



**MALAYSIA**<sup>TM</sup>  
CONVENTION & EXHIBITION BUREAU

ANNUAL REPORT  
2012





## MyCEB Annual Report 2012 Cover Design Rationale

The richness of Malaysia as a multicultural nation is showcased with the harmonious weaving of four design elements onto a single canvas, representing the unity of our multi-ethnic demographics – Malay, Chinese, Indian and indigenous ethnic groups.

This concept symbolises MyCEB's commitment as the central hub in facilitating associations, as well as meeting and event planners, to bid for and stage international business and major events in Malaysia. At the same time, act as a conduit for national product development.

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## MESSAGE FROM THE MINISTER OF TOURISM

I must congratulate MyCEB for the excellent performance so far. 2012 has proven to be a shining year for this young organisation.

When MyCEB was launched in 2009, its aim was to increase the number of business event tourist arrivals to 2.9 million by 2020, bringing with them tourist expenditures to meet the government's strategic ETP targets.

Through collaboration with industry partners, MyCEB has secured a total of 135 international and regional conventions and incentive groups for Malaysia. MyCEB has also provided support towards 255 conventions, corporate meetings, incentives and exhibitions.

With the creation of the International Events Unit (IEU), MyCEB's portfolio has expanded. It now includes attracting international sports, arts, lifestyle and entertainment events to be hosted in Malaysia. In the next few years, MyCEB will play an important role in turning Malaysia into Asia's eminent sports & festival destination.

Looking forward, I expect MyCEB to go from strength to strength. Together with its industry partners, it will build on its successes to further enhance Malaysia's position as Asia's Business Events Hub and create an industry that is not only bigger, but better.

**Dato' Sri Dr. Ng Yen Yen**  
Minister of Tourism, Malaysia

“*MyCEB has secured a total of 135 international and regional conventions and incentive groups for Malaysia.*”



## MESSAGE FROM THE CHAIRMAN

Over the last year, MyCEB has been continuously rolling out new and innovative programmes designed to strengthen Malaysia's competitive position and sustainability as a business and major events destination.

As a catalyst for the development of the industry, we are proud of the successful track record between MyCEB and its industry partners to bid for, secure and facilitate international business and major events creating medium to long term benefits for the Malaysian economy.

At the core of these achievements is the consistent ability of MyCEB to innovate, to secure the confidence of our global market and to win durable positive appreciation of Malaysia.

Programme highlights during 2012 include the inaugural Association Dialogue designed to strengthen Malaysia's national associations through professional development, the implementation of the major events Tracking Mechanism to monitor and evaluate ROI for major events, the staging of the inaugural International Events Symposium and the ongoing 'Malaysia Twin Deal' tactical campaign successfully attracting incentive travel groups to Malaysia.

Through initiatives such as these, I am positive MyCEB will continue to create milestones by achieving the targets mandated under the nation's Economic Transformation Programme (ETP) and position Malaysia as Asia's business and major events destination.

**Dato' Dr. Ong Hong Peng**  
Chairman  
Malaysia Convention & Exhibition Bureau

“*At the core of these achievements is the consistent ability of MyCEB to innovate.*”



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

2012 has been our best year to date where business events are concerned. MyCEB continues to expand especially with strong support from the key industry players.

Last year, MyCEB successfully secured a total of 135 international and regional conventions and incentive groups in collaboration with industry partners.

With an average of 452 delegates per event, these events are expected to attract over 61,000 delegates to Malaysia and generate in excess of RM634 million in economic impact for the country.

The International Events Unit (IEU) that was established in 2011 has created a strong presence in the major international sports, arts, lifestyle and entertainment events scene.

In its first year of full operation, it has achieved an amazing feat of surpassing its KPI by bringing in more than 60,700 international visitors to our shores. Among the 19 events it supported were the Kids World Golf Championship, Future Music Festival Asia and MTV World Stage.

Of course, most of our success is due to the talents we employ and I am immensely proud of and grateful for their passion, energy and commitment.

My gratitude also goes to our Chairman, YBhg. Dato' Dr. Ong Hong Peng, the Board of Directors and especially to YBhg. Dato' Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia. Her sheer persistence in keeping tourism at the top of the government's agenda is an inspiration to all of us.

There is much to do over the coming years, but I feel we have achieved plenty to be proud of and I am confident that we are on the right track to accomplish our goals.

With the right effort, industry and government collaboration and appropriate resources, we can realise our aspiration to become a major player in the international business and major events industry.

**Zulkefli Hj. Sharif**  
Chief Executive Officer  
Malaysia Convention & Exhibition Bureau

“ *With the right effort and appropriate resources, we can realise our aspiration to become a major player in the international business and major events industry.* ”

# BOARD OF DIRECTORS



**YBhg. Dato'  
Dr. Ong Hong Peng**

*Secretary General,  
Ministry of Tourism, Malaysia  
Appointed on 14 April 2009 as  
Chairman/Board of Trustees*

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**YBhg. Dato'  
Haji Azizan Noordin**

*Deputy Director General,  
Tourism Malaysia  
Appointed on 9 November 2010*

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**Mr. Asri B. Hamidon**

*Deputy Under Secretary,  
Ministry of Finance, Malaysia  
Appointed on 9 November 2010*

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**YBhg. Datuk Irene Betty  
Benggon Charuruks**

*General Manager,  
Sabah Tourism Board  
Appointed on 9 November 2010*

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**Mr. Jonathan  
Kan Thai Kim**

*Chief Executive Officer,  
Fairs & Events Management Sdn Bhd  
Appointed on 9 November 2010*

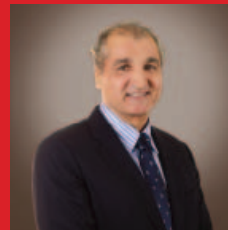
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**YBhg. Datuk  
Peter Brokenshire**

*General Manager,  
Kuala Lumpur Convention Centre  
Appointed on 9 November 2010*

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**YBhg. Dato'  
Robert Geneid**

*Managing Director,  
Borsamulu Resort Sdn Bhd  
Appointed on 9 November 2010*

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**Mr. Zulkefli Hj. Sharif**

*Chief Executive Officer,  
Malaysia Convention & Exhibition Bureau  
Appointed on 9 November 2010*

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# ABOUT MALAYSIA CONVENTION & EXHIBITION BUREAU (MyCEB)



*MyCEB Senior Management*

Malaysia Convention & Exhibition Bureau (MyCEB) is a non-profit organisation established in 2009 by the Ministry of Tourism, Malaysia to further strengthen the country's business tourism brand for the international business events market.

MyCEB's core role in collaboration with the industry is to bid for and secure regional and international business events for Malaysia. It also helps organisers maximise the success of international business events held in Malaysia and to be a conduit for national product development so that Malaysia can strengthen its competitive market position.

In January 2011, under the directive of the Ministry of Tourism, MyCEB established the International Events Unit (IEU), under the Economic Transformation Programme (ETP). Its goal is to present Malaysia as an attractive destination for staging international sports, arts, lifestyle and entertainment events.

The IEU is responsible for identifying, qualifying and bidding for international events as well as to identify and support home grown events that have the potential to attract international spectators.

