



Annual Report 2014


Malaysia
Convention
& Exhibition
Bureau

Bigger, Better, Bolder

The kaleidoscope of geometric shapes and palette of colours are reflective of MyCEB's evolving journey in transforming and growing to a Bigger, Better, Bolder bureau that is dynamic, passionate and innovative with endless measures, collaborations and endeavours to promote Malaysia as the preferred international business and major events destination.

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Minister of Tourism & Culture, Malaysia



2014 had been indeed a challenging year for tourism in Malaysia. Nevertheless, we managed to record a positive growth of tourist arrivals for Visit Malaysia Year 2014. There was an increase of 6.7% in arrivals of 27.4 million tourists as compared to 25.7 million tourists in 2013. Tourism receipts rose by 10%, contributing RM 72 billion against RM 65.4 billion in 2013.

Malaysia was ranked third in Asia Pacific for Top 20 Global Destination Cities in the 2014 MasterCard Index. We are in the sixth placing in Asia Pacific in the World Bank's "Ease of Doing Business" 2014 Report.

Such achievements augur well in positioning Malaysia to attract business tourism. The Business tourism is an industry with immense potential for growth. The industry is expected to bring a greater flow of high yield business visitors to Malaysia with a target of up to 8% of the tourist arrivals of 36 million by 2020.

Through its plethora of events, networking efforts and initiatives, Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, continually demonstrates its tenacity to make Malaysia a preferred events destination.

I applaud the members of the Board of MyCEB for their commitment and dedication in maintaining the good performance in 2014 and, ultimately in guiding the MyCEB team to strive towards achieving our 2020 targets.

YB Dato' Seri Mohamed Nazri Abdul Aziz
Minister of Tourism and Culture, Malaysia

“ I applaud the members of the Board of MyCEB for their commitment and dedication in maintaining the good performance in 2014 and, ultimately in guiding the MyCEB team to strive towards achieving our 2020 targets. ”

Chairman



“ I look forward to the continued collaboration and support to realise the Vision 2020 tourism targets. ”

I would like to accord my appreciation to the Malaysia Convention & Exhibition Bureau (MyCEB) management and staff for achieving positive results in 2014. It had not been an easy task for the tourism industry in 2014 amidst the setbacks and challenges that affected Malaysia in the global landscape.

MyCEB, together with industry partners, secured 152 business events, registering 362,280 delegate days from 2014 to 2020. This represents an achievement of 158% against the target of the Business Tourism of 230,000 delegate days and created an estimated economic impact of RM 970 million from 2014 to 2020.

Similarly, for the Malaysia Major Events (MME) division, it supported 50 events that attracted 119,959 international attendees that contributed RM 932.66 million in estimated tourists expenditure to the country in 2014.

In addition to the relentless efforts of MyCEB's Business and Major Events divisions, the 31 Kesatria members comprising chairmen and presidents of associations representing various segments of the industry contributed to the growth of events staged in Malaysia. These initiatives contributed to the positive growth of Visit Malaysia Year 2014 in terms of tourist arrivals and foreign exchange earnings.

I would also like to express my gratitude to the MyCEB CEO for his role as the President of the Asian Association of Convention and Visitors Bureau (AACVB) and as Council Advisor to the Asian Federation of Exhibition and Conference Association (AFECA). Being voted in these two coveted positions are testaments to the bureau's recognition and trust given to Malaysia to promote Asia as a preferred business events destination.

My sincere gratitude to members of the Board and Kesatria, as well as the industry players for the strong commitment towards achieving the national tourism targets in 2014. I look forward to the continued collaboration and support to realise the Vision 2020 tourism targets.

Datuk Dr Ong Hong Peng
Chairman
Malaysia Convention & Exhibition Bureau

Chief Executive Officer



“ I wish to express my sincere appreciation for the collaboration of the industry partners, government ministries, agencies, local councils, our associates and the MyCEB team in the united pursuit of establishing Malaysia as a premier events destination. ”

MyCEB continues to make strides in elevating Malaysia as the destination of choice for business and major events as evident in the increase of events being held in Malaysia in 2014 despite the simultaneous challenges faced by the country.

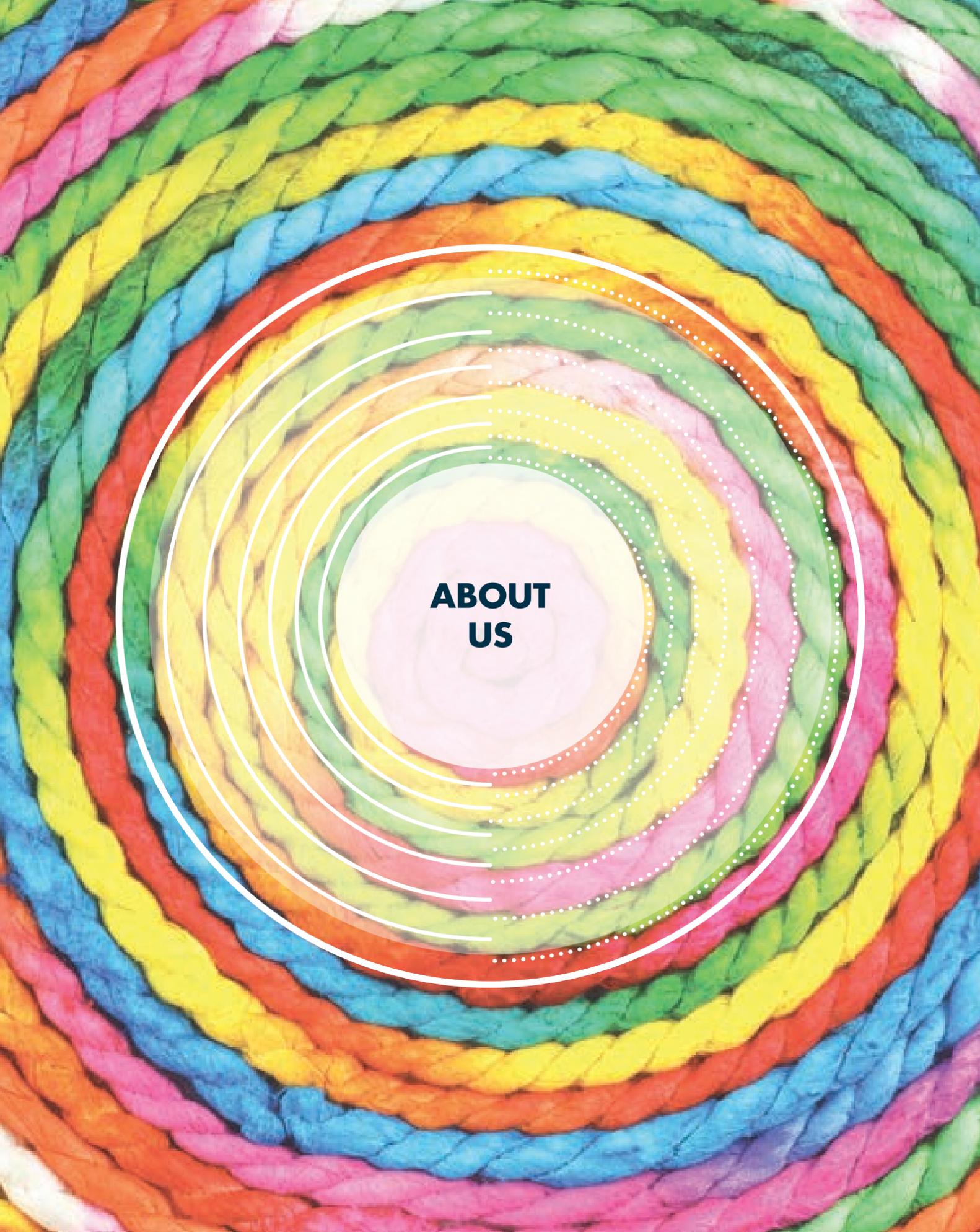
There was no sign of slowing down. Malaysia played host to a number of distinguished business events, some of them being a first for Malaysia and Asia. They are the 61st UICH Les Clefs d'Or International Concierge Congress, the 2014 Million Dollar Round Table (MDRT), Meetings & Events Australia (MEA) Annual National Conference 2014, Offshore Technology Conference Asia 2014 (OTC), XXV FIG Congress 2014 and Toastmasters 2014 International Convention. We also launched the inaugural Malaysia Business Events Week (MBEW), an event organised by MyCEB as a platform for industry stakeholders to converge, learn, exchange ideas, innovate and network to further stimulate the growth of the business events industry.

