from Asian association conference organisers and, with the growing freedom of movement in the region, a big increase in the numbers of Asian delegates.

The formation last year of the Malaysia Convention & Exhibition Bureau (MyCEB) and its recent staff expansion from five to 24 illustrates the government's commitment to strengthening its position in the global meetings industry. "One of our goals is to achieve top five ranking within Asia Pacific countries by 2015, according to the statistics of the International Congress & Convention Association, and to increase business visitors from five to eight per cent of total visit arrivals by 2020," says MyCEB CEO Zulkefli Hj Sharif.

"Malaysia is a very affordable destination and ground costs such as accommodation, meals and event management are very competitive," he confirms. "This accounts for our excellent attendance record, especially for people from developing countries."

**"Investment in infrastructure was part of our fifth-year anniversary plan" — Peter Brokenshire, GM, Kuala Lumpur Convention Centre**

Even when the global economy caused a downturn in business travel, Malaysia's popularity wasn't dented. It is safe and stable and another contributory factor is its leading position in the fields of Islamic finance and Halal products. The government is backing the Halal industry



Kuala Lumpur Convention Centre overlooks the 20 hectare KLCC park

for further growth and wants Malaysia to become the preferred destination of both Islamic finance and Halal industry conferences and trade shows.

It is therefore no coincidence that eight airlines provide scheduled flights from

terminal for low-cost carriers, due to be completed in April 2012.

The opening of Kuala Lumpur Convention Centre five years ago put the capital well on the way to achieving top-five city status in Asia Pacific. Since then the government has invested in the construction of more new meeting venues to further boost Malaysia's competitiveness. Borneo Convention Centre Kuching opened in Sarawak a year ago, the Shah Alam Convention Centre opened last April in the Selangor state capital and by 2014 the new MATRADE Exhibition & Convention Centre is due to be finished in the centre of Kuala Lumpur.

The new facilities and hotels now allow for regional association meetings to rotate to other parts of the country, besides Kuala Lumpur. Penang and

*continued on page 38*

Media Coverage Global

# HEADQUARTERS

ASIA-PACIFIC

the Asia-Pacific Magazine for Association Executives  
Supported by **UIA**, Union of International Associations, Brussels

04

Headquarters Magazines  
Meetings Industry Publishers (Singapore)  
Published 4 times a year  
Edition November 2010



**ATTRACTIVE AND AFFORDABLE MALAYSIA**  
**A CONVERSATION WITH ZULKEFLI HJ SHARIF**

ALSO  
**UIA: GOOD GOVERNANCE MATTERS**  
**THE CONGRESS ENVIRONMENT IN CHINA**  
**DESTINATION UPDATES**

## Headquarters (HQ EMEA & HAP)

Circulation : 5,000 Copies (HQ EMEA)  
2, 500 (HAP)

## ASSOCIATIONS IN MALAYSIA AN ASSESSMENT



Kuala Lumpur Convention Centre

MALAYSIA'S PERFORMANCE IN THE INTERNATIONAL MEETINGS ARENA AMIDST THE CHALLENGING ECONOMIC CLIMATE LAST YEAR WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE SUPPORT OF THE BACKBONE OF THE INDUSTRY - THE MALAYSIAN ASSOCIATIONS WHO RELENTLESSLY BID FOR THEIR INTERNATIONAL COUNTERPART MEETINGS TO BE HELD IN THE COUNTRY AND THE GROWING COLLABORATION BETWEEN MALAYSIA CONVENTION & EXHIBITION BUREAU (MYCEB) AND ITS LOCAL INDUSTRY PARTNERS IN BIDDING AND JOINT PROMOTIONAL EFFORTS.

Kuala Lumpur leaped five spots to the 22<sup>nd</sup> position in the latest ICCA, International Congress and Convention Association city rankings, from 61<sup>st</sup> meetings (2008) to 72<sup>nd</sup> meetings (2009), thereby placing it among the five leading meetings destination in Asia Pacific for international association meetings. Other cities in the top five include Singapore, Beijing, Seoul and Bangkok. In the ICCA country rankings, Malaysia moved up one spot from 32<sup>nd</sup> in 2008 (87 meetings) to 31<sup>st</sup> with 96 meetings.

**Malaysian associations**  
Malaysia has a number of key economic sectors with national

associations mainly in healthcare and medical, education, ICT, financial services and oil and gas to name but a few', according to Fater Brokenshire, General Manager, Kuala Lumpur Convention Centre.