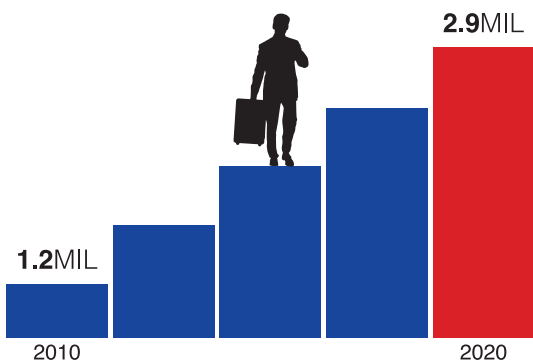


# ECONOMIC TRANSFORMATION PROGRAMME (ETP)

In its efforts to accelerate Malaysia's economic growth, the government has carefully designed the Economic Transformation Programme (ETP) to help Malaysia reach 'developed nation' status by 2020. As such, business tourism and international events have been recognised as key contributors to this growth.

By 2020, business tourism is expected to contribute RM3.9 billion in the incremental Gross National Income (GNI), providing about 16,700 jobs.

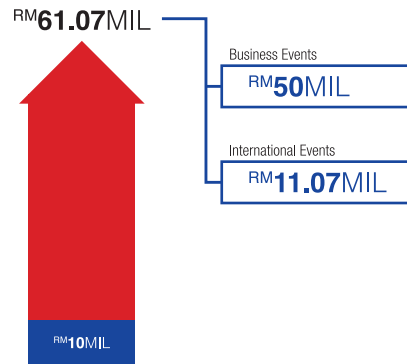
*Business Event Arrivals*  
*Exhibit 6a*



Additionally, business event arrivals have been targeted to grow from 1.2 million to 2.9 million visitors by 2020. Based on tourism visitor projections, business event visitors are expected to grow from 5% to 8% of total visitor arrivals. This is in line with the ETP strategic priority to focus on the development of high-yield tourism visitors.

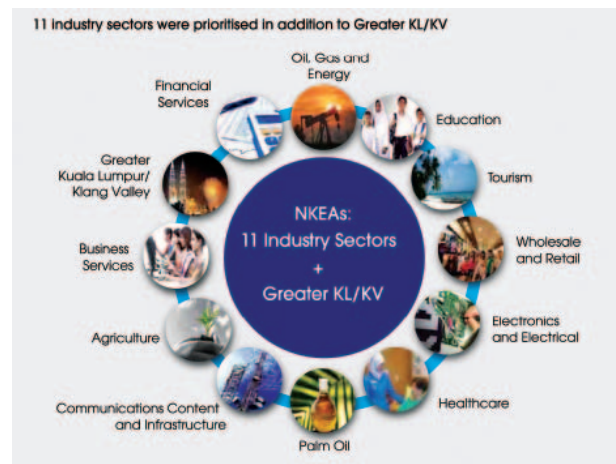
The formation of the International Events Unit (IEU) is expected to contribute RM400 million in GNI while creating 8,000 new job opportunities to the nation by 2020. IEU is also tasked to deliver three new events per annum and grow foreign spectatorship to over 70,000 by 2020.

*MyCEB's Funding*  
*Exhibit 6b*



Under the ETP, MyCEB's funding grew from RM10 million (2010) to RM61.07 million (2012), RM50 million towards business events and RM11.07 million towards international events. From this amount RM35 million is allocated to subvention funding in support of attracting business and international events to Malaysia.

*NKEAs: 11 Industry Sectors + Greater KL/KV*  
*Exhibit 6c*



# 2012 REVIEW OF MyCEB



*25th World Gas Conference 2012*

For 2012, the second year of operations under the ETP, MyCEB successfully expanded its core sales and marketing programmes, launched a number of initiatives and dramatically improved Malaysia's competitive position for attracting business events and major international events.

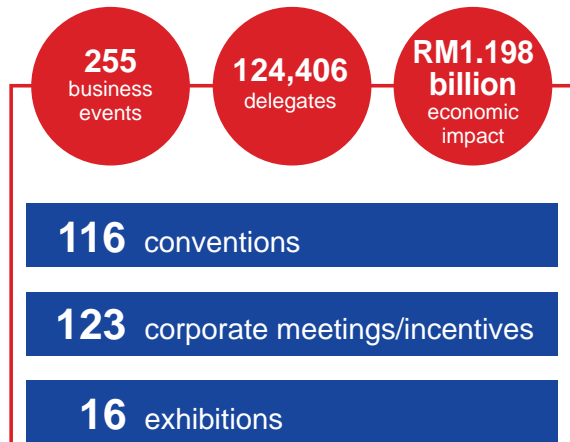
## **Business Events Activities**

The Business Events Unit launched several initiatives designed to increase Malaysia's market presence and focus on business attraction. Major programmes include:

- The Kesatria 1Malaysia programme to identify potential local hosts for international bids
- The inaugural Association Dialogue to provide professional development opportunities for Malaysia's national associations
- The development and communication of a business events brand
- Website - Content Management System (CMS) and partial integration with Client Relationship Management System (CRM)
- The inaugural roadshow to China
- Participation in 10 international tradeshows and appointment of sales representations in America and Australia/New Zealand

By collaborating with our industry partners, MyCEB has secured a total of 135 international and regional conventions and incentives for Malaysia. These conventions, with an average of 452 delegates per event, are expected to attract over approximately 61,000 delegates to Malaysia between year 2013 to 2015, generating in excess of RM634 million in economic impact.

*Business Events Supported*  
*Exhibit 7a*



Over the period of 12 months, MyCEB has also provided support for 255 business events, which include 116 conventions, 123 corporate meetings/incentives and 16 exhibitions. These events accounted for 124,406 delegates with an estimated RM1.198 billion in economic impact.

Malaysia achieved an estimated 1,326,734 visitor arrivals for international business events (meetings, incentives, conventions & exhibitions), a 5.3% of total visitor arrivals. Business events delivered a ratio of 221 to 1 return on government investment with a total estimated visitor expenditure of RM11.0 billion and an economic impact of RM18.2 billion. This is a growth of 3.4% over 2011 which contributed an estimated RM17.6 billion to the economy.

Malaysia further enhanced its positioning as Asia's Business Events Hub in 2012 with a performance that was nothing short of spectacular, coupled with the uncompromising commitment shown by industry partners, namely the Ministry of Tourism, various government agencies, Sarawak Convention Bureau, Kuala Lumpur Convention Centre, conference management companies and other strategic partners in securing business events for the country.

**Appointment as President of Asian Association of Convention and Visitor Bureaus (AACVB)**



Zulkefli Hj. Sharif, MyCEB's CEO, was appointed as President of the Asian Association of Convention and Visitor Bureaus (AACVB) for the period 2012 to 2014 at the Board of Directors meeting held in Hong Kong in August 2012.

Malaysia will be the next host for the Asia for Asia Summit 2013, which is a flagship event for AACVB.



*Penang Jazz Festival*

### **International Events Unit Activities**

The International Events Unit (IEU), which was established a year earlier to attract and support major international events, especially in sports, arts, lifestyle and entertainment, has set a target to contribute RM427 million in incremental GNI – creating approximately 8,026 job opportunities in Malaysia by 2020.

For 2012, IEU has secured a total of 19 events for 2012 right through to 2014, consisting of event bids in progress and the events supported. These events are targeted to boost the number of spectators to 323,680, with an estimated RM373 million in visitor expenditure.

In total, IEU has supported nine home grown events in 2012 with an estimated 37,000 spectators, contributing to a 23% increase in attendance over 2011.

Based on MyCEB's tracking mechanism on the events industry in Malaysia, the total visitor expenditure reached RM373 million in 2012.

For 2013, IEU has secured and supported 12 events for Malaysia as of December 2012. The two most anticipated events are the 27th Golden Disk Awards (15 – 16 January) and the 110th Harley-Davidson Anniversary Festival (14 – 19 September).