Similar achievements were recorded by the Malaysia Major Events (MME) division where several events were a first for Malaysia and Asia in 2014. Malaysia hosted the first Festival International Sports Extreme (FISE) World Series in Asia, which is the world's biggest action and extreme sports festival. It placed Malaysia on the world map for extreme sports events. The other event was the first Ironman 70.3 in Putrajaya which attracted 56 teams from around the world.

In terms of publicity and media coverage, MyCEB generated RM 44.3 million media publicity, locally and globally. On that score, I am pleased to say that Malaysia has indeed earned its fame with a roll-call of world-class events and such achievements are endorsements of Malaysia as a top-of-mind destination for events.

I wish to express my sincere appreciation for the collaboration of the industry partners, government ministries, agencies, local councils, our associates and the MyCEB team in the united pursuit of establishing Malaysia as a premier events destination.

Zulkefli Hj Sharif
Chief Executive Officer
Malaysia Convention & Exhibition Bureau



ABOUT US



Malaysia & Exhibition Bureau

Malaysia Convention & Exhibition Bureau (MyCEB) is a non-profit organisation established in 2009 by the Ministry of Tourism and Culture Malaysia to grow the country's business tourism industry. The inception is in line with Malaysia's Economic Transformation Programme (ETP) to elevate the country to be developed-nation status by year 2020. MyCEB aims to further strengthen Malaysia's global appeal and position as the leading destination for international meetings, incentives, conventions, trade exhibitions and major events. The bureau identifies potential business event leads, facilitates bidding processes, promotes government and industry collaborations, as well as provides event support and marketing services, including consultation on local products and services. As the national bureau, MyCEB acts as a catalyst for product and industry developments.



Malaysia major events

Malaysia Major Events (MME), a division of MyCEB, was established under the Government's ETP to identify, promote, facilitate as well as support viable international events to be staged in Malaysia. With its main objective to enhance Malaysia's economic growth and profile, MME is also tasked to identify and support major event bids for sports, arts, lifestyle and entertainment events and provide assistance to home-grown and home-hosted events to further strengthen Malaysia's global appeal as the venue of choice for major events in the region. MME also acts as a conduit between the public and private sectors in ensuring seamless processes are achieved through synergistic relationships with diverse event stakeholders in staging successful events in Malaysia.

Board of Directors



Datuk Dr Ong Hong Peng
Secretary General, Ministry of Tourism and Culture, Malaysia
Appointed on 14 April 2009 as Chairman / Board of Trustees



Zulkefli Hj Sharif
Chief Executive Officer, Malaysia Convention & Exhibition Bureau
Appointed on 9 November 2010



Dato' Haji Azizan Noordin
Deputy Director General, Tourism Malaysia
Appointed on 9 November 2010



Asri B. Hamidon
Deputy Under Secretary, Ministry of Finance, Malaysia
Appointed on 9 November 2010



Datuk Seri Victor Wee Eng-Lye
Appointed on 27 March 2014



Datuk Irene Betty Benggon Charuruks
General Manager, Sabah Tourism Board
Appointed on 9 November 2010



Dato' Robert Geneid
Managing Director, Borsamulu Resort Sdn Bhd
Appointed on 9 November 2010



Alan Mark Pryor
General Manager, Kuala Lumpur Convention Centre
Appointed on 31 October 2014



Dato' Vincent Lim Hwa Seng
President, MACEOS
Appointed on 31 October 2014

Senior Management Team

Zulkefli Hj Sharif
Chief Executive Officer



Ho Yoke Ping
General Manager
Business Events



Tony Nagamaiah
General Manager
Malaysia Major Events



Mohd Nordzat Mohd Yusoff
Chief Financial Officer
Finance & Administration



Yushiza Mohd Yusof
Senior Sales Manager
Business Events - Associations



Sharifah Zuraina Syed Omar
Senior Manager
Malaysia Major Events



Nik Azlan Nik Abdullah
Senior Manager
Human Resources & Administration

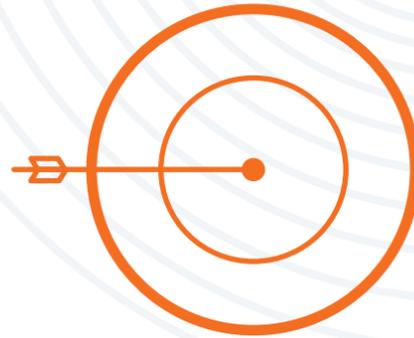


Vision



- ◉ To deliver a viable portfolio of international business and major events to attract visitors to Malaysia and enhance the country's profile internationally, as well as to maximise the economic, social and environmental benefits of events that take place in Malaysia.
- ◉ To lead the development of Asia's highest performance events industry.

Mission



- ◉ To be recognised as Asia's model bureau - the leading edge in terms of success, professionalism, best practices and business impact.
- ◉ To position Malaysia as one of the world's preferred business and major events destination.

