



SUCCESS

BY

Design

ANNUAL REPORT 2015



Our theme 'Success by Design' is the culmination of our meticulous strategies and planning, securing high yield events for Malaysia. From international conventions, corporate meetings and incentives, exhibitions to international sports, arts, lifestyle and entertainment events that have taken place in Malaysia, this is a testament to the many accomplishments we have achieved in the past year. As a dynamic bureau in the international business and events industry, we are driven to further strengthen Malaysia's business and major events brands globally.

SUCCESS BY DESIGN

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MALAYSIA CONVENTION & EXHIBITION BUREAU (MyCEB) CONTINUED TO LEAD THE WAY IN ATTRACTING AND HOSTING WORLD CLASS EVENTS. MyCEB'S ADMIRABLE CONTRIBUTION SHONE THROUGH THE MANY ACHIEVEMENTS OF ITS BUSINESS EVENTS AND MALAYSIA MAJOR EVENTS DIVISIONS IN 2015.

”

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

MESSAGES

MINISTER OF TOURISM AND CULTURE MALAYSIA

Malaysia has remained steadfast in the wake of a challenging economy in 2015, which was also Malaysia's Year of Festivals. Throughout the year, the Ministry of Tourism and Culture worked tirelessly with its many partners to create a vibrant calendar of festivities to celebrate Malaysia's unique and diverse offerings.

Despite the intense global economic as well as sectoral challenges, the drop in tourism receipts from RM72.0 billion in 2014 to RM69.1 billion in 2015 was mitigated to 4.0% against the 6.3% dip in tourist arrivals from 27.4 million in 2014 to 25.7 million in 2015.

This proves that tourism remains a very resilient sector, and I stand firm in my belief that it is one of the economic pillars that can assist Malaysia's economic recovery.

Through this experience, the Malaysia Convention & Exhibition Bureau (MyCEB) continued to lead the way in attracting and hosting world class events. MyCEB's admirable contribution shone through the many achievements of its Business Events (BE) and Malaysia Major Events (MME) divisions in 2015.

I strongly believe that the initiatives under the Economic Transformation Programme (ETP), and also the Malaysia Tourism Transformation Plan (MTTP), will be instrumental in accelerating and achieving our targets of 36 million tourist arrivals and RM168 billion tourism receipts by 2020.

I congratulate MyCEB's board of directors for their unwavering commitment and dedication in inspiring the team to reach even greater heights in the coming years. I have full faith and confidence that the board of directors, management and staff of MyCEB will achieve their targets.

YB DATO' SERI MOHAMED NAZRI ABDUL AZIZ
MINISTER OF TOURISM AND CULTURE MALAYSIA



CHAIRMAN

It has been a remarkable six years now since Malaysia Convention and Exhibition Bureau (MyCEB) opened its doors to the world of business and major events.

In 2015, MyCEB's Business Events division, together with its strategic partners, managed to win over 153 future events comprising of international conferences, incentive groups and trade exhibition events will translate into an economic impact of RM898 million. These bids will attract an estimated total of 97,078 delegates, which made up 334,493 international delegate days.

In addition, Malaysia secured a number of other high-profiled business events such as the World Cancer Congress 2018, ISI World Statistics Congress – ISI 2019 and the 21st Soroptimist International (SI) Convention 2019.

MyCEB also rose to the challenges faced, especially the global economic slowdown and drop in the number of tourist arrivals to Malaysia, by supporting 214 business events in Malaysia that included 78 conventions, 112 corporate meetings/incentives and 24 trade exhibitions. These events accounted for approximately 108,105 international delegates, RM825 million in visitor expenditure and RM1.3 billion in economic impact.

On the Malaysia Major Events front, we supported a total of 42 events, which attracted 299,173 attendees throughout 2015. These events were made up of

14 sports events and 28 arts, lifestyle and entertainment events, all of which contributed RM446 million in tourism expenditure.

As MyCEB enters the new year with the opportunity to create more success stories, I express my sincere gratitude and appreciation to the industry players for their commitment and contribution throughout the year, without which we would not have reached such heights.

I would also like to extend my heartiest appreciation and congratulate the board members, management and staff of MyCEB for their commendable performance in 2015.

I look forward to your continued collaboration and support in meeting our 2020 business tourism targets.

TAN SRI DR. ONG HONG PENG
CHAIRMAN
MALAYSIA CONVENTION & EXHIBITION BUREAU



CHIEF EXECUTIVE OFFICER

As we approach 2016 with more opportunities to make our mark in the global arena, it is hard not to reflect on the successful year the Malaysia Convention & Exhibition Bureau (MyCEB) had achieved in 2015.

Last year has been highly competitive, and we took these challenges head on and raised Malaysia's global performance as the premier destination of choice for business and major events.

Some of the significant and highly successful business events hosted in 2015 include the Congress of the International Real Estate Federation 2015, Asia Pacific Stroke Conference 2015, ASEAN Economic Community Plus Expo 2015, Australia Company Directors' Conference Directorship: 15, and the Perfect China Incentive Travel & Seminar to Malaysia 2015.

The Kesatria 1Malaysia Programme sets another milestone with the appointment of 37 ambassadors known as Kesatria. The programme has produced 71 international convention leads and is set to deliver an estimated economic impact of RM1.6 billion and attract more than 150,000 delegates to Malaysia.

We also saw two new corporate incentive initiatives being introduced, these being the campaigns for "Malaysia Like Never Before" and "Malaysia Twin Deal X". Both initiatives managed to secure a total of 66 incentive groups with an estimated 44,558 participants contributing to a total economic impact value of RM660 million.

In the arena of sports, arts, lifestyle and entertainment events, our established Malaysia Major Events (MME) division saw an equally successful year, having supported several prominent events including the SICA Star Awards Night 2015, Thriller Live 2015, 8th OMC Asia Cup Open 2015, IIFA Awards (International Indian Film Awards 2015), BIGBANG 2015 World Tour in Malaysia, and Jon Bon Jovi "Because We Can: The Tour".