# 8. BUSINESS EVENTS

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- 8.1 Overview
- 8.2 Business Development
- 8.3 Sales - Association
- 8.4 Sales - Corporate Meeting & Incentive
- 8.5 Event Support
- 8.6 Industry Services
- 8.7 Market Research



# BUSINESS EVENTS

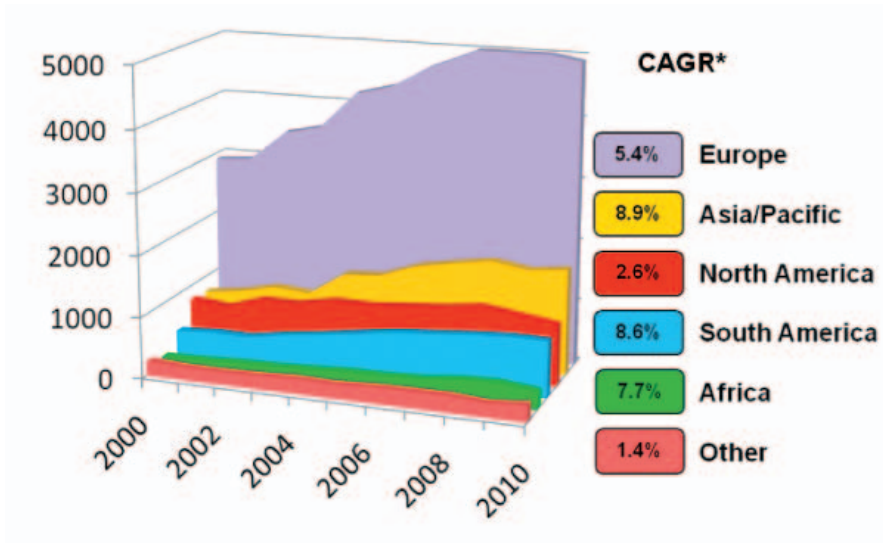
## 8.1

### OVERVIEW

Asia continued to undergo a massive development boom in 2011. New convention and exhibition facilities, hotels, casinos, integrated resorts and themed entertainment precincts were developed throughout the region. Combined with the world's increasing focus on economic engagement in Asia, this resulted in strong growth for the conventions and meetings market within the region.

Currently, Asia is leading the world's growth in numbers of international conventions occurring. Its market share of international conventions is rising as associations seek to globalise their membership and market delivery. With more meetings adding Asia to their rotation patterns, Asia Pacific's CAGR or Compound Annual Growth Rate is 8% for the last ten years and this trend should continue.

*International Conventions Growth Rate By Regions (%)  
Exhibit 8a*



*Note CAGR\*: Compound Annual Growth Rate  
Source: ICCA (2011)*

### Association Conventions

Malaysia is positioned 29th in the 2011 International Congress and Convention Association country rankings. The number of international association meetings hosted in Malaysia increased from 119 in 2010 to 126 in 2011. This increase is testament to the interest and confidence from global associations on Malaysia as a premiere meetings destination. This enables Malaysia to retain its position in consecutive years as a Top 10 meetings destination in Asia Pacific.



Source: ICCA Country Ranking 2011  
Exhibit 8b

## MALAYSIA



The average-sized international conference held in Malaysia achieved a record-breaking attendance of 729 delegates in 2011. For comparison purposes, the 70th Institute of Internal Auditors International Conference 2011 recorded the largest number of participants outside of the U.S.A. with 2,200 delegates from 93 countries.

The international and regional convention market remains a top priority market segment for MyCEB with a significant focus on association support and development, bid and sales activities.

### Corporate Meeting and Incentive

During 2011, the incentive market within the Asia Pacific remains buoyant, especially from the major growth economies of China and India.

The long haul markets of Europe and North America have remained sluggish in line with weak economic growth but are expected to lift as the economic conditions improve in the coming years. Many of the major incentive houses in North America have switched their primary business from incentive travel to corporate meetings as incentive travel programmes adopt greater meeting components.

In 2011, MyCEB's primary focus remained on the short to medium haul markets within the Asia Pacific region with some development activity taking place in longer haul markets in preparation for these high yield markets to return to growth in the medium term.

With both corporate meetings and incentives, the lead times are getting shorter. There is a greater emphasis on ROI and a growing number of new and emerging destinations are now competing for business. Destinations such as Singapore are also constantly reinventing their product to stay relevant and appealing for these important market segments.

With the launch of the 'Malaysia - Asia Like Never Before' campaign and the continuing success of the 'Malaysia Twin Deal' incentive programme, MyCEB experienced record results with 109 incentive groups secured for Malaysia.

### Trade Exhibitions

On exhibitions and tradeshow, as according to UFI's (Union des Foires Internationales – Union of International Fairs) 7th Global Barometer Survey, some 65% of exhibition organisers in the Asia-Pacific region have put the downturn behind them. This suggests the region has largely recovered from the global financial crisis. While most growth is being driven out of China, the general return to more buoyant conditions in this region is a welcome sign that the exhibition industry remains a major focus for marketing activity and company investment. Worldwide, the picture is also more positive, showing that the majority of all companies globally are now registering a return to gross turnover growth. UFI, the global association for the exhibition industry, recently commented that the trade show sector "has regained its stride" and "is moving forward with confidence."

It is very timely that with market recovery in motion and the coming expansion of Malaysia's exhibition capacity that MyCEB is preparing to launch its exhibition development strategy in 2013.

## 8.2 BUSINESS DEVELOPMENT

The Business Development unit was set up to research, qualify and prioritise potential business event leads for Malaysia. This process matches leads against Malaysia's capacity to host the events, the level of local and international interest, as well as the economic value of the event.

In 2012, 251 new business event leads were generated (a 104% increase compared to 2011) with an estimated 496,777 delegates and an economic value of RM7.07 billion.

2012 Business Event Leads Ready For Bidding  
Exhibit 8c

**34 BUSINESS EVENT LEADS READY FOR BIDDING**

**48,197** delegates  
+  
**RM612M** economic value

By the end of 2012, 34 business event lead files with an estimated 48,197 delegates and an economic value of RM612 million were handed over to the sales team for bidding.

To create new business event opportunities, the Business Development unit engaged with its partners in the industry via the following programmes:

**Kesatria 1Malaysia Programme**

Launched on 18 January 2012, the Kesatria 1Malaysia Programme is designed to engage experienced hosts of international conventions in identifying and mentoring less experienced industry peers who will bid for and host international business events in Malaysia.

17 Kesatria (Knights) from key industry segments have been chosen to share their knowledge and expertise with potential local hosts. They are appointed for a two-year period.

The aim of the programme is for Malaysia to secure 34 business events and conferences that would contribute an estimated RM373 million in economic impact. To achieve this, each Kesatria will have to identify two local hosts who would agree to bid for and host an international business event with a minimum of 1,000 delegates for each event.



YBhg. Dato' Sri Dr. Ng Yen Yen (middle), YBhg. Dato' Dr. Ong Hong Peng (right) and Mr. Zulkefli Hj. Sharif (left) launched the Kesatria 1Malaysia Programme

Kesatria 1Malaysia Programme 2012  
Exhibit 8d

**KESATRIA 1MALAYSIA PROGRAMME 2012**

**NO. OF LEADS** **23**  
**EST. ECONOMIC IMPACT** **RM561M**

In 2012, the Kesatria 1Malaysia Programme has secured 23 leads with an estimated RM561 million in economic impact.



Kesatria 1Malaysia Programme Launch

**Association Dialogue**

The inaugural Association Dialogue was organised on 8 November 2012 to strengthen the commitment of industry associations in becoming more internationally engaged.

It was attended by 84 participants from 48 local associations. The International Presenters were Mr. John Peacock of Associations Forum Pty. Ltd and Ms. Linda Gaunt of Meetings & Events Australia.