Overseas Representatives

As part of MyCEB's business plans, it is priority for MyCEB to have presence in key market segments to focus on international associations, conventions, corporate meetings and incentives businesses.

The roles and responsibilities of the appointed overseas representatives are:

- ◉ Promote and market Malaysia as a leading international business event destination.
- ◉ Source, research, identify, prioritise and maintain client relationships.
- ◉ Act as MyCEB's representative for trade shows, promotions and events as well as conduct face-to-face sales calls.
- ◉ Provide support and assistance for bid activities, events, promotional activities, local communications, business development activities, media enquiries and relations.

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Organisational Structure

MyCEB's employees have grown to a total of 72 staff as at 31 December 2014. The bureau has 22 staff in Business Events, 18 in Malaysia Major Events, 14 in Marketing, Corporate & Communications, 16 in Finance & Administration and 2 in the office of the Chief Executive Officer.

MyCEB's Board of Directors



ECONOMIC TRANSFORMATION PROGRAMME (ETP)

About ETP

The ETP was launched on 25 September 2010 to catalyse the growth of Malaysia's economy and elevate the country to developed-nation status by 2020. ETP focuses on 12 National Key Economic Areas (NKEAs) that have potential to contribute to Malaysia's Gross National Income (GNI).

Tourism is one of the 12 NKEAs and an important contributor to the country's Gross Domestic Product, sustaining an average growth of 12% per annum since 2004. The Tourism NKEA has identified 12 Entry Point Projects (EPP) whereby MyCEB plays a vital role in achieving EPP 7 and EPP 10.

ETP NKEAs

National Key Economic Areas

Significant economic sector contributors to GNI



Oil, Gas & Energy



Palm Oil & Rubber



Business Services



Electrical & Electronics



Wholesale & Retail



Education



Healthcare



Communications Content & Infrastructure



Agriculture



Greater Kuala Lumpur/Klang Valley



Financial Services



Tourism

NKEA - Tourism

- EPP 1** Positioning Malaysia as a Duty-Free Shopping Destination
- EPP 2** Designating Bukit Bintang-Kuala Lumpur City Centre Area as a Vibrant Shopping Precinct
- EPP 3** Establishing Premium Outlets in Malaysia
- EPP 4** Establishing Malaysia as a Global Biodiversity Hub
- EPP 5** Developing an Eco-Nature Integrated Resort
- EPP 6** Cruise Tourism – Creating a Straits Riviera
- EPP 7** Targeting More International Events
- EPP 8** Establishing Dedicated Entertainment Zones
- EPP 9a** Developing Local Expertise and Better Regulation of the Spa Industry
- EPP 9b** Enhancing Golf Tourism
- EPP 10** Establishing Malaysia as a Leading Business Tourism Destination
- EPP 11** Enhancing Connectivity to Priority Medium-Haul Markets
- EPP 12** Improving Rates, Mix and Quality of Hotels



Targets by 2020

- GNI: RM 426.7 mil
- New jobs: 8,000
- Tourist arrivals: 250,000

2014 Key Performance Indicator
Number of international tourists at international events supported by MyCEB

- Target: **63,400**
- Actual: **110,899***



- Estimated spending of each international business tourist: RM 7,418 (3x the spending of an average leisure tourist)
- Over 60.0% of event delegates tend to return as leisure tourists (a high return of 111x per Ringgit of government investment)

Targets by 2020

- GNI: RM 3.9 bil
- New Jobs: 16,720
- High-yield business visitors to Malaysia: 8% of total tourist arrivals (2.9 million business visitors)

2014 Key Performance Indicator
Number of international delegate days for events secured

- Target: **230,000**
- Actual: **362,280**

Tourism: EPP 7 & EPP 10 Achievements 2014

The Tourism NKEA is focused on high-yield tourism, targeting leisure and business tourism to increase tourist arrivals and receipts. It continues to drive economic and employment growth while contributing positively to the economy.

Tourism NKEA	Target	Actual	KPI (quantative)		
			Achievement Method 1 %	Achievement Method 2 %	Achievement Method 3 %
EPP 7 Number of international tourists at International events supported by MME	63,400	110,899*	175	100	1.0
EPP 10 Number of delegate days for events secured (international delegates only)	230,000	362,280	158	100	1.0

*Figures as at 31 October 2014

Method 1

Scoring is calculated by a simple comparison against set 2014 targets. The overall NKEA composite scoring is the average of all scores.

Method 2

Scoring is calculated by dividing actual results against set 2014 targets with an added rule:

- If the scoring is less than 100%, score #2 is taken as the actual percentage.
- If the scoring is equal or more than 100%, score #2 is taken as 100%.

The overall NKEA composite scoring is the average of all scores.

Method 3

Scoring is calculated by dividing actual results against set 2014 targets with an added rule:

- If the scoring is equal and less than 50%, score #3 is indicated as 0.
- If the scoring is more than 50% and less than 100%, score #3 is indicated as 0.5.
- If the scoring is equal or more than 100%, score #3 is indicated as 1.

Source: ETP Annual Report 2014, page 119 and 220.



**2014
REVIEW**

Business Events Achievements

In 2014, MyCEB spurred the growth of the business events industry in Malaysia by supporting a total of 261 business events which consisted of 130 conferences, 112 corporate incentive groups and 19 exhibitions that collectively attracted 131,936 delegates. The events contributed to an estimated economic impact of RM 1.5 billion, representing 28% increase over 2013's RM 1.26 billion. Visitor expenditure was estimated at RM 958 million.



2014 ICCA Ranking: Malaysia is 7th in Asia Pacific
Kuala Lumpur is 8th in Asia Pacific

Major Events Achievements

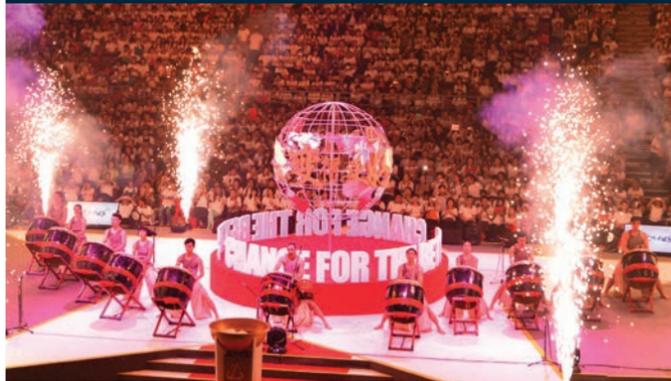
International Events (EPP 7) The Malaysia Major Events (MME) division did well in 2014 to support a total of 50 events that attracted 119,959 international attendees and contributed RM 932.7 million in estimated tourist expenditure.