There are over 46,000 not-for-profit organisations registered in Malaysia through the Registrar of Society, Malaysia. The majority of Malaysian associations for association bids are based in Kuala Lumpur and most have a regional or international affiliation. Most national associations have their own secretariat while larger associations such as the Federation of Malaysian Manufacturers (FMM) and the

Malaysian Institute of Accountants (MIA) have a professional team to manage the organisation and would be ready to take on an international event. However, there are still a number of associations run by volunteers with no permanent secretariat.

As for Sarawak, there are over 1,300 associations registered in the state, with the majority of these being locally focused groups such as trade and industry associations, fraternal and special interest groups or academic societies.

Jill Henry, Chief Executive Officer, Sarawak Convention Bureau, says, 'With some notable exceptions, very few of the associations currently have active ties with their international counterparts - a majority of these conventions require invitations from a local Malaysian member organisation to secure the convention. Looking back over our bid wins, 70 percent of them are from the association sector with the key disciplines being health and medical, business and science, resources, fraternal and tourism-related conventions. Surprisingly government-led bids represent only 15 percent of our bids with the majority being led by academic institutions and professional trade associations.'

**How has the situation evolved?**  
'Previously, the benefits of organising or hosting international association meetings in were not fully recognised by Malaysian associations. Now emerging countries including Malaysia are beginning to realise the huge financial benefits and economic impact that such international association meetings can bring to the country,' states Amos Wong, General Manager, AOS Conventions & Events, an active Malaysia conference organiser in the market.

Mike Williams, consultant to MyCEB, notes 'the local association market is now a maturing industry with a core group of associations, particularly in the medical sciences area, who are very well-equipped to facilitate international meetings. These associations have the experience and knowledge on how to host conventions from the staging



# Sales & Marketing Programme *continued*

## Advertising

- Media spend accounted for RM1.36 million from May to December 2011. The media schedule was designed to coincide with major business event trade shows targeting key international markets i.e. Europe, Asia, Australia and the USA. The campaigns took place in both trade and business media.
- Two new advertisements were produced to position Malaysia as an attractive meetings and incentive destination.

# THRILL OF INCENTIVES

To reward and motivate your achievers, our attractions are out of this world.

Meet in Malaysia. Get it all.

Here's a corporate retreat that will lead you from one discovery to another. Revel in the festivities amidst Earth's oldest rainforests. Explore the largest cave passage in the world. Dive into the coral-rich gardens beneath our clear blue waters. And rise to the majestic views of Mount Kinabalu. All in all, an unforgettable experience that inspires you to greater heights.

*For customised incentive packages, please email us at [sales@myceb.com.my](mailto:sales@myceb.com.my)*



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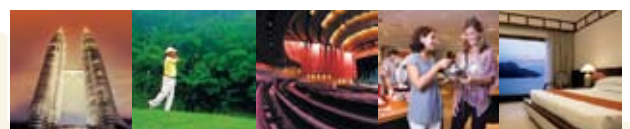
# ART OF MEETINGS

To meet your intricate requirements, we are into the details.

Meet in Malaysia. Get it all.

We have mastered the art of complexity in meetings. From tough requirements to delicate situations. Ours is a unique approach to meetings. Thanks to our diversity of skills from our multicultural background, we are prepared to handle anything. And with our world-class facilities and inspiring amenities, we are able to customise any meeting.

*For customised meeting packages, please email us at [sales@myceb.com.my](mailto:sales@myceb.com.my)*



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## Sales & Marketing Programme *continued*

### Trade Shows

- MyCEB participated in 7 trade shows and congress throughout 2010.