The programme content is designed to assist the professional development and growth of Malaysia's national associations.

## Institutional Presentations

Local institutions and universities are potential local hosts for international events. So in an effort to start engaging their support and build rapport with them, MyCEB created a series of presentations on “How to be an International Host of your Profession”.

The presentation was designed to create awareness and build support for MyCEB among institutions and universities and to inspire them to bid for international conferences. It included case studies on ‘success stories’ and ‘reaching out to key industry associations and institutions’.

The presentation was made to the faculty heads of several local institutions throughout 2012, this included:

- Universiti Teknologi Malaysia (UTM)
- Universiti Putra Malaysia (UPM)
- Universiti Sains Malaysia (USM)
- Universiti Malaya Medical Centre (UMMC)
- Academy of Sciences Malaysia (ASM)
- The Institute of Electrical & Electronics Engineer (IEEE) Malaysia



*Presentation to Universiti Teknologi Malaysia faculty heads*

## Researcher’s Roundtable Workshop

MyCEB, with the support of ICCA, again facilitated a ‘Researcher’s Roundtable’ for industry partners, a platform for sharing ideas and best practices on how to identify and prioritise new business opportunities.



*Researchers Roundtable 2012 panelists - YBhg Datuk Dr. Aziz Yahya and Prof Dr. Mohd Ismail Noor*

There were 27 participants from the industry and two Kesatria’s that shared their experience in hosting international conventions.

## 8.3

### SALES – ASSOCIATION

The association sales team is responsible for convention bid management and sales promotions targeting the regional and international association market.

Association meetings provide large-scale citywide events that generate significant impact on the national economy, besides creating legacy & knowledge exchange.

### Bids Won

This year, the association sales team secured 26 business events with an estimated 35,482 delegates that presented an economic impact of RM359 million. This is an increase of 14% from 2011.

The most significant events that will take place in Malaysia over the next few years include Asia Pacific Lung Cancer Conference 2014 (1,000 delegates), Asia Congress of Architects 2014 (3,000 delegates), Million Dollar Roundtable Experience (5,000 delegates) and Toastmasters International (5,000 delegates).

Major Bids Won For 2014-2015  
Exhibit 8e

EVENTS	YEAR	EST. NO. OF DELEGATES	EST. ECONOMIC IMPACT
Asian Congress of Architects - ACA 2014	2014	<b>3,000</b>	<b>RM24.2M</b>
The Million Dollar Round Table (MDRT) Experience Meeting	2014	<b>5,000</b>	<b>RM50.22M</b>
127th International Olympic Council Session 2015	2015	<b>1,500</b>	<b>RM26.78M</b>
Annual Meeting of the Asia Pacific Association of Cataract and Refractive Surgeons	2015	<b>1,500</b>	<b>RM17.78M</b>
International Federation of Training and Development Organisations World Conference 2015	2015	<b>3,000</b>	<b>RM33.48M</b>

## 8.4

### SALES – CORPORATE MEETING & INCENTIVE

This unit is responsible for developing and promoting Malaysia's corporate meeting & incentive product offering.

#### Events Won

MyCEB managed to secure 109 corporate meeting and incentive events that brought an estimated 25,604 delegates and an estimated economic impact of RM275 million to Malaysia. This was achieved through the following initiatives:



Australia Roadshow - Melbourne



## 'Malaysia Twin Deal'

The 'Malaysia Twin Deal' is a programme launched in September 2011 that offers rewards for both incentive planners and corporate participants in the China market to further attract incentive groups to Malaysia.

This programme has since been extended to include other important corporate and incentive markets such as India, Korea, Taiwan, Hong Kong, Australia, New Zealand and Europe. The programme period has also been extended till the end of 2013.

There was a significant increase in the number of Chinese incentive groups secured since the inception of the programme from 13 in 2011 (9,000 delegates) to 50 in 2012 (13,644 delegates), with an estimated economic impact of RM162.7 million.

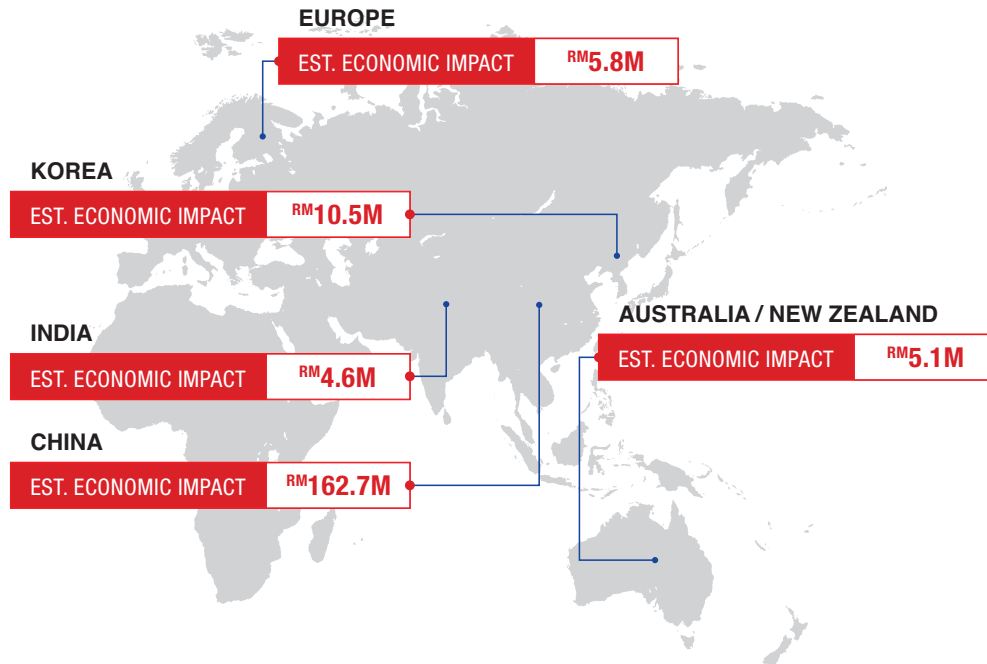
### Malaysia Twin Deal 2012 Exhibit 8f

NO. OF GROUPS SECURED IN 2012	<b>63</b>
EST. NO. OF DELEGATES	<b>16,214</b>
EST. ECONOMIC IMPACT	<b>RM188.7M</b>



Malaysia Twin Deal campaign

### Economic Impact Generated From Malaysia Twin Deal Exhibit 8g



## The Corporate & Incentive Guide



“Malaysia - Asia Like Never Before” is an incentive campaign that targets global corporate and incentive clients who are planning incentive trips to Malaysia.

This campaign focuses on four themes: ‘Team Building’, ‘Theme Events & Experiences’, ‘Unique Venues’ and ‘Corporate Social Responsibility’.

It was spearheaded by the launch of the new Corporate & Incentive Guide, supported by a series of print and digital advertising campaigns.

### Roadshows, Sales Mission & Familiarisation Trips

MyCEB organised two roadshows to target the international markets as well as international sales mission and familiarisation trips:



*North American Corporate and Meeting Planners familiarisation visit*

• 29 July – 3 August 2012: Familiarisation trip for 11 meeting and incentive planners from North America in collaboration with Shangri-La Hotels & Resorts.

• 24 August 2012: Sales Mission and ‘Malaysia Twin Deals’ India campaign launch coinciding with IT&CM Delhi.



*China Roadshow - Beijing*

• 10 – 21 September 2012: China Roadshow covering Beijing, Shanghai and Guangzhou in conjunction with CIBTM China.