Highlights 2014

Business Events

Crador Global Leadership Convention 2014



- 16,500 delegates | RM 111.8 mil *EEI
- Largest incentive group

Perfect China Travel and Seminar 2014



- 3,800 delegates | RM 94.0 mil *EEI
- 2nd time within 3 years

XXV International Federation of Surveyors (FIG) Congress 2014



- 2,600 delegates | RM 28.9 mil *EEI
- First time in Asia

The Toastmasters International Convention 2014



- 2,500 delegates | RM 27.8 mil *EEI
- First time held outside of North America

Million Dollar Round Table (MDRT)



- 4,900 delegates | RM 50.7 mil *EEI
- Prestigious event for insurance professionals

World Youth Stamp Exhibition and Asian International Exhibition



- 5,518 participants | RM 7.3 mil *EEI
- Tribute to celebrate 160 years of postage stamps in Malaysia

*EEI : Estimated Economic Impact

Major Events

IFMA Muaythai World Championship 2014



- 8,600 international attendees | RM 36.2 mil *TTE
- World's biggest amateur Muaythai Championship

Georgetown Festival 2014



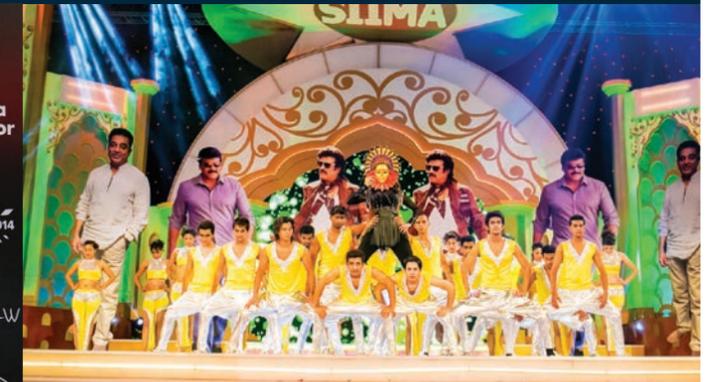
- 10,000 international attendees | RM 176.6 mil *TTE
- Regional centre stage for over 2,000 performers

Ironman Langkawi Malaysia 2014



- 4,400 international attendees | RM 21.5 mil *TTE
- The exclusive race course for South East Asia

South India International Movie Awards (SIIMA)



- 4,900 international attendees | RM 19 mil *TTE
- Malaysia is the first host country in South East Asia

Penang Island Jazz Festival



- 1,700 international attendees | RM 5.1 mil *TTE
- A home-grown event in its 11th consecutive year

Mamma Mia The Musical



- 1,700 international attendees | RM 17.8 mil *TTE
- Globally acclaimed West End Musical, 2nd time staged in Malaysia

*TTE : Total Tourist Expenditure



BUSINESS EVENTS

Industry Overview 2014

Based on a 50-year study on association meetings from 1963 to 2012, the International Congress and Convention Association (ICCA) reported an exponential growth in the number of meetings from zero in 1963 to about 55,000 in the period from 2008 to 2012. A total of 173,432 international association meetings took place between 1963 and 2012, particularly in Asia and Latin America. ICCA saw such growth as being parallel to the progression in science, healthcare and technology. The significant growth has led to the formation of new association meetings to address and understand various challenging issues.

UFI's 14th Global Barometer survey indicates a majority of exhibition organisers from all regions charting a pattern of increased turnover since 2011. Detailed results for several key national markets indicate a positive outlook on all issues for 2014.

Malaysia benefited from this upward trend and this is reflected in the positive results demonstrated by MyCEB and its partners in the corporate meetings and incentives as well as the convention and exhibition segments.

Business Events Won



Industry Outlook 2015

Technology is on the rise within meetings and events as seen in 25% of planners utilising virtual technology in the Americas and Asia Pacific yet cost remains the driving force.

Due to the current global economic climate, tighter budgets are anticipated to increase demand for mid-tier properties, which are more affordable and expected to be the practical choice. Restrictive budgets are also expected to create a more disciplined approach and greater scrutiny on budget spend.

Procedures and trends are set to develop on a global scale within meetings planning and technology with varying impacts. Budget challenges may pose pressure on planners but the outlook is hopeful towards a decreasing trend of programme and budget cuts.

Association Development

MyCEB nurtures and grows national associations, and increases international engagements to ensure a positive development of associations.

Kesatria 1Malaysia Programme

MyCEB's ambassador programme designed to encourage hosts to bid and stage international association conferences in Malaysia.

In 2014, seven leaders of key industry sectors were appointed as *Kesatria* to join the existing 24 *Kesatria* in voluntarily assisting MyCEB to identify potential hosts and position Malaysia as the world's premiere business events destination.



Association Development Programme

In 2014, two "Associations Dialogue" were organised to focus on association management issues. Topics discussed were 10 ingredients for a successful Association, Taxation Update for Associations, Best Practice Guide on Managing Non-Profit Organisations, Working with Association Management Companies and more. The objectives of these educational seminars are to support the development of Malaysia's national associations and their potential for hosting international conferences in Malaysia.

MyCEB encourages associations, universities and institutions to host international conferences by initiating a series of presentations. In 2014, 10 presentations were conducted to introduce MyCEB's support and assistance to boost their bidding success.

Association Sales

Business Development

Committed to expand the global reach of Malaysia on the world stage, MyCEB engages in constant opportunities to research, qualify and prioritise potential business event leads with positive economic value.

2014 Business Events Leads



Sales

The association sales team undertook various activities to promote sales and secure bids for association conferences.

2014 Bids Won



As at end-December 2014, 39 bids are in progress with an estimated number of 60,000 delegates and economic impact of RM 726 million.

PCO Partner Programme

The Professional Conference Organiser (PCO) Partner Programme (PPP) aims to upgrade the conference organising service standards to be on par with International Core PCOs.

MyCEB held its 3rd PCO Dialogue to discuss and brainstorm on the challenges, updates and programme benefits. The dialogue revealed a need for the development of a working mechanism to take up smaller high potential business leads.



Corporate Meetings & Incentives

This unit has been actively exploring effective strategies to secure regional and international incentive travel groups and corporate meetings.

Sales

In 2014, MyCEB organised 3 roadshows (South Korea, Singapore and China) and 5 sales missions (Taiwan, Indonesia, Thailand, Hong Kong and USA) that generated 25 leads and would bring in 10,760 meeting participants with RM 88.8 million in estimated economic impact. 3 familiarisation trips were also conducted for groups from China, Korea, Europe and North America to showcase Malaysia's corporate meeting and incentive products as well as services.