DATUK ZULKEFLI HJ SHARIF
CHIEF EXECUTIVE OFFICER
MALAYSIA CONVENTION & EXHIBITION BUREAU



To date, MyCEB has signed up 368 Industry Partner Programme (IPP) members and organised several activities, which included education workshops such 'A Day in the Life of Conference Management' and 'Best Practices Site Inspection' as well as three networking sessions in 2015.

I also take pride in our continued achievements in the business and major events industries year after year, namely the organising of the inaugural Malaysia Association Next (MyneXt), the Malaysia Business Events Week, 2015 rAWr Awards, the Kesatria 1Malaysia Gala Dinner, and the MME Symposium.

In our pursuit of success and recognition, our ongoing publicity and media coverage has enabled MyCEB to generate over RM43.8 million in media publicity through various public relations and communications efforts locally and globally.

Moving forward, I am confident with the valued guidance of the MyCEB's board of directors, we will be able to achieve our 2020 targets and firmly establish Malaysia as Asia's and the world's most premium and valued Business Events Hub, elevate our global rankings as an international meetings destination, as well as become the preferred destination for major events.

My highest appreciation goes out to all industry partners, government ministries, agencies, local councils, our associates and the incredible MyCEB team for all their contribution, dedication and commitment.

Congratulations on a tremendous 2015 and I look forward to an even better year ahead.



“ IT HAS BEEN A REMARKABLE SIX YEARS NOW SINCE THE MALAYSIA CONVENTION AND EXHIBITION BUREAU (MyCEB) OPENED ITS DOORS TO THE WORLD OF BUSINESS AND MAJOR EVENTS. ”

Tan Sri Dr. Ong Hong Peng
Chairman
Malaysia Convention & Exhibition Bureau

ABOUT US



Malaysia
**Convention
& Exhibition
Bureau**

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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 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, lifestyles and entertainment events and provide assistance to home-grown and home-hosted events in order 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.



TAN SRI DR. ONG HONG PENG

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



DATUK ZULKEFLI HJ SHARIF

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



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



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



DATO' HAJI AZIZAN NOORDIN

Deputy Director General, Tourism Malaysia
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

BOARD OF DIRECTORS



SENIOR MANAGEMENT TEAM

TONY NAGAMAI AH
General Manager
Malaysia Major Events



HO YOKE PING
General Manager
Business Events



DATUK ZULKEFLI HJ SHARIF
Chief Executive Officer



MOHD NORDZAT MOHD YUSOFF
Chief Financial Officer
Finance & Administration



WONG WAI KIN
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.

ORGANISATIONAL STRUCTURE

2015 saw the establishment of the Legal unit under Finance & Administration division, while Procurement merged with Human Resource & Administration. In the Marketing Communications division, Digital Marketing has been combined with PR & Communications. Meanwhile, the Malaysia Major Events division saw the Event Marketing unit changed to become Event Partnership unit.

The total head count of MyCEB's employees as at 31 December 2015 – 80 personnel, of whom 22 are in Business Events, 19 in Malaysia Major Events, 15 in Marketing Communications, 21 in Finance & Administration and 3 in the office of the Chief Executive Officer.



OVERSEAS REPRESENTATIVES

MyCEB first appointed its overseas representatives back in 2011 in the European market, followed by North America, Australia/New Zealand and later China. These overseas representatives provide invaluable support for event planners while serving as a promotional and marketing arm of MyCEB in all key regions. In 2015, MyCEB appointed its new Europe representative, Anette Palm from Worldwide Convention Specialists GdbR.

The roles and responsibilities of the appointed overseas representatives are:

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

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ECONOMIC TRANSFORMATION PROGRAMME (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.



OIL, GAS & ENERGY



HEALTHCARE



PALM OIL & RUBBER



COMMUNICATIONS
CONTENT
& INFRASTRUCTURE



BUSINESS SERVICES



AGRICULTURE



ELECTRICAL & ELECTRONICS



FINANCIAL SERVICES



WHOLESALE & RETAIL



GREATER
KUALA LUMPUR/
KLANG VALLEY



EDUCATION



NKEA – TOURISM

The Tourism NKEA has identified 12 Entry Point Projects (EPP) whereby MyCEB plays a vital role in achieving EPP 7 and EPP 10.

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

Targets by 2020

- GNI: **RM426.7 million**
- New jobs: **8,000**
- Tourist arrivals: **250,000**

EPP 8

Establishing Dedicated Entertainment Zones

EPP 9

- Developing Local Expertise and Better Regulation of the Spa Industry
- Enhancing Golf Tourism

EPP 10

Establishing Malaysia as a Leading Business Tourism Destination

Targets by 2020

- GNI: **RM3.9 billion**
- New Jobs: **16,720**
- High-yield business visitors to Malaysia: **8% of total tourist arrivals (2.9 million business visitors)**

EPP 11

Enhancing Connectivity to Priority Medium-Haul Markets

EPP 12

Improving Rates, Mix and Quality of Hotels

PERFORMANCE EPP 7 & EPP 10 2015

| | Target (FY) | Actual (YTD) | Method 1 (%) | Method 2 (%) | Method 3 (%) |
|--|-------------|--------------|--------------|--------------|--------------|
| EPP 7 Targeting more international events | 95,000 | 67,400 | 71 | 71 | 0.5 |
| EPP 10 Establishing Malaysia as a leading business tourism destination | 370,000 | 334,493 | 90 | 90 | 0.5 |

All three methods have been formulated to provide a pragmatic representation of the actual KPI numbers in percentages. The overall NKEA composite scoring is the average of all scores.

| Scoring Method | Description |
|----------------|--|
| Method 1 | Scoring is calculated by a simple comparison against set 2015 targets. |
| Method 2 | Scoring is calculated by dividing actual results against set 2015 targets with an added rule: <ul style="list-style-type: none"> • 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% |
| Method 3 | Scoring is calculated by dividing actual results against set 2015 targets with an added rule: <ul style="list-style-type: none"> • 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: National Transformation Programme Annual Report 2015, page 279

2015 REVIEW

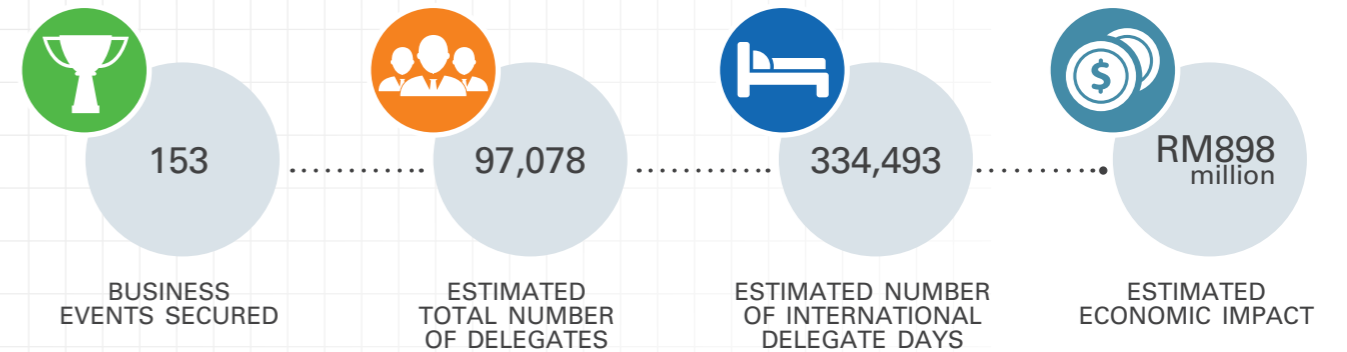


IT IS HARD NOT TO REFLECT ON THE SUCCESSFUL YEAR THE MALAYSIA CONVENTION & EXHIBITION BUREAU (MyCEB) HAD ACHIEVED IN 2015. LAST YEAR HAS BEEN HIGHLY COMPETITIVE, AND WE TOOK THESE CHALLENGES HEAD ON AND RAISED MALAYSIA'S GLOBAL PERFORMANCE AS THE PREMIER DESTINATION OF CHOICE FOR BUSINESS AND MAJOR EVENTS.

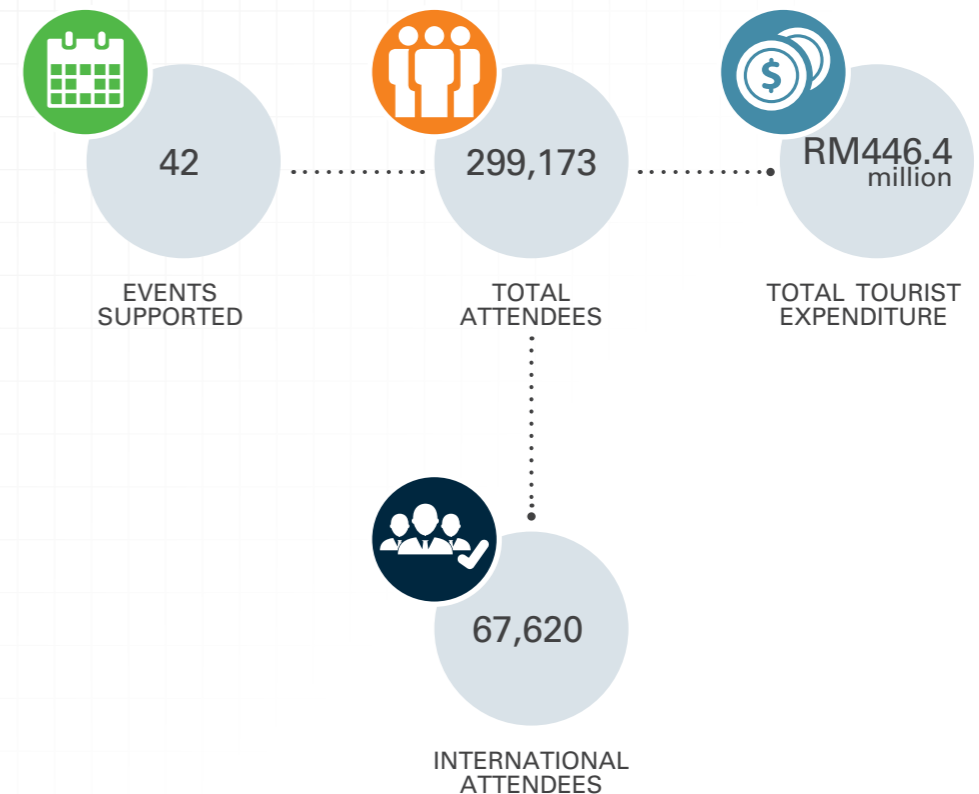


Datuk Zulkefli Hj Sharif
Chief Executive Officer
 Malaysia Convention & Exhibition Bureau

BUSINESS EVENTS' ACHIEVEMENTS



MAJOR EVENTS' ACHIEVEMENTS





AUTM Asia Annual Meeting 2015
349 delegates
RM1.4 million Estimated Economic Impact



Australian Company Directors' Conference
Directorship: 15
447 delegates
RM6.1 million Estimated Economic Impact



Bastille Live in KL 2015
145 international attendees
RM1.06 million Total Tourist Expenditure



Bloodrunner 2015
943 international attendees
RM2.81 million Total Tourist Expenditure

2015

HIGHLIGHTS



Perfect China Incentive Tour & Seminar to Malaysia 2015
6000 delegates
RM120.90 million Estimated Economic Impact



Infinitus Jiyang Overseas Training 2015
5,182 delegates
RM93.98 million Estimated Economic Impact



IIFA Awards (International Indian Film Awards 2015)
3,975 international attendees
RM31.4 million Total Tourist Expenditure



Ironman 70.3 Putrajaya 2015
883 international attendees
RM16.5 million Total Tourist Expenditure



The 1st International Café Equipment Supplies & Technology Exhibition
4,976 delegates
RM9.79 million Estimated Economic Impact



The 16th International Architecture, Interior Design & Building Exhibition (2015) ARCHIDEX 2015
34,524 participants
RM25.78 million Estimated Economic Impact



Saturday Night Fever The Musical
2,169 international attendees
RM9.78 million Total Tourist Expenditure



The Script Live in Malaysia
1,512 international attendees
RM4.96 million Total Tourist Expenditure

“

2015'S POSITIVE BUSINESS STATISTICS DEMONSTRATE THE CONTINUED SUCCESS OF MALAYSIA AS A BUSINESS EVENTS DESTINATION. COVERING A NUMBER OF INDUSTRY SECTORS, THIS UNDERLINES MALAYSIA'S GROWING APPEAL IN ATTRACTING WORLD CONFERENCES.

”

Ho Yoke Ping
General Manager
Business Events

BUSINESS EVENTS

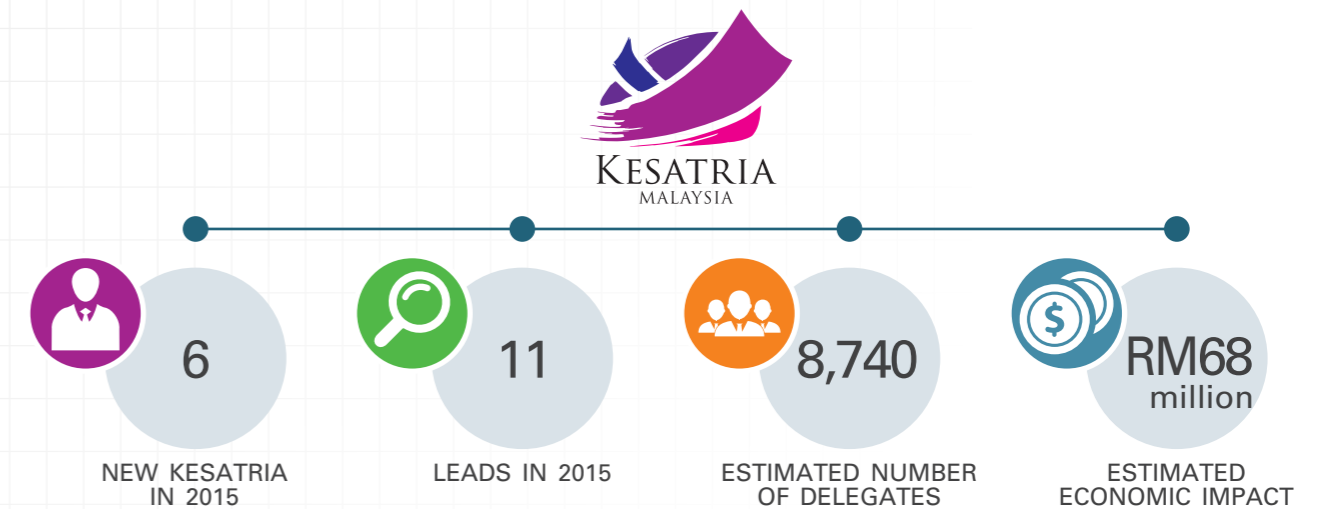
ASSOCIATION DEVELOPMENT

MyCEB develops and strengthens local associations through its Association Development Programme (ADP), which offers a range of training initiatives and financial and non-financial support to create international engagement opportunities and promote the professional development of Malaysia's national associations. The programme also supports the national associations' potential for hosting international conventions in Malaysia.

Kesatria 1Malaysia Programme

MyCEB's conference ambassador programme champions Malaysia's Business Events industry through its Kesatria, whereby these leaders of key industry sectors voluntarily assist in identifying and encouraging other potential local hosts to bid for and stage international conventions. The Kesatria also help to promote the benefits of hosting and/or inaugurating international conventions to their industry peers and colleagues.

Launched in 2012, the programme has 37 Kesatria members, and has generated 71 business events leads that are set to deliver an estimated economic impact of RM1.6 billion.



Association Advisory Group Meeting

In 2015, the Association Advisory Group Meeting, which comprised of MyCEB and various local associations, came to a consensus to form a Society of Association Executives (SAE) for Malaysia to develop the association industry, starting with the formation of an Advisory Board.

Malaysia Association neXt (MyneXt)

The Malaysia Association neXt (MyNext) is an inaugural gathering of Malaysia's association industry to learn, exchange ideas and network. The one-day event was attended by 93 associations and 28 industry partners. Among the topics discussed were 'The Art and Science of Membership', 'Content Development for Optimal Engagement', 'Practicalities of Running Associations' and many more.



ASSOCIATION SALES

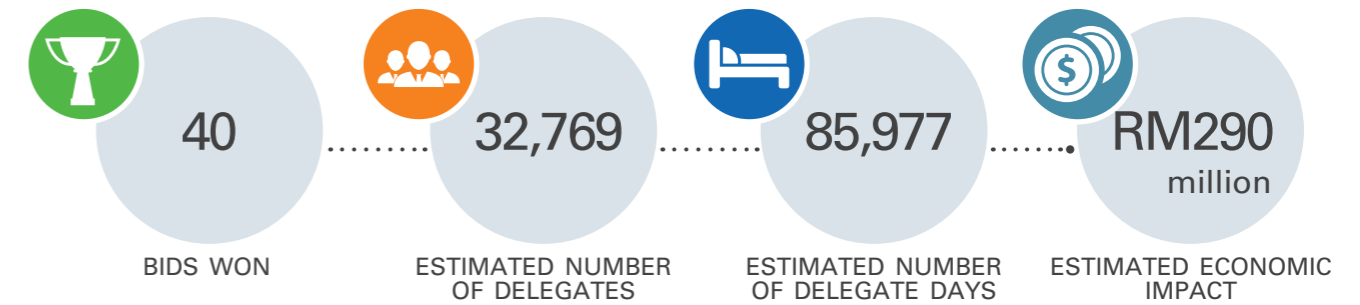
Business Development and Sales

The Association Sales team is committed to explore and engage opportunities to research, qualify and prioritise business events leads with positive economic value to continuously expand Malaysia's global portfolio.

The team provides a breathe of knowledge and experience to facilitate associations for bid strategies, conference solutions and consultations. Through efforts to advise on Malaysia's products and services, facilitate inspection visits and educational trips, it has led to 40 bids won with an estimated number of 32,769 delegates and RM290 million in estimated economic impact in 2015.



2015 Bids Won

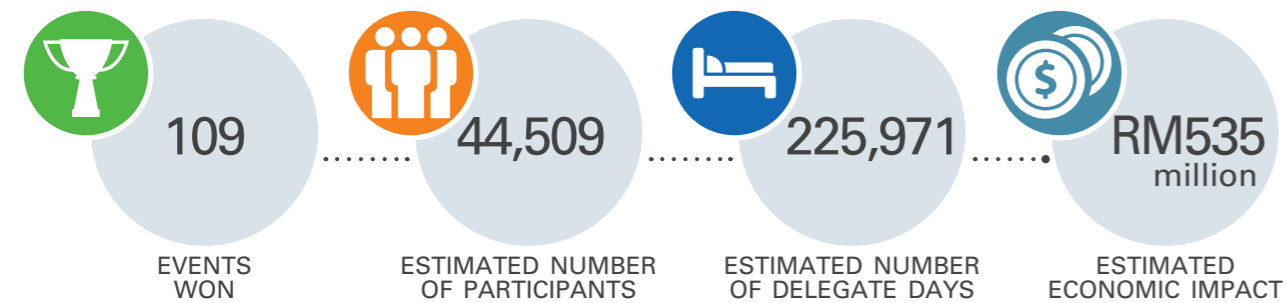


CORPORATE MEETINGS & INCENTIVES

As a unit that actively explores strategies to secure regional and international corporate meetings and incentive travel groups, it is responsible for developing and promoting Malaysia's corporate meeting and incentive product offerings.

It focuses on event itinerary recommendations, destination experiential familiarisation visits and advises on Malaysia's products and services.

2015 Events Won



Malaysia Like Never Before Campaign

"Malaysia Like Never Before" campaign was officially launched in February 2015 to drive international incentive groups to Malaysia. The campaign introduces new fun-filling incentive activities and attractions at five key destinations – Langkawi, Georgetown, Kuala Lumpur, Kota Kinabalu, and Kuching – aimed at providing a whole new experience to incentive groups.

The campaign is supported by a dedicated microsite, www.likeneverbefore.my, available in English, Mandarin, Korean and German languages, and focused mainly on digital marketing.



Malaysia Twin Deal X Campaign

This value-added incentive rewards campaign continued from the Malaysia Twin Deal ++ programme launched in 2014, which comprised of two programmes offering value-added support and rewards for both the corporate clients and meeting and incentive planners.

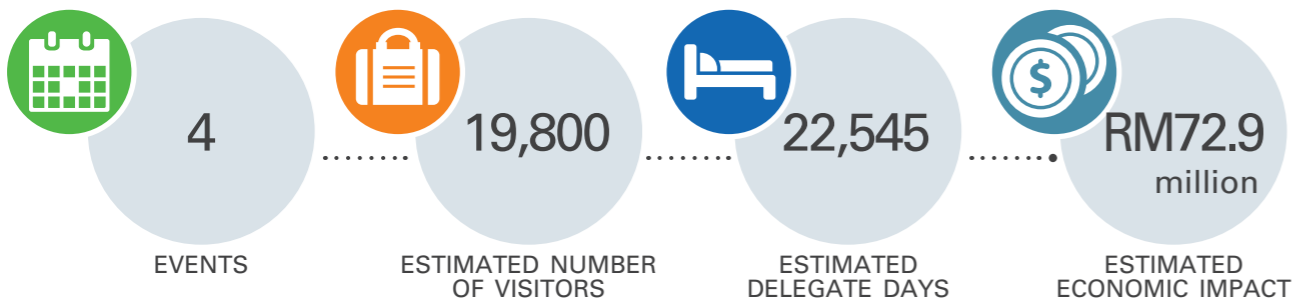
2015 Malaysia Twin Deal X Secured Events



EXHIBITIONS

The Exhibitions 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. The unit also assists home-grown trade organisers to expand their exhibition capability by increasing the international exhibitors and buyers.

2015 Events Won



EVENT SUPPORT

The Business Events Support Programme helped to maximise the success of events held in Malaysia in terms of number of international delegates, length of stay and visitor spending. 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.



Total number of events supported in 2015:

| Event Type | No. of Events | Estimated No. of Delegates | Estimated Economic Impact |
|-----------------------|---------------|----------------------------|---------------------------|
| Corporate & Incentive | 112 | 34,063 | RM437.3 million |
| Association | 78 | 38,575 | RM337.0 million |
| Exhibition | 24 | 49,671 | RM587.5 million |
| Total | 214 | 122,309 | RM1.3 billion |

OUR GOOD INFRASTRUCTURE, VALUE-FOR-MONEY PROPOSITION, STRONG SUPPORT FOR EVENT ORGANISERS AND WELL-KNOWN HOSPITALITY CREATE THE BEST ENVIRONMENT TO HOST A SUCCESSFUL INTERNATIONAL MAJOR EVENTS IN MALAYSIA.

Tony Nagamaiah
General Manager
Malaysia Major Events

MAJOR EVENTS

BUSINESS DEVELOPMENT SPORTS, ARTS, LIFESTYLE & ENTERTAINMENT

The unit's key objective is to secure international sports, arts, lifestyle and entertainment events to be held in Malaysia, which is achieved by sourcing and generating sales leads, assessing international events to determine the economic value and bid potential, among others.

It is responsible in managing these processes with the aim to meet performance targets in accordance with MyCEB's goals and objectives.

Total Bids Won



2015 Bids Won – Sports



2015 Bids Won – Arts, Lifestyle & Entertainment



HOMEGROWN & HOME-HOSTED

The unit identifies, qualifies, and prioritises homegrown and home-hosted events to support. The definition of these events are as below:

Homegrown events – Events that have been initiated and staged within Malaysia, and are owned or managed by a local or international company.

Home-hosted events – International events that take place in Malaysia on a regular basis, and are owned by international organisations and may be managed by either a local or international organisation, or a combination of both.



EVENTS SUPPORTED

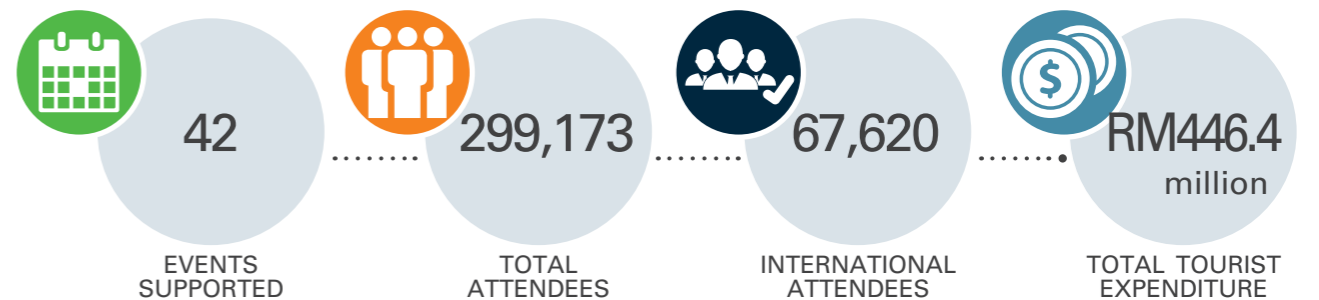
The Event Support unit provides a comprehensive range of services to maximise the success of major events held in Malaysia.

Starting with proposal of benefits, this unit also prepares relevant documents, consults and facilitates organisers, manages protocol aspects, produces internal report matters and coordinates event rundown with organisers. This unit ensures that Malaysia Major Events' brand presence is always visible on-site.

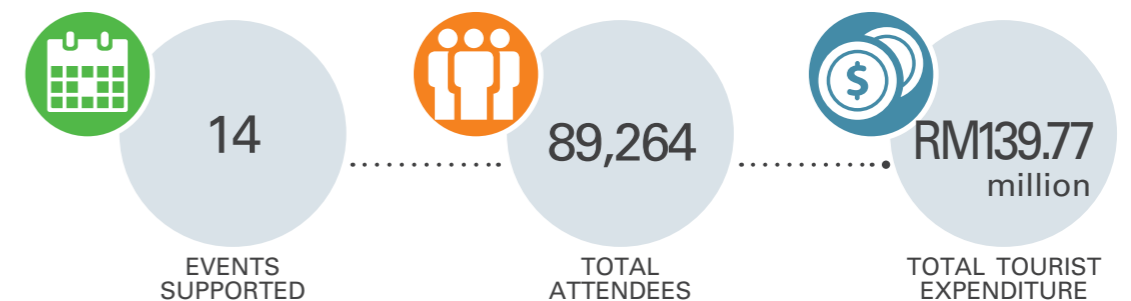
The Event Partnership unit offers assistance to organisers in implementing their regional advertising and promotion (A&P) plan. The unit will then monitor and verify the regional A&P efforts undertaken by the organisers, as well as help to amplify event promotion with partners under their Marketing Partnership Programme through their respective marketing and promotion platforms.

Organisers will then provide, to the satisfaction of Malaysia Major Events, a complete final report for Research unit to ascertain the total tourist expenditure, as well as to evaluate the final number of total attendees.

Total Events Supported



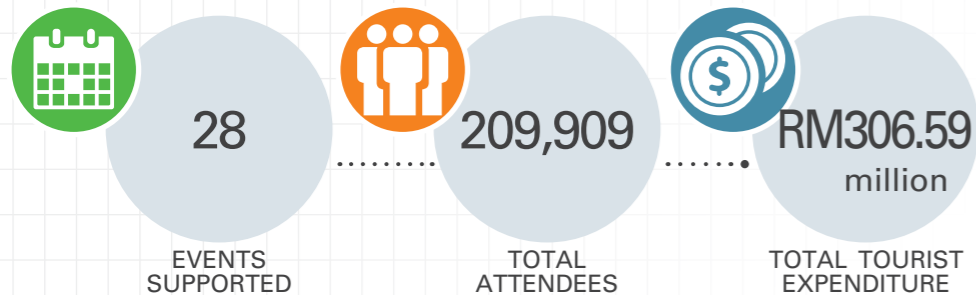
2015 Events Supported – Sports



A total of 14 major sports events were supported by Malaysia Major Events in 2015:

| Date | Event |
|--------------------------|---|
| 2 – 8 March | BMW Malaysia Open 2015 |
| 5 April | Ironman 70.3 Putrajaya |
| 10 – 11 April | International Taekwondo Festival Malaysia 2015 |
| 1 – 3 May | Xterra Asia Tour Championship 2015 |
| 24 – 27 July | 2015 KL International Wushu Open Tournament |
| 31 July | Bloodrunner 2015 |
| 4 – 13 September | IFMAR 1/5th Largescale Touring Car World Championship |
| 12 September | Electric Run |
| 25 September – 4 October | 37th WAF World Arm-Wrestling Championship |
| 29 October – 1 November | Paintball World Cup 2015 |
| 14 November | Ironman Langkawi Malaysia 2015 |
| 21 – 22 November | FIM Asia Supermoto Championship 2015 |
| 4 – 5 December | 8th Royal Cup World Muay Thai Championship |
| 18 – 20 December | FISE World Series Langkawi |

2015 Events Supported – Arts, Lifestyle & Entertainment



In 2015, the following arts, lifestyle and entertainment events took place in Malaysia, with the support of Malaysia Major Events:

| Date | Event |
|-------------------------|---|
| 3 January | Bastille Live in KL 2015 |
| 9 – 11 January | SICA Star Awards Night 2015 |
| 16 – 18 January | SCORE FitMob: Largest Zumba® Fitness Class 2015 |
| 20 January | Leo Sayer Concert |
| 28 January – 1 February | Tropfest South East Asia 2015 |
| 30 January – 1 February | World Curry Festival 2015 |
| 14 February | Slash ft. Myles Kennedy & The Conspirators |
| 8 March | My Music Festival |
| 8 March | MISO Korean Musical in Malaysia 2015 |
| 19 – 25 March | Thriller Live 2015 |
| 3 April – 28 June | Illuminate 2015 |



| Date | Event |
|--------------------|---|
| 10 – 11 April | Russell Peters Almost Famous World Tour 2015 |
| 19 April | The Script Live in Malaysia |
| 2 May | D Imman Live in Malaysia 2015 |
| 3 May | Backstreet Boys in A World Like This Tour |
| 16 – 19 May | 8th OMC Asia Cup Open 2015 |
| 30 – 31 May | Live Spectacle Naruto |
| 5 – 7 June | IIFA Awards (International Indian Film Awards 2015) |
| 19 July | Malaysia International Finger Style Guitar Festival |
| 24 – 25 July | BIGBANG 2015 World Tour in Malaysia |
| 27 July – 2 August | LOL Fest 2015 |
| 30 August | ILM Arts Festival |
| 4 – 13 September | Saturday Night Fever |
| 12 September | Jodi No.1 Season Grand Finale |
| 19 September | Jon Bon Jovi “Because We Can: The Tour” |
| 13 – 15 November | MURFEST 2015 |
| 12 December | Retrofest Asia 2015 |
| 19 December | A-Lin Sonar World Tour Live in Malaysia 2015 |



MME SYMPOSIUM

The 2015 MME Symposium was held on 30 November 2015 at the newly opened Zouk Kuala Lumpur. The third edition of the Symposium focused on new trends and approaches in the major events industry, such as leveraging on digitalisation and creative ways to maximise brand activation.

With seven panels comprising of 20 speakers and four moderators, the essence of the Symposium remains to assist, share, and inform local industry players of issues, trends, and best practices within the major events ecosystem.

Topics

1. Partnership – Exploring Opportunities and Maximising Brand Activation
2. Venue – Shifting Sand, Looking at New Venue Trends
3. Insurance & Legal – Dealing with the Dilemma of Protecting Your Events
4. Restructuring the Deals to be More Creative and Flexible
5. Withholding Tax Regulations on International Live Entertainment
6. Sports Events – Regulatory, Compliance and Risk Management
7. Digital & Content Marketing – Growth Strategies



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 IN OUR PURSUIT OF SUCCESS
 AND RECOGNITION, OUR
 ONGOING PUBLICITY AND
 MEDIA COVERAGE HAS
 ENABLED MyCEB TO GENERATE
 OVER RM43.8 MILLION IN
 MEDIA PUBLICITY THROUGH
 VARIOUS PUBLIC RELATIONS
 AND COMMUNICATIONS
 EFFORTS LOCALLY AND
 GLOBALLY.

Datuk Zulkefli Hj Sharif
 Chief Executive Officer
 Malaysia Convention & Exhibition Bureau

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MARKETING COMMUNICATIONS

BRAND MARKETING

Brand Marketing unit communicates Malaysia’s business and major event brands focusing on print and digital advertising, creative and design productions, sponsorships, development of communication materials, promotional items and image library. Key projects completed in 2015 were:

- Incorporated MyFEST 2015 logo in sales, marketing, and corporate events-supported collaterals and gifts.
- Refreshed Malaysia’s business events tradeshow booth look and feel, incorporating “Flora & Fauna” and Malaysia Borneo’s elements in support of ICCA 2016 in Kuching.
- Print and digital advertising in international trade and industry publications for business and major events:
 - International focus: Asia, Europe and North America.
 - Specific geo locations: Australia, New Zealand, India, Korea, Taiwan, China, United Kingdom, Germany.
 - Local campaigns to promote rAWR Awards and Malaysia Business Events Week (MBEW) 2015.
- Branding sponsorships:
 - Tradeshows: AIME, Melbourne – “Malaysian Delights” café, and IBTM, Barcelona – Escalator wrap promoting Malaysia’s business events brands.
 - ICCA Congress 2015: Silent Auction item donation in support of ICCA Education Fund.
- Branding design developments:
 - Malaysia’s booth at AEC + Expo, Kuala Lumpur; UFI Congress, Milan; and WOMEX 2015, Budapest.
 - MME Symposium, MBEW, rAWR Awards, Malaysia Association neXt (MyNext), tradeshows, roadshows, bid presentations, familiarisation visits and event marketing.
 - MyCEB and Malaysia Major Events corporate shirt designs.
- Brochure productions – Annual Report 2014, Value of Business & Major Events booklet, Co-operative Industry Prospectus 2016, Exhibition brochure and 10-year Calendar-booklet.
- Malaysia Like Never Before and Malaysia Twin Deal X campaign material developments and implementation for the corporate meetings and incentive market.



- Marketing material production for industry events organised by MyCEB, namely Malaysia Business Events Week, rAWR Awards 2015 and Malaysia Association neXt.
- Photography for supported high profile business events.

PR & COMMUNICATIONS AND DIGITAL

The PR & Communications and Digital team actively leads MyCEB's strategic communications efforts by leveraging on its well established rapport with national, regional and international media publications. The team also leverages on its strong digital presence in its bid to showcase Malaysia as the preferred business and major events destination in the world.

Some of the key activities of the unit include media engagement initiatives such as press conferences and media luncheon, media familiarisation trips for overseas media, and implementing digital campaigns via websites and social media to garner positive media coverage and publicity for MyCEB.

In 2015, media coverage for MyCEB was gathered through a series of case studies, press releases, events, editorials, press conferences, and other media and communications engagements initiatives. All these initiatives enabled MyCEB to generate a total media publicity mileage of RM43.8 million, both locally and internationally.

Some of the Key Activities/Events under the PR & Communications and Digital Unit:

Media Engagement

- Press Conference: IAWT Awards Gala Dinner, Perfect China Incentive Tour & Seminar to Malaysia 2015, FiSE World Series Langkawi, Ironman Putrajaya
- Media Luncheon for IAWT Awards: TTG Asia, CEI Asia, Biz Events Asia

Media Familiarisation Trip

- Media from China (MICE China, MICE Magazine, Business Traveller China, M&C China and China BT MICE) were taken for a trip to Kuala Lumpur, Langkawi and Penang in conjunction with the Perfect China Incentive Tour & Seminar to Malaysia 2015 to experience Malaysia Like Never Before

Digital

- Websites: MyCEB, Malaysia Major Events, Malaysia Like Never Before, Malaysia Business Events Week, IAWT Awards, MyNext
- Social Media: Constant updates and engagements with stakeholders via Facebook, Instagram, Twitter, LinkedIn and Youtube



Media from China visited Istana Anak Bukit, Alor Setar, Kedah as part of the familiarisation trip to Malaysia



FiSE World Series Langkawi Press Conference



Advertorial

MARKET RESEARCH

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

Snapshots of Malaysia's Business Events Industry 2015



Source: Malaysia Convention & Exhibition Bureau (MyCEB)

Size and Economic Value of Business Events in Malaysia – A Study by Taylor's University

INDUSTRY & PRODUCT DEVELOPMENT

MyCEB, through its Industry Partner Programme (IPP), is poised to position Malaysia as one of the world's leading international business and major events destination. Co-operative sales and marketing activities, professional development, business-to-business networking, market intelligence, and product profiles in MyCEB's online and print publications are some of the activities spearheaded by the Industry & Product development team.

As at 31 December 2015, MyCEB has signed up 368 IPP members, with a majority coming from accommodations and venues, followed by event management companies, touring and leisure agents and event product/services providers.



Trade Shows

In 2015, MyCEB and its industry partners took part in seven tradeshows all over the world, as part of its promotional and marketing efforts to generate more business events leads.



Industry Education Programme

1. A Day in the Life of Conference Management

The event was designed with the following objectives:

- To create a better understanding and educate the industry partners within the business events industry on convention planning and execution by 'professional conference organisers' (PCO)
- To understand the importance of PCO and processes involved in conference management in order to foster collaboration within the industry to deliver best practices in meetings and events
- A total of 54 participants attended the event

2. Best Practices Site Inspection

The programme was organised with the following objectives:

- To improve the standards of site inspection among the business events industry players, especially organisers of international events
- To highlight the importance of site inspection as one of the key activities under the sales effort
- 42 partners attended the event organised at Parkroyal Kuala Lumpur



21 - 23 SEPTEMBER 2015



Malaysia Business Events Week (MBEW)

The objective of the event was to provide a platform for business events industry players and stakeholders to exchange ideas, explore possible business opportunities, as well as debating current issues that impact its future growth and sustainability.

21 – 23 September 2015, Kuala Lumpur

- Themed 'Our Future by Design'
- Held at Shangri-La Hotel Kuala Lumpur
- Attended by 270 delegates, 20 national & international speakers, 7 national & international panelists
- Delegates were exposed to a different views, ideas and trends that can impact future results of the business events industry



Malaysia Business Events
Awards of Excellence



RAWR Awards 2015 (Recognising Award Winning Results)

The RAWR Awards aims to recognise excellence, leadership, professional standards, innovation and best practices within the business events industry.

12 November 2015, Kuala Lumpur

- Held at Kuala Lumpur Convention Centre
- Organised by MyCEB and MACEOS
- 27 Award Categories
 - Business Events, Conventions, Incentives and Exhibitions
- Special Awards 2015 for incentive operators
 - India, China, South Korea and Indonesia
- Guest of honour:
 - Y.B. Datuk Mas Ermieyati, Deputy Minister of Tourism and Culture, Malaysia

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I LOOK FORWARD TO THE CONTINUED COLLABORATION AND SUPPORT OF THE BOARD MEMBERS, MANAGEMENT AND STAFF OF MyCEB IN MEETING OUR 2020 BUSINESS TOURISM TARGETS.

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Tan Sri Dr. Ong Hong Peng

Chairman

Malaysia Convention & Exhibition Bureau



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