*European Corporate and Meeting Planners familiarisation visit*

• 10 – 14 October 2012: Familiarisation trip for 8 meeting and incentive planners from Europe to experience Kuala Lumpur and Penang.



*Australia Roadshow - Sydney*

• 3 – 5 December 2012: Australia Roadshow covering Melbourne and Sydney with prospects of bringing business events to Malaysia. The event featured a dining experience with Poh Ling Yeow, from the popular TV cooking show Poh’s Kitchen.



## 8.5

### EVENT SUPPORT

Introduced in 2010, the business event support programme is designed to help business events to be more successful (i.e. to maximise number of delegates, length of stay and visitor spend.) This will in turn help attract other international business events to Malaysia.

MyCEB's comprehensive support includes the provision of promotional brochures, souvenirs, city tours, cultural performances and event marketing support.

The support programme aligns resources according to the economic value of a business event and applies to regional and international business events only.



*Asia Petrochemical Industry Conference 2012*

In this respect, MyCEB provided support to 255 business events throughout 2012, accounting for 124,406 participants and an estimated economic impact of RM1.198 billion.

#### *Summary of Supported Events 2012 Exhibit 8h*

EVENT TYPE	NO. OF EVENTS	EST. NO. OF DELEGATES	EST. ECONOMIC IMPACT
Corporate & Incentive	123	29,047	RM311M
Association	116	66,789	RM676M
Exhibition	16	28,570	RM210M



*"Run For Your Lungs" in conjunction with the 43rd Union World Conference on Lung Health*

## 8.6

### INDUSTRY SERVICES

#### Industry Partner Programme

The Industry Partner Programme (IPP), which was launched in February 2011 to encourage industry collaboration with MyCEB in packaging and promoting Malaysia as an international business events destination, has been well received by partners. The programme also aims to strengthen Malaysia's competitiveness in the international market place.

By end 2012, MyCEB doubled the IPP membership to 224 partners across multiple categories.

*2012 Industry Partners*

*Exhibit 8i*

<b>CATEGORY</b>	<b>PARTNERS</b>
Venues & Accommodation	<b>109</b>
Touring & Leisure	<b>27</b>
Convention Bureau & Tourism Organisations	<b>5</b>
Event Management Companies	<b>50</b>
Event Products, Service & Transportation	<b>33</b>

#### Tradeshows

MyCEB participated in a total of 11 business event tradeshows with 119 co-exhibitors and generated business event leads with an estimated potential of 30,000 delegates.



*Malaysia's participation at international business event tradeshows*

*Tradeshows and Roadshows in 2012*  
*Exhibit 8j*

ACTIVITY	DATE	LOCATION	PRIMARY MARKET
Asia Pacific Incentives & Meetings Expo (AIME)	21 - 22 Feb 2012	Melbourne, Australia	Asia Pacific associations, corporate meeting and incentive planners
The Gulf Incentive, Business Travel & Meetings Exhibition (GIBTM)	26 - 28 Mar 2012	Abu Dhabi, UAE	Middle East corporate meeting and incentive planners
Incentives Travel & Conventions Meetings (IT&CM)	17 - 19 Apr 2012	Shanghai, China	Chinese corporate and incentive planners, corporate travel agents
The Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX)	22 - 24 May 2012	Frankfurt, Germany	International associations, European corporate meeting and incentive planners
The Americas Meetings & Events Exhibitions (AIBTM)	19 - 21 Jun 2012	Baltimore, USA	North American associations, corporate meeting and incentive planners
Incentives Travel & Conventions Meetings (IT&CM) India	21 - 23 Aug 2012	Delhi, India	Indian corporate and incentive planners, corporate travel agents
The China Incentive, Business Travel & Meetings Exhibition (CIBTM)	12 - 14 Sep 2012	Beijing, China	Chinese corporate and incentive planners, corporate travel agents
Incentive Travel & Conventions, Meeting Asia (IT&CMA)	2 - 4 Oct 2012	Bangkok, Thailand	Asian corporate meeting and incentive planners, corporate travel agents
Americas Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX America)	9 - 11 Oct 2012	Las Vegas, USA	North American associations, corporate meeting and incentive planners
The Global Meetings & Incentives Exhibition (EIBTM)	27 - 29 Nov 2012	Barcelona, Spain	International associations, European corporate meeting and incentive planners
The Pacific Area Incentives & Conferences Expo (PAICE)	13 Nov 2012	Auckland, New Zealand	New Zealand associations, corporate meeting and incentive planners



## 8.7 MARKET RESEARCH

The role of Market Research is to determine the size and value of the business events industry, to identify market opportunities and to analyse the effectiveness of MyCEB's sales and marketing programme as well as performance measurement.

### Exhibition Research

Before embarking on the development of the exhibition industry in Malaysia, MyCEB initiated the first ever industry wide study to profile the current status of the industry and to identify market opportunities.

The objective was to get a comprehensive view on the industry and with this, MyCEB is able to plan a strategy to strengthen the exhibition industry in Malaysia. The study involved interviews with MATRADE, and the Malaysian exhibition industry. The first draft of the report was ready by the end of December and to be presented to the MyCEB Board and MACEOS.

### Study on Business Events and Economic Value

MyCEB embarked on a nationwide study with Taylor's University and industry partners to identify the economic value of the business events sector covering the conventions, trade exhibitions and incentive markets. This study identifies expenditure patterns as well as attitudinal trends of attendees. The first pilot tests were completed by December 2012 and full implementation will continue through to the end of 2013.



*Malaysia International Furniture Fair*



*Market research survey in collaboration with Taylor's University*

# 9.

## INTERNATIONAL EVENTS

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- 9.1 Overview
- 9.2 Event Support
- 9.3 Tradeshows & Conferences
- 9.4 Industry Education Programme
- 9.5 International Events Study
- 9.6 Tracking Mechanism

# INTERNATIONAL EVENTS

## 9.1

### OVERVIEW

International Events Unit (IEU) was created to help develop the international events industry. The unit focuses on identifying and supporting international event bids for sports, art, lifestyle and entertainment events. This includes home grown events that can potentially attract international participants and spectators.

IEU secured and committed support towards 19 events taking place between 2012 and 2015, consisting of event bids won and home grown/home hosted events supported. These events are expected to bring up to 323,680 spectators, with an estimated RM373 million in tourist expenditure.

Notable bid wins for IEU were the Sudirman Cup 2013, World Universities' Debating Championship 2015 and Asia Harley Days.

With recent successes in securing and supporting sporting events, Malaysia's credentials as a sports event destination is growing. The Sportbusiness' Ultimate Sports Cities Awards 2012 placed Kuala Lumpur in the top 20 worldwide and top 5 within Asia Pacific as a sporting events destination.

According to MyCEB's Tourism Revenue Tracking survey, total revenue from the events industry in 2012 was RM916 million.

*The Sportbusiness' Ultimate Sports Cities Awards 2012  
Exhibit 9a*

RANKINGS	CITIES	POINTS
1	London	491
2	Melbourne	481
3	Sydney	421
6	Singapore	393
11	Tokyo	307
20	Kuala Lumpur	192



*Notable Achievements of IEU for 2012  
Exhibit 9b*

<b>EVENTS SECURED IN 2012</b>	<b>ACTUAL</b>	<b>TARGET</b>
Spectators from new events secured (via bidding)	<b>90,700</b>	<b>30,000</b>
Foreign spectators from new events secured (via bidding)	<b>23,700 (26%)</b>	<b>6,000 (20%)</b>
Number of events secured in 2012	<b>9</b>	<b>3</b>

<b>HOME GROWN / HOME HOSTED EVENTS</b>	<b>ACTUAL</b>	<b>TARGET</b>
Spectators from home grown/home hosted	<b>161,000</b>	<b>70,000</b>
Foreign spectators from home grown/home hosted	<b>37,000 (23%)</b>	<b>7,000 (10%)</b>
Number of home grown/home hosted events supported	<b>10</b>	<b>7</b>



*9th Asia Pacific Harmonica Festival 2012*



*Autobacs Super GT 2012*



*Shrek The Musical*



*Paintball World Cup Asia 2012*

## 9.2

### EVENT SUPPORT

The IEU's Event Support Unit executes the agreed support given through the Subvention Programme for 2012 events. These events were secured and supported since 2011 till end of 2012 by the respective Business Development and Home Grown/Home Hosted Units.