2014 Events Won



Malaysia Twin Deal ++ campaign

Riding on the success of the Malaysia Twin Deal ++ (MTD++) campaign that was launched in July 2013, an extension of the MTD++ campaign was rolled out to support Visit Malaysia Year 2014 campaign. The enhanced campaign encourages corporate meeting and incentive travels to Malaysia through privileges, rewards and exclusivity that are offered to planners.

2014 Malaysia Twin Deal ++ Secured Events



Exhibitions

MyCEB's Exhibition unit focuses on bidding, securing and supporting local and international exhibition organisers as well as trade associations to organise and host international trade exhibitions in Malaysia. It also assists home-grown trade organisers to expand their exhibition capability by increasing the international exhibitors and buyers.

2014 Events Won



Exhibition Dialogue

MyCEB's Exhibition unit conducted its 5th Exhibition Dialogue to discuss the challenges faced and exchange ideas on developing the industry. A case study on Thailand Convention and Exhibition Bureau (TCEB) provided useful insights on how TCEB survived the political turmoil and restored global confidence while successfully repositioning itself.

Event Support

MyCEB's Business Events Support Programme was introduced to help maximise the success of events held in Malaysia in terms of number of delegates, length of stay and visitor spend. A comprehensive range of support services covering event planning, event marketing, delegate boosting and on-site support such as promotional brochures, souvenirs, city tours and cultural showcases were offered. Resources are also aligned to the economic value of an event and are made available to regional and international business events.

In 2014, events supported;

Event Type	No. of Events	Estimated No. of Delegates	Estimated Economic Impact
Association	130	46,450	RM 613.9 mil
Corporate & Incentive	112	42,994	RM 427.6 mil
Exhibition	19	42,492	RM 539.9 mil
Total	261	131,936	RM 1.5 bil





MAJOR EVENTS

Industry Overview 2014

The live entertainment industry consists of many major art forms, with live music being the most dominant in the industry. Globally, the concert business amounted to USD 4.73 billion in 2014, which included operating music venues and promoting live music events (Source: The Statistics Portal). Not only that, the live music market saw a promising trend from 2012 to 2014 as the market grew by a quarter. With the industry always looking for events that provide electrifying experiences with a personal touch, the global industry definitely has a potential of expanding even more (source: Asia News Network). According to industry observers, there is an obvious increase in numbers of live performances in Asia over the last few years due to growing disposable income, as reported in The Star, March 26th 2014.

As for the sports industry, the market for sporting events is now worth USD 80 billion per year, in countries such as France, United Kingdom and United States (Source: Digitalmarket.asia). The scope of the developing sports industry has expanded beyond just advertising and sponsorship, to also include business and trade opportunities hence encouraging cultural exchange (Source: Asiabriefing.com). Asia Pacific is currently the third biggest region in sports revenue behind North America and EMEA, having grown 3.9 percent CAGR, from USD 17.3 billion in 2009 to USD 20.2 billion in 2013 (Source: Digitalmarket.asia). Digitalmarket.asia also reported that Asia Pacific is the only region where sponsorship is the largest component of the sports market, with sponsorship revenue expected to grow 24 per cent from USD 9.8 billion in 2010 to USD 12.2 billion in 2015. With improvements in the economy, and an increase in TV advertising and growth in TV penetration over the last 5 years, these factors will drive global sports revenues in all regions.

Industry Outlook 2015

With many international artist acts making pit stops in Malaysia, we definitely will benefit from the growing interest in Asia. Based from this, it is important to continue the efforts in promoting Malaysia as the preferred live entertainment destination not only for the tourist expenditure but also to gain the benefits beyond tourism.

Meanwhile, growth in the global sporting industry will continue to expand, which can be credited to the involvement of major corporations in the form of advertising and sponsorship, as well as the increase of demand from spectators. There are many opportunities that Malaysia can leverage in order to host more international sporting events not only for the benefit of return on economic impact but to increase local participation as well.

Events Supported

MME's successive efforts to strengthen Malaysia's global appeal as the venue of choice in the arena of sports, arts, lifestyle and entertainment resulted in the support of 50 events with a total of 578,522 attendees and RM 932.7 million in total tourist expenditure.

Total Events Supported



2014 Events Supported - Arts, Lifestyle & Entertainment



37
Events Supported



469,948
Total Attendees



RM 736.0 mil
Total Tourist Expenditure

A variety of arts, lifestyle and entertainment events were staged in Malaysia and supported by MME

Date	Event	Date	Event
4 Jan	Lee Kwang Soo Fan Meeting in Malaysia 2014	9 Sept	Wang Lee Hom Greatest Hits Live
24 - 25 Jan	Tropfest South East Asia 2014	12 - 13 Sept	South India International Movie Awards
15 Feb	Temptation Reloaded Shah Rukh Khan Live in Malaysia 2014	23 Sept	John Legend Live in KL
13 - 15 Mar	Future Music Festival Asia 2014	24 Sept	Electric Pet Shop Boys Live in KL
14 - 15 Mar	Il Divo A Musical Affair 2014	4 Oct	Kollywood Flames - Vikram Star Musical Night
15 - 27 Apr	Jersey Boys Musical Theatre	11 Oct	Harlem Yu I Wanna Give You World Tour in Penang
26 Apr	A R Rahman Infinite Love Malaysia	22 Oct	Mariah Carey Live in Malaysia 2014
20 May	Jeff Dunham Live in Malaysia	24 - 26 Oct	Disney Live! @ Three Classic Fairy Tales
24 May	2NE1 (All or Nothing) World Tour 2014	1 Nov	Retrofest Asia 2014
31 May	Alan Tam & Hacken Lee 10th Anniversary World Tour Live 2014	7 - 9 Nov	Malaysia Urban Retreat Festival 2014 (MURFEST)
16 - 19 June	Borneo World Music Expo 2014	28 Nov - 3 Jan	Sesame Street Live - Elmo Makes Music
1 - 31 Aug	Georgetown Festival 2014	5 - 7 Dec	KL Kids Festival
8 - 10 Aug	Asia Pacific Dance Explosion 2014	6 Dec	Penang Island Jazz Festival Urbanscapes
9 Aug	CNBlue Can't Stop in Kuala Lumpur	18 - 21 Dec	Mamma Mia The Musical
17 - 20 Aug	Kaya Yanar Around The World Asian Tour 2014	19 - 21 Dec	International Motorcycle Festival Malaysia 2014
23 Aug	Good Vibes Festival	20 Dec	Stefanie Sun Kepler World Tour in Malaysia 2014
29 Aug	Chilam Crazy House Live World Tour	26 - 29 Dec	Dynamic Yunnan 2014
29 - 31 Aug	Summernats Malaysia 2014		
5 Sept	David Blaine Asia Tour 2014		