Table 2 : MyCEB Tradeshows 2010

Trade Show	Dates	Location	Outcomes
<b>AIME</b>	2-3 March	Melbourne	<ul style="list-style-type: none"> <li>33 co-exhibitors</li> <li>2 business leads (RM17.5 million)</li> </ul>
<b>GIBTM</b>	29-31 March	Abu Dhabi	<ul style="list-style-type: none"> <li>4 co-exhibitors</li> <li>36 pre scheduled appointments with 20 walk-in appointments.</li> <li>Media exposure RM204,877</li> </ul>
<b>IT&amp;CM</b>	7-9 April	Shanghai	<ul style="list-style-type: none"> <li>11 co-exhibitors</li> <li>14 business leads</li> <li>Media conference: 30 attendees</li> </ul>
<b>IMEX</b>	25-27 May	Frankfurt	<ul style="list-style-type: none"> <li>13 co-exhibitors</li> <li>7 business leads (RM8.3m)</li> </ul>
<b>PATA</b>	14-17 September	Macau	<ul style="list-style-type: none"> <li>38 appointments mainly leisure – recommendation not to participate in 2011.</li> <li>Pre-show sales visit to Hong Kong</li> </ul>
<b>IT&amp;CMA</b>	4-8 October	Bangkok	<ul style="list-style-type: none"> <li>23 co-exhibitors</li> <li>13 business leads</li> <li>8 sales call visits pre show</li> </ul>
<b>ICCA Congress</b>	23-27 October	Hyderabad	<ul style="list-style-type: none"> <li>Participation in ICCA business leads exchange.</li> </ul>
<b>EIBTM</b>	30 November – 2 December	Barcelona	<ul style="list-style-type: none"> <li>14 co-exhibitors</li> <li>Media conference: 25 attendees</li> <li>52 appointments (14,785 delegates, RM193.2m economic value)</li> <li>MyCEB was the recipient of the Best stand award at EIBTM.</li> </ul>

Figure 2 : MyCEB's Award Winning Exhibition Stand at EIBTM 2010



## Sales & Marketing Programme *continued*

### Government Relations

MyCEB commenced a series of government and industry briefings to create greater awareness of MyCEB's role and to help streamline the communication process for business event attraction.

Date	Event	Outcome
11 February	<b>Ministries Briefing</b>	62 attendees
21 May	<b>NAPSEC Briefing</b>	20+ attendees
25 November	<b>Tourism Malaysia</b>	30 attendees
28 November	<b>State Briefing</b>	68 attendees. Eight states represented including Kuala Lumpur, Selangor, Langkawi, Sabah, Sarawak, Johor, Melaka, Pahang.

### Industry Programmes

- Three industry training sessions were conducted during 2010 including "How to Sell to the Association Market" (92 participants), 'Working Trade Shows' (pre AIME) and 'Industry Trends'
- MyCEB's Industry Launch and Briefing took place on 22 November 2010 which attracted 248 attendees and 23 media, including 3 TV stations and 1 radio.
- Development of the Industry Partners Programme (IPP) commenced for a scheduled launch in February 2011. The purpose of the IPP programme is to encourage industry collaboration with MyCEB to package and promote Malaysia as an international business events destination as well as improve Malaysia's competitiveness in the international market place.
- MyCEB supported a number of industry initiatives that took place throughout 2010;

Date	Event	Comments
18 February	<b>XL Workshop</b>	MyCEB was a participant and supporter of the XL Workshop hosted by the Kuala Lumpur Convention Centre. The event was attended by 14 key decision makers for large international conventions (over 2,500 delegates). MyCEB will continue to assist Kuala Lumpur Convention Centre with potential bids resulting from this event.
11 March	<b>Kuala Lumpur Convention Centre Association Seminar</b>	National association representatives attended a half day seminar hosted by Kuala Lumpur Convention Centre. The seminar objective is to encourage local associations to bid for and host regional and international conventions. MyCEB was invited to set up a table top stand to assist with association enquiries and to promote MyCEB services. A number of enquiries relating to bid and event support were received and being followed up.
1 April	<b>MACEOS</b>	A meeting was held between MACEOS and MyCEB to discuss the future relationship and cooperation between the two organisations. The meeting objective was also to identify what MyCEB can do to assist exhibition industry. The initial priority is to gather market intelligence and research to quantify the size and value of the exhibition industry to the economy. A list of priority information required from the exhibition industry has been devised by MyCEB and sent to MACEOS for consideration.



## Sales & Marketing Programme *continued*

### Product Development



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- The **Malaysia Business Tourism Green Programme** launch took place on 9 November 2010 at the Kuala Lumpur Convention Centre. It was attended by 50 guests and 20 media. This programme is in line with Government's commitment to offset carbon emission by 40% by 2020. With this programme, business tourism participants have an option to contribute towards greening the nation.
- Shell Sites.** As part of the NKEA Business Tourism programme MyCEB commenced a review of potential shell sites that can cater for 1,000 to 5,000 guests. Final recommendations to government are due in the first quarter of 2011.
- Industry Training Seminars.** There were three industry training sessions held throughout 2010. The topics included 'How to Sell to Associations' 'Working Trade Shows' 'Industry Trends' and the Business Development workshop.



# Contact Info

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