The major events for 2012 were the Future Music Festival Asia 2012, the Kuala Lumpur Indian Music Festival 2012 and the Autobacs Super GT 2012 Series. 41,000 international spectators were estimated to have attended the events supported that year.

In 2013, the 27th Golden Disk Awards 2013, the Future Music Festival Asia 2013 and Asia Harley Days will be the most anticipated events of the year.

#### *Events Supported In 2012*

##### *Exhibit 9c*

2012 / MONTH	EVENTS SUPPORTED IN 2012 / MAJOR EVENTS	EVENT TYPE	NO. OF EVENT DAYS	TARGET (2012) / NUMBER OF TOURISTS / INTERNATIONAL / DOMESTIC	
FEB-MAR	BMW Malaysian Open (WTA Tour)	Major Sports	7	1,000	3,500
MAR	Future Music Festival Asia 2012	Arts, Lifestyle & Entertainment	1	7,000	15,000
JUN	Autobacs Super GT 2012 Series	Major Sports	2	5,000	30,000
JUN	Shrek The Musical	Arts, Lifestyle & Entertainment	7	4,000	15,000
JUL	MTV World Stage 2012	Arts, Lifestyle & Entertainment	1	4,000	11,000
AUG	9th Asia Pacific Harmonica Festival 2012	Arts, Lifestyle & Entertainment	4	2,000	1,000
SEP	4th Melaka Art & Performance Festival 2012	Arts, Lifestyle & Entertainment	7	2,000	15,000
NOV	World Cup Asia / Intercontinental Cup – Langkawi 2012	Niche Sports	4	3,000	5,000
DEC	Jennifer Lopez Live in Concert	Arts, Lifestyle & Entertainment	1	3,000	5,000
DEC	Kids Golf World Championship 2012	Major Sports	5	2,500	5,000
DEC	2012 Super Asia Showcase	Arts, Lifestyle & Entertainment	1	2,445	800
DEC	Kuala Lumpur Indian Music Festival 2012	Arts, Lifestyle & Entertainment	1	6,000	15,000

### 9.3

#### TRADESHOWS AND CONFERENCES

IEU participated in the following international trade shows and conferences to develop leads for future events to be hosted in Malaysia.

*Trade shows and Conferences in 2012*  
Exhibit 9d

TRADESHOWS	CATEGORY	ACTIVITY TYPE	LOCATION
IHT Sport Business Summit Singapore	Sports	Conference	Singapore
SportAccord Convention	Sports	Conference	Quebec, Canada
World Music Expo (WOMEX)	Arts, Lifestyle & Entertainment	B2B Tradeshow	Thessaloniki, Greece
IF Forum (SportAccord)	Sports	Conference <i>(By Invitation Only)</i>	Lausanne, Switzerland
Host Cities Summit	Sports	Conference	Lausanne, Switzerland

### 9.4

#### INDUSTRY EDUCATION PROGRAMME

IEU initiated a series of training workshops and forums to assist with the professional development of Malaysia's events industry. This started with a two day bid workshop, providing an insight into the bid process and the ingredients for successful bidding.

Other workshops and seminars undertaken covered topics such as sponsorship, event marketing and case studies.



*International Events Symposium 2012*

On 3 December 2012, the first International Events Symposium was organised with 160 attendees from the events industry in Malaysia. Various topics and case studies were presented by seven international speakers. The case studies were on Melbourne Australia, Risk Management: Planning for Sustainable Events, and Effective Event Initiatives & Corporate Sponsorship.



## 9.5

### INTERNATIONAL EVENTS STUDY



*Rainforest World Music Festival*

IEU actively conducts studies of international events to acquire ideas that can be adapted or used for the benefit of the local event industry. Several international events have been identified for further study.

The Laneway Festival in Singapore is one such event. This international event was created in Australia and began its international circuit in Singapore for the first time in 2011. Its use of social media proved more effective than traditional media for capturing the 18-30 year old market.

Other international events under study are the 43rd New Orleans Jazz & Heritage Festival, Future Music Festival in Brisbane and the Ironman Asia Pacific Championship in Melbourne.

The case study on the New Orleans Jazz and Heritage Festival was presented by the producer to an attendance of 66 local events organisers in July 2012.



*Future Music Festival Asia*

## 9.6

### TRACKING MECHANISM

As a way to evaluate the economic value of events held in Malaysia, IEU has implemented a system to report and track the number of foreign spectators for each event.

All event organisers are required to provide input into this tracking mechanism. Stakeholder meetings have been held with 23 companies and industry associations to gain their support for the mechanism's implementation.

Provision of the tracking mechanism report is now a requirement of event organisers requesting tax concessions from the Ministry of Finance.

With the cooperation of event organisers, implementation of the mechanism was completed in February 2012.

# 10.

# MARKETING & COMMUNICATION

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10.1 Marketing

10.2 Media Publicity



# MARKETING & COMMUNICATION

The marketing team's role is to communicate Malaysia's value proposition through the development of a Malaysia business and major events destination brand and execution via print and electronic media. MyCEB has developed three key brand campaigns, "Malaysia - Asia's Business Events Hub" for the convention market, "Malaysia - Asia Like Never Before" for the corporate meeting & incentive market and "Global Centre Stage" for the international events market. Each of these campaigns highlight Malaysia's attributes as a new and emerging centre for business and major events.

The role for MyCEB's Public Relations unit is to increase media publicity for MyCEB and Malaysia. It achieves this objective by communicating Malaysia's value proposition through the international business & trade media as well as by promoting the value of the business events industry to key stakeholders and business community.



There is more to Malaysia than meets the eye - the historical evolution of trade, the rich culture and heritage, the modern cities and iconic skyscrapers as well as the growing international appeal as the perfect meeting and incentive destination. From the hustle and bustle of a modern Asian metropolis to idyllic island resorts or mystical ancient rainforests, Malaysia has a stunning array of unique experiences to reward and motivate your high achievers.

## CREATE MEANINGFUL MEETINGS THAT LEAVE A LEGACY

But why not take your business event to a further meaningful step and leave a profound impact by incorporating Corporate Social Responsibility (CSR) activities as part of your agenda? In Malaysia, the options to create your own strategic approach to CSR are endless. Whether to encourage innovation capacity, build teamwork and the level of trust or just to forge stronger relationships within an organisation, these could definitely be achieved while engaging in beneficial activities that would make the world a better place.

*Business Events Advertorial - Meetings & Incentive Travel (UK)*



## POSITIONING MALAYSIA AS ASIA'S BUSINESS EVENTS HUB

Recognising the country's potential in the business tourism industry and given its high-yield visitor attraction, Malaysia has made a firm commitment to embrace the segment as part of its strategy to transform itself into a developed country by the year 2020. Nowhere is this commitment more evident than in the formation of Malaysia Convention & Exhibition Bureau (MyCEB), an organisation established to position Malaysia as the preferred business events destination, both regionally and globally.