2014 Events Supported - Sports



13
Events Supported



108,574
Total Attendees



RM 196.70 mil
Total Tourist Expenditure

In 2014, MME supported the following major sports events:

Date	Event	Date	Event
13 Apr	Ironman 70.3 Putrajaya	14 - 15 Nov	7th Royal Kedah Muaythai Challenge 2014
14 - 20 Apr	BMW Malaysia Open 2014	29 - 30 Nov	The Maze Challenge Asia 2014
1 - 10 May	IFMA Muaythai World Championship 2014	8 - 12 Dec	Kids Golf World Championships 2014
3 - 4 May	Xterra Malaysia 2014	18 - 20 Dec	Festival International Sports Extreme (FISE)
27 Sept	Ironman Langkawi Malaysia 2014		
10 - 11 Oct	WWE Live in Malaysia 2014		
10 - 12 Oct	FEXCO Asean Gaelic Games 2014		
1 - 2 Nov	Viper Challenge		
6 - 9 Nov	Langkawi Paintball World Cup Asia 2014		



Business Development

Total Bids Won



2014 Bids Won - Arts, Lifestyle & Entertainment



2014 Bids Won - Sports



Event	Year
Asian Gaelic 2014	2014
ISAF Youth Sailing World Championship	2015
Paintball World Cup Series	2015
Special Olympics Unified Football World Cup	2015
WAF Arm-Wrestling World Championship	2015
Waterski & Wakeboard World Cup	2015
Xterra Asia Pacific Championship	2015
FIT Touch World Cup	2019

Event	Year
Asia Pacific Dance Explosion 2014	2014
Chilam Crazy Hours World Tour Live in Malaysia 2014	2014
CNBlue Live in KL	2014
David Blaine Real Or Magic Asia Tour	2014
Disney Live! @ Three Classic Fairy Tales	2014
Electric Pet Shop Boys Live in Kuala Lumpur 2014	2014
Harlem Yu I Wanna Give You World Tour 2014 in Penang	2014
John Legend Live in Kuala Lumpur	2014
South Indian International Movie Awards	2014
Wang Lee Hom Greatest Hits Live in KL	2014
Bastille Live in KL	2015



Marketing Partnership Programme

MyCEB aims to foster a growing relationship with all industry partners while providing support to spur increased competency in securing international major events. The Marketing Partnership Programme seeks to attain partners in marketing events globally while targeting partners in industries such as airlines, destination management companies, travel transportation companies, travel portals e.g. Expedia, Agoda as well as promotional and advertising portals.

As of 2014, marketing partnerships have been established with the following organisations:

- ◉ Firefly Sdn Bhd
- ◉ Malindo Air
- ◉ Odyssey Prestige Coach Services & Travel Profiler
- ◉ Konsortium Transnasional Berhad
- ◉ E&O Residences KL
- ◉ Prince Hotel & Residence KL
- ◉ Hotel Sentral Management
- ◉ Traders Hotel Kuala Lumpur
- ◉ Tune Hotel KLIA2
- ◉ Tune Hotels Regional Sdn Bhd
- ◉ Concorde Hotel Kuala Lumpur
- ◉ Seri Pacific Hotel
- ◉ Pullman Kuala Lumpur Bangsar
- ◉ Doubletree by Hilton KL
- ◉ Hilton Kuala Lumpur
- ◉ Hilton Petaling Jaya
- ◉ Concorde Inn KLIA
- ◉ Impiana Hotel KLCC
- ◉ Equatorial Hotel
- ◉ My Asia Services
- ◉ Worldlabs Global Sdn Bhd
- ◉ Asiawebdirect.com
- ◉ Expedia.com.my
- ◉ Air Asia Go.com
- ◉ Airbnb
- ◉ Agoda International (Malaysia) Sdn Bhd
- ◉ Nu Sentral Sdn Bhd
- ◉ Venue Mall Online Sdn Bhd
- ◉ LINE Malaysia
- ◉ Sri Sutra Travel Sdn Bhd
- ◉ My Caring Borneo Tours & Travel
- ◉ Skyzone Tours & Travel Sdn Bhd
- ◉ Mayflower Acme Tours Sdn Bhd
- ◉ Millenium Travel & Chauffeurs Sdn Bhd
- ◉ Seri Bentara Travel & Tours Sdn Bhd
- ◉ Smart Travel & Tours
- ◉ MP Travel & Tours

Industry Roundtable

Arts, Lifestyle & Entertainment Industry Roundtable 2014, 17 April 2014

Attended by 98 attendees comprising local concert promoters, government agencies and ministries, ticket distributors and suppliers, the “Live Events: Crisis Management Plans and Policies” session provided opportunities for local industry players to raise questions and issues related to event organising. It also provided networking opportunities among industry players.

Issues covered during the education session:

- ◉ MME 2013 Achievements / Moving Forward
- ◉ Planning to Engage The Media During Crisis Situations
- ◉ The Importance of Music Festivals to a Country
- ◉ Minimising Drug Abuse and Casualties During Events

Panel speakers:

- ◉ Tony Nagamaiah - General Manager MME
- ◉ Pn Azi Azirah Binti Rahim - Chief Assistant Secretary (PUSPAL)
- ◉ Mohd Zulkarnain Ismail - Deputy Assistant Director (Immigration Department of Malaysia) (PUSPAL)
- ◉ ASP Nik Ezanee Mohd Faisal - Head of Department (Narcotics), Cheras Police District of the Royal Malaysian Police
- ◉ Dr Sarinder Kumari - Director, NKEA (Tourism) & SRI (CSL) (PEMANDU)

The industry roundtable sparked the formation of Arts, Live Festival and Events Association (ALIFE), a non-profit body founded in May 2014 to represent companies which conceive, develop, manage, host, support and promote live events. It aims to be the voice of the industry, serve the collective needs of producers, promoters, vendors, venues and all stakeholders in the industry, address issues facing the industry and lobbies government or other bodies.

MME Symposium

The 2014 Symposium seeks to elevate the standard to a different level while maintaining its essence to assist, share, and inform local industry players of issues, trends and best practices incumbent within international major events.

It highlights the importance of sports, arts, lifestyle and entertainment events by offering each sector a place of its own for delegates to further delve, deliberate and decide how the content will affect their business and the industry as a whole. Renowned experts in their respective fields were present to discuss and dissect topics ranging from a case study of Malaysia’s premier home-grown major event to the concept of “life safety first” and the issue on the misgovernance of sports, among others.

This Symposium desires to create surroundings that will motivate and renew confidence in the local events industry by energising delegates with entertaining activities and in-depth look into each identified topic.

Topics	Speakers
Case Study: The 17 Years Journey of Rainforest World Music Festival - Ups and Downs	Y.Bhg Dato’ Rashid Khan, Chief Executive Officer of Sarawak Tourism Board
GST implementations on live entertainment events	Tuan Navukarasu a/l Ganeson, Royal Malaysian Customs Department, Entertainment & Tourism Finance Sector
Perspectives on Event Safety Best Practices	Joseph Pred, Co-Founder and Chief Operations Officer of Event Safety Operations
Winning strategies for hosting sporting events	Paul Dunphy, Major Events Consultant, Sport Business Intelligence
IRONMAN - The strategy of a sustainable event	Geoff Meyer, CEO, IRONMAN Asia-Pacific



MARKETING COMMUNICATIONS

Brand Marketing

The unit communicates MyCEB's business and major event brands and promotional activities through print and electronic advertising, sponsorships, production of creative designs, communication materials, promotional merchandise and development of image library. 2014 key activities:

- New Malaysia trade show pavilion design, look and feel.
- Custom booth designs for Meetings & Events Australia, Korea Expo, PAICE Expo (Australia) and WOMEX (Spain).
- Advertising focused on industry and trade publications in Asia and Europe in general. Specific target markets comprise Korea, India, Taiwan, Australia, New Zealand, United Kingdom, Spain, France and Germany.
- Space branding sponsorship at AIME Melbourne Globe 2 café - "Malaysia Kopitiam", IMEX Frankfurt and America hosted buyer's lounge and EIBTM Barcelona escalator branding panels.
- Malaysia Twin Deal ++ tactical campaign rollout comprising preparation of flyers, print ads, digital ads and customised promotional gifts.
- Annual Report 2013, Industry Co-operative Industry Prospectus 2015 and Exhibition brochures.

Digital Marketing

Leveraging on digital platforms, the unit focuses on communicating MyCEB's business and major event brands and profile, promotional tactical campaigns and activities via website, online search engine marketing, social media and electronic mediums. 2014 results:

- Three short promotional films entitled "This is KL-ah" were produced by MyCEB talents to showcase Kuala Lumpur must-do's for first time visitors from the young professionals' perspective. These were delegate boosting mediums for Meetings and Events Australia Conference hosted in Kuala Lumpur last May.
- Google search engine marketing for Malaysia Twin Deal ++ campaign generated 84,209 visits to www.myceb.com.my.
- Social media postings featured MyCEB activities, destination highlights and tactical campaigns targeting industry players and stakeholders:

 Twitter: 304
  Facebook: 285
  Linked in: 104

Brand Communications

By implementing public relations strategies, the unit communicates MyCEB's business and major event brand proposition and enhances stakeholders' industry awareness through editorials, publicity coverage, media engagements and activities. 2014 publicity round up:

63 Media Releases
 6 Case Studies
 22 Press Conferences
 RM 44.3 mil Publicity Value



Malaysia's moment
A compelling destination for business events, the country is stepping up its efforts to showcase the experiences it has to offer

Malaysia Celebration Central

With its strong international appeal, strategic location and access to key Asian markets, Malaysia continues to be a popular destination for business events.

Malaysia will be supporting Cradle Global Network 2014 Leadership Convention – an Amway distributor's convention with 16,000 participants. To be held from 18-22 October in Stadium Putra Bukit Jalil & Putra World Trade Centre (PWTC), Kuala Lumpur sited at the right bases with the group needing to be accommodated

Each participant will also be presented with a special pack containing a "Malaysia Moment" gift. "Malaysia Moment" local custom experiences, an experiential Malaysia cultural showcases, and a Malaysian cultural performance.

Representatives of China and India, showcasing the best of Asia in one destination. The second is the fact that the country is politically and economically stable and has developed a sense of security for investors and business.

Rungus and Dusun tribes and appreciate the indigenous architecture and way of life of the locals which include blowpipe-making, fire-starting with bamboo and traditional tattooing.

For the adventurous, visit Kinabalu Park, Malaysia's first UNESCO World Heritage Site. Covering 754 sq. km., A 55-minute flight from Kuala Lumpur,

Kuala Lumpur Forest Reserve is the Sgapiak Orang Ulu Sanctuary. Trekking through the mangrove forest is an option, and arrangements for a return boat or accommodation in chalets in the forest are available.

The Magical Island of Langkawi

Industry & Product Development

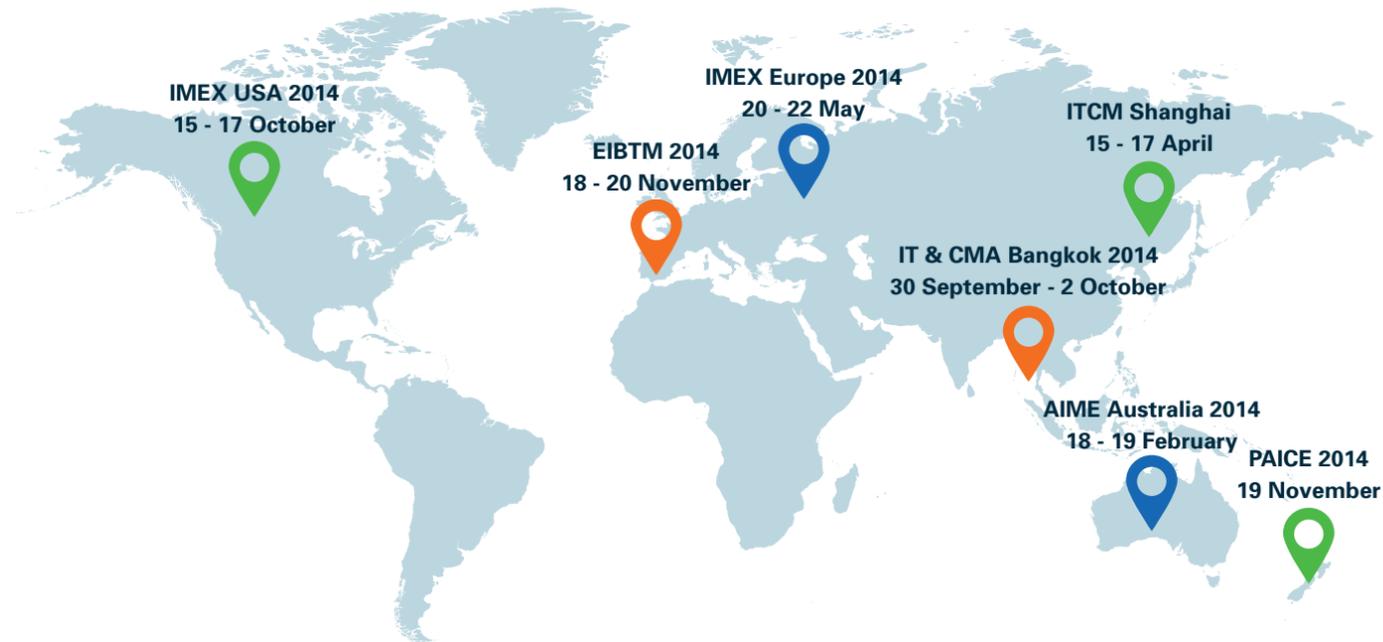
Through the Industry Partner Programme, the unit aims to elevate the level of competency and professionalism of industry partners to meet the standards of international meetings and events. Activities include a series of educational programmes and networking events to enable industry partners to develop synergies to achieve common objectives. The unit also maintains updates of Malaysia's product and service offerings that serve the events market for the Sales and Marketing team to package new products and services as well as for industry partners' reference.

Industry Partner Programme - 340 total members



Trade Shows

MyCEB and its industry partners participated in 7 trade shows around the world targeting meeting and event planners that generated business events leads with an estimated number of 60,982 delegates and estimated economic impact of RM 726.9 million.



Business Events Professional Development Programme

Industry partners were provided with industry education opportunities through seminars and workshops that imparted skills and knowledge:

Insight into the Business Events Market

Industry partners gained insights on the business events market and how to develop their products and services to tap into this highly lucrative market. It is aimed at new members of the industry and organisations wanting to enter the business events market or adapt their products and services to cater more specifically for this sector. The target is to get more players of the broader tourism industry involved and to provide an understanding of how their products and service can be adapted for this market.



A Day in the Life of a Convention Centre

The programme was designed to:

- Create a better understanding of how convention centres prepare for and facilitate business events.
- Educate meeting and events management companies on how convention centres operate so they may work more seamlessly with centres.
- Understand the process and procedures for facilitating events covering all aspects of event planning by the centre.



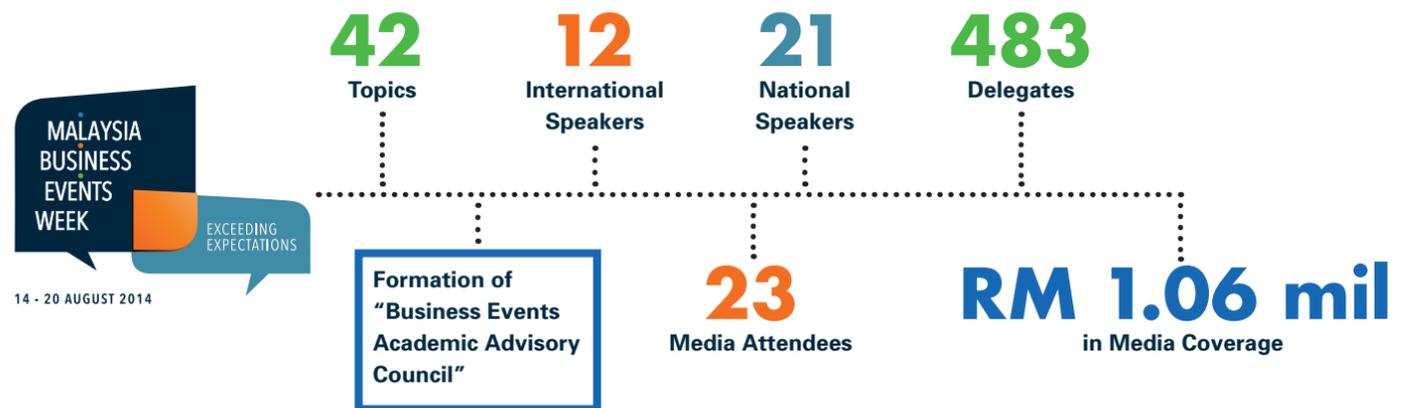
Bid Workshop

A two-day interactive bid workshop was held to sharpen the skills of bidding and securing major international conventions. Topics included the essential components of a bid process and insights such as preliminary preparations, strategy, sales pitch, presentation and assessment.



Malaysia Business Events Week (MBEW)

On 14 August 2014, MyCEB launched the inaugural Malaysia Business Events Week (MBEW) to create a platform for stakeholders and local business events industry partners to converge, innovate, network and debate on issues that impact the industry's future growth and sustainability. Built on the "Exceeding Expectations" theme, MBEW had a series of workshops and sessions to expose attendees to industry strategies, opportunities and insights.



Industry Networking Sessions

MyCEB initiated 3 fruitful industry networking sessions for local business events industry players to meet, network, exchange knowledge and to further enhance the success rate in securing international business events.

Event	Date
Backstage Innovation	29 April 2014
Work is Play	20 August 2014
Create Satisfaction Investigate (C.S.I)	12 November 2014

Dialogue Sessions

Throughout 2014, several dialogue sessions on a wide range of topical subjects specific to the business events segments were held for industry partners to discuss challenges and solutions.

Event	Date
DMC Dialogue	19 August 2014
Exhibition Dialogue	19 August 2014 11 November 2014
Strategic Planning Meeting	19 August 2014 10 November 2014

Marketing Intelligence

The unit collates and analyses industry data to determine business tourism's economic impact value and the effects of business tourism to the country's development. The data also sets a base for planning and development of sales and marketing's go-to-market strategies. The unit is also the custodian of a customised Customer Relationship Management (CRM) system that supports the entire organisation's requirements for data and generation of reports.

Exploring and measuring beyond tourism benefits influenced by event tourism

This study assesses the broad impact of tourism for Malaysia beyond its tangible economic value and uncovers the benefits derived from business events in areas such as social, innovation, knowledge, networking, trade and more.

The objectives are:

- To explore the beyond tourism benefits in Malaysia from the perspective of event organisers.
- To measure the beyond tourism benefits in Malaysia among event organisers.

Once the study completes in March 2015, the findings will determine if a strategy should be deployed to garner more support from relevant organisations to bid and secure for more international events to be held in Malaysia.

Study of Business Events Economic Value in Malaysia 2014

The study focuses on data collection and data analysis to determine the size and economic value of Malaysia's business events industry. In 2014, 2 segments in the business events industry were incorporated:

a. International Association-Hosted Events

The target audience are:

- Convention organisers to determine event expenditure in Malaysia.
- International delegates to determine visitor expenditure in Malaysia (i.e. domestic air, transport, accommodation, entertainment, shopping and dining).

b. International Trade Exhibitions

The target audience are:

- Exhibition organisers to determine event expenditure in Malaysia.
- International buyers.
- International sellers / exhibitors to determine event and visitor expenditure.

“ My sincere gratitude to members of the Board and Kesatria, as well as the industry players for the strong commitment towards achieving the national tourism targets in 2014.”

Datuk Dr Ong Hong Peng
Chairman
Malaysia Convention & Exhibition Bureau



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