



Transcending Boundaries

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Transcending Boundaries

The theme **Transcending Boundaries** and the image of the high jumper speak volume of MyCEB's success in positioning Malaysia as a preferred business and major events hub. Through concerted team efforts with its industry partners, MyCEB has exceeded all expectations over the past years and has proven that no boundary is beyond reach and no hurdle is too high.

The separators are the silhouettes of a high jumper's movements, aptly depicting MyCEB's relentless efforts and initiatives.



Messages



Minister of Tourism and Culture Malaysia

I strongly believe that tourism is an important economic pillar in nation building and will continue to help Malaysia emerge as a sustainable and dynamic nation in the years to come.

On the back of an intense global economy and challenging business environment, the tourism industry continues to be the second largest foreign-exchange earner and prime contributor to the socio-economic development of Malaysia in 2016. Malaysia's tourism industry is indicating signs of recovery in 2016 with latest figures showing more tourists visiting the country compared to 2015. Tourist arrivals to Malaysia for 2016 registered a 4.0% increase compared to the same period in 2015. There were 26.8 million tourist arrivals in 2016 compared to 25.7 million tourist arrivals in the previous year.

Of course, the task of ensuring Malaysia's continued growth is a herculean effort and should not be shouldered solely by the government. Of equal importance is the commitment and pro-active participation of agencies such as Malaysia Convention & Exhibition Bureau (MyCEB) which has continually demonstrated a culture of high performance - leading the way in attracting and successfully hosting world class business and major events. Through the many milestones and triumphs of its Business Events (BE) and Malaysia Major Events (MME) divisions in 2016, MyCEB's laudable contributions to the tourism industry and the country in general reflect the immense opportunities of this sector.

I am proud to note that in 2016, Malaysia was placed third in Cvent's list of Top 25 Meeting Destinations in Asia Pacific and Kuala Lumpur was ranked as one of the world's best sports cities by SportBusiness which speaks volumes about our credibility and reputation. Moving forward, I concur 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 would like to extend my most profound gratitude to YBhg. Tan Sri Dr. Ong Hong Peng, the former Secretary-General of the Ministry of Tourism and Culture Malaysia and former Chairman of MyCEB for his unwavering commitment. His leadership and guardianship to the national bureau from 2011 – 2016 effectively ensured that the Government's mandate under the ETP bestowed upon MyCEB was achieved seamlessly.

Finally, I must congratulate MyCEB's board of directors for their resilience and unstinting commitment to inspire and encourage the team to consistently translate our vision into reality. I am mindful that the arduous journey ahead is not over but I have full faith and confidence that the board of directors, management and staff of MyCEB will take on the challenge and deliver. I wish you all the highest level of success for the future.

YB DATO' SERI MOHAMED NAZRI ABDUL AZIZ