*Business Events Advertorial - Association Meetings International (Europe)*



THE VALUE OF MEETINGS

## Malaysia Convention & Exhibition Bureau

For Meetings Carved in History...

**“**From the period at which Europeans first visited these islands, their civil history may be summed up in few words; it is included in that of their commerce. The extensive trade of these islands had long collected at certain natural and advantageous emporia; of these Malacca was the principal...” [Excerpt from the Introduction to the Malay Annals by Sir Thomas Stamford Raffles (1821)]

When you decide to host a meeting in Malaysia, you automatically decide to make it historic and memorable. Taking the traditional approach when it comes to our unique hospitality, the modern Malaysia was the country combining those age-old culture with the offerings of world-class facilities, highly advanced amenities, one-to-one meetings, exclusive the contemporary of urban cities, Malaysia also offers a wide variety of alternative venues for meetings and conferences such as the Central Market, a well known landmark for Malaysia, culture and heritage and the royal Dataran Hua Temple, one of the largest Chinese temples in Southeast Asia.

**ZULKEFLI HJ SHARIF, CEO**

Zulkefli HJ Sharif, CEO of MyCEB, has extensive industry experience including over 10 years with the Conventions Division, Tourism Malaysia and four years as director of Tourism Malaysia in Sweden. Holder of a Master of Business Administration (International Business) from University of Bridgeport in Connecticut, Zulkefli has played a major role in the development and early success of MyCEB, which has become one of Asia's leading business since its establishment in 2008.



Business Events Advertorial - Meetings & Conventions (US)

## Malaysia

### Asia like never before

Imagine the delight in savouring the rich and colourful Indian culture, emboldened by the spectacular backdrop of limestone caves and temples; a spread of traditional Malay delicacies served with rhythmic sounds of hand drums; an array of nyonya treats that goes well alongside Peranakan traditions; and exhilarating adventures that await at the Headhunter Trail. All designed exclusively to enrich your high achievers.



Malaysia - Asia Like Never Before: Print Advertisement for Unique Venues

## Malaysia

### Asia like never before

Imagine the delight in savouring the rich and colourful Indian culture, emboldened by the spectacular backdrop of limestone caves and temples; a spread of traditional Malay delicacies served with rhythmic sounds of hand drums; an array of nyonya treats that goes well alongside Peranakan traditions; and exhilarating adventures that await at the Headhunter Trail. All designed exclusively to enrich your high achievers.



Malaysia - Asia Like Never Before: Print Advertisement for Theme Events & Experiences

## 10.1 MARKETING

Over the period of one year, MyCEB has successfully engaged in numerous marketing and public relations programmes to promote Malaysia as a business and major events destination.

For business events, MyCEB launched the “Malaysia - Asia Like Never Before” corporate & incentive campaign to create awareness of Malaysia’s new and unique incentive product offerings. The campaign was supported by trade advertising, direct mail and brochures.

Additional promotional materials produced during the year included electronic newsletters for clients and partners, Industry Partner Programme prospectus, Kesatria Malaysia collaterals, bid document templates and the Event Support kit.

From January to December, the website for business events (<http://myceb.com.my>) received a total of 36,360 web visits, an average of 3,030 per month. The top three countries the website visitors came from were Malaysia, UK and USA.

For international events, MyCEB commenced the process of developing a corporate and destination brand identity. An interim campaign “Global Centre Stage” was launched with new print material to strengthen Malaysia’s positioning as an events hub.

IEU’s promotional materials extend to event bunting, kiosks, newsletter, CDs and website.



The screenshot shows the homepage of the International Events Unit website. It features a navigation menu with options like 'Operating Directs', 'Part Events', 'Specials Calendar', 'Case Study', and 'Press Release'. The main content area includes a 'Featured Event' section with a photo of a tennis match, a 'CAS STUDY' section, and a grid of event listings for various dates and locations, including 'MTV B2ST' and 'MELAYU ART IS'.

International Events Unit website - [www.internationalevents.my](http://www.internationalevents.my)

The new website provides online access to the International Events Unit’s support services and information including event support, industry training, partner programmes and news.

MALAYSIA GLOBAL CENTRESTAGE JULY - SEPTEMBER 2012 ISSUE 03

# International Events News

**2014 IFMA WORLD CHAMPIONSHIP SECURED FOR MALAYSIA**

**M**ALAYSIA is to host the 2014 International Federation Muaythai Amateur (IFMA) World Championships after winning the right to stage the event, seeing off a strong competition from Turkey and Uzbekistan. Bringing the event to Malaysia for the first time, the combat sport championships will run parallel with the internationally acclaimed Wilderness Langkawi Challenge bringing 2,000 participants and 7,000 spectators to the area and boosting local economy by an estimated of RM 2.25 million (US\$ 345). The foundation of the Malaysian bid was the strong partnership developed between the Muaythai associations, government agencies and the local community who all shared the vision to secure the event.

The partnership comprises: Malaysia Muaythai Association, MyCEB International Events, Ministry of Sports Malaysia and sources from Langkawi development authority. Stephen Fox, General Secretary for IFMA, said: "Congratulations to the bid team and I am delighted Malaysia will be welcoming the IFMA World Championships to Langkawi in 2014. "It is a wonderful legacy in Langkawi that Malaysia continues to host world-class sporting events beyond this milestone year" Tony Nagarsiala, General Manager of MyCEB International Events, commented: "This once again shows Malaysia's huge ambition to attract major world-class events and continues to build on our fantastic event tourism opportunities post-2014"

**INSIDE**  
MALAYSIA TO HOST THE KIDS GOLF WORLD CHAMPIONSHIPS 2012

**PLUS**  
SECURED FOR MALAYSIA: EXCLUSIVE ROSAH MUSIC FESTIVAL

CLOCKWISE: Langkawi Eagle Square, Langkawi Beach, IFMA members during the AGM meeting, IFMA members and participants and Malaysia's team presiding at the annual general meeting (AGM)

IEU e-newsletter

## 10.2 MEDIA PUBLICITY

2012 was a very busy year for media activities with a number of new initiatives and events taking place throughout the year.

Media exposure for business events achieved record results in 2012 with RM22.5 million in publicity value. This was accomplished through an extensive media programme covering media briefings and events, case studies, media releases and familiarisation programmes.

MyCEB also organised four media trips involving media from the business events industry to cover activities such as the launch of Kesatria 1Malaysia and for major conferences in Malaysia such as the World Gas Conference 2012.

International Events generated over RM10 million in media publicity value for 2012. There were 12 media events, 16 media interviews with exposure to 178 media representatives as well as 85 articles produced promoting events supported by MyCEB.

Media events were held for the Kuala Lumpur International Indian Music Festival, Paintball World Cup Asia Langkawi 2012, The 27th Golden Disk Awards Launch and Shrek the Musical.

# 11.

## GOVERNMENT & CORPORATE AFFAIRS

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11.1 Government & Industry Briefings

11.2 Product Development

11.3 Industry Education

# GOVERNMENT & CORPORATE AFFAIRS

MyCEB acts as a conduit between the industry and government with the aim of creating a more conducive market environment for the attraction and sustainability of the business and major events industry. This is achieved through a number of industry and government dialogue sessions, product development programmes and training initiatives.

## 11.1

### GOVERNMENT AND INDUSTRY BRIEFINGS

MyCEB undertook a successful roadshow across Malaysia to engage with state governments and regional industry partners. The programme included briefings on how to work with MyCEB to leverage access to international markets combined with an industry training session.

“Best Practice Site Inspections” was an interactive workshop developed specially for the roadshow, receiving strong attendances in Kuala Lumpur, Negeri Sembilan, Sabah and Sarawak. All participating states expressed great interest in attending future educational forums.

Throughout 2012, MyCEB completed seven state briefings.

A series of Government briefings was also conducted for the Ministry of Health, Ministry of Youth & Sports and Ministry of Finance. This was made in an effort to create greater awareness of MyCEB’s role and encourage government wide support towards the business and major events sector.



“Best Practice Site Inspections” workshop, guest speaker - Annabel Norris from Sydney Convention & Exhibition Centre



“Best Practice Site Inspections” workshop, Kuala Lumpur



“Best Practice Site Inspections” practical session

2012 State Briefings  
Exhibit 11a

STATE	ORGANISATIONS				TOTAL ATTENDEES
	HOTEL	VENUE	DMC	GOVERNMENT	
Pahang, Terengganu, Negeri Sembilan, Selangor / Putrajaya, Sabah, Sarawak and Penang	99	9	75	49	232



## 11.2

### PRODUCT DEVELOPMENT

#### Shell Sites

Under the Economic Transformation Programme, MyCEB was tasked with the identification and development of off-site venues for large-scale business events.

This was due to a shortage of permanent and semi permanent sites (shell sites) where large-scale functions, conferences and events could be held.

Since the commencement of this project, MyCEB has signed a Memorandum of Understanding (MoU) with Maritime Centre Putrajaya and Chin Swee Temple to become off-site venues for future events. To date there have been four venue MoUs signed.



*MoU signing ceremony between MyCEB & Maritime Centre Putrajaya*

#### Malaysia Business Tourism Green Programme

In line with the Government's commitment to offset carbon emission by 40% by the year 2020, MyCEB has developed and launched the Malaysia Business Tourism Green Programme. Through this initiative, business tourism participants are given an opportunity to contribute towards greening the Earth and reducing carbon emission.

In 2012, there were 1,130 trees pledged under this programme with contributions from World Gas Conference and the Royal Australasian College of Surgeons among others.



*YBhg. Datuk (Dr) Abdul Rahim Hashim, International Gas Union President participated in the tree planting activity at FRIM*



### 11.3 INDUSTRY EDUCATION

To assist the development of new and innovative incentive programmes, MyCEB facilitated the Incentive Innovation workshop with international speakers sharing their experience and expertise. The workshop attracted 70 participants.



*Incentive Innovation Workshop 2012*



*Incentive Innovation Workshop 2012 Speakers*

Issues that impede the growth of the Malaysian exhibition industry were discussed at an Exhibition Innovation Dialogue that was held in September 2012. The 50 exhibition industry partners who attended the dialogue also discussed key issues inhibiting the growth of the sector as well as providing input into MyCEB's strategic plans.



*IAPCO Regional Seminar 2012 Speakers*

MyCEB's 2012 industry training programme also included the hosting of the IAPCO (International Association of Professional Congress Organisers) Regional Seminar 2012 – two day event management seminar and one day media workshop for industry partners.



*IAPCO Regional Seminar 2012 Breakout Session*

# 12.

## HUMAN RESOURCES

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12.1 Organisational Structure

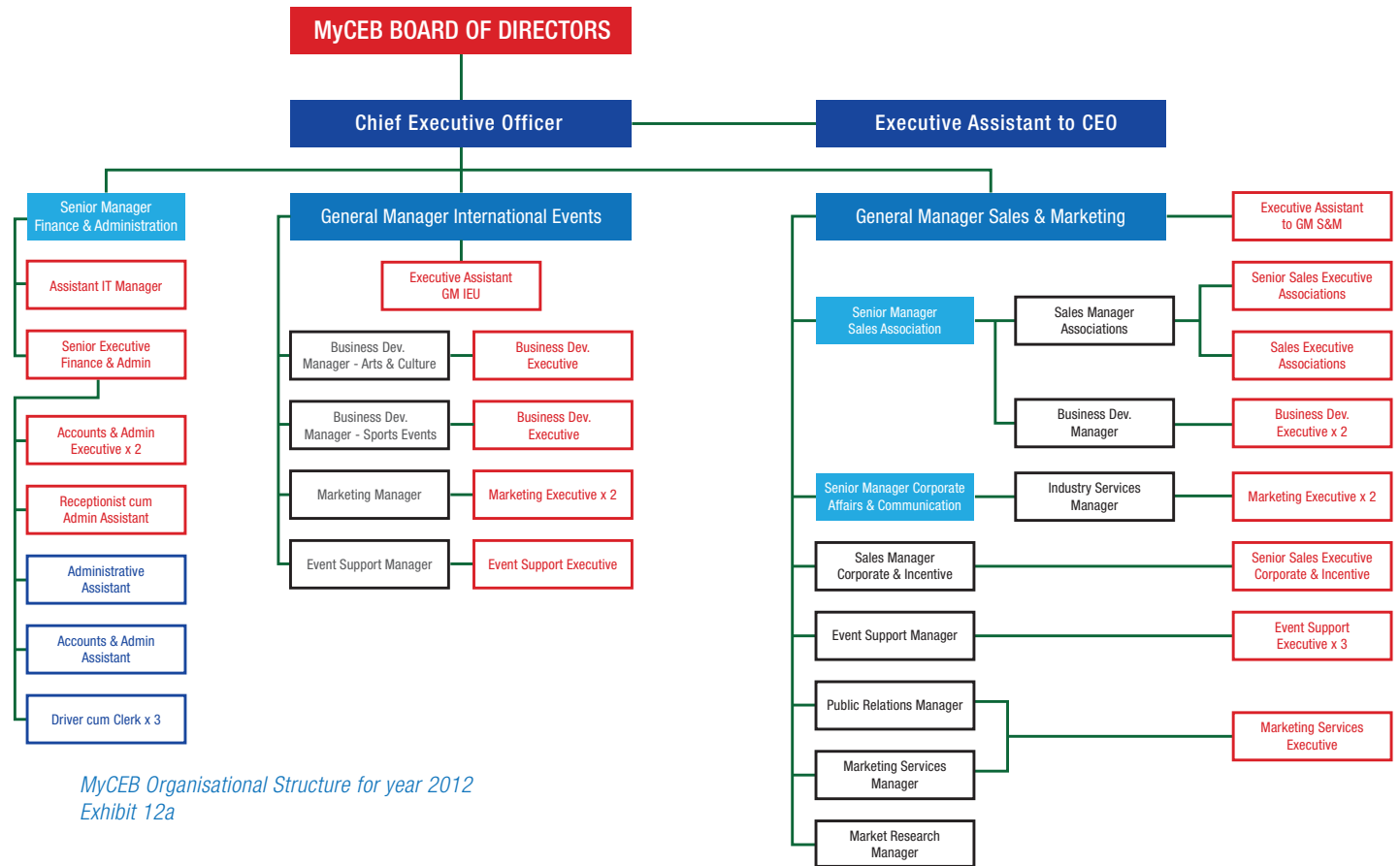
12.2 Overseas Sales & Marketing Representatives

# HUMAN RESOURCES

## 12.1

### ORGANISATIONAL STRUCTURE

As of December 2012, MyCEB employs 48 personnel: 24 in Business Events, 11 in International Events, 11 in Finance and Administration and 2 in the CEO's office.



MyCEB Organisational Structure for year 2012  
Exhibit 12a

## 12.2

### OVERSEAS SALES & MARKETING REPRESENTATIVES

MyCEB has appointed two new sales & marketing representatives to assist in the development of key international markets. Marketing Challenges International, based in New York, was appointed for the North America market whilst GainingEdge, with representatives in Sydney and Melbourne, was appointed for the Australia and New Zealand markets.

They join our existing European representative, Moulden Marketing, by providing in-market support towards bidding and sales activities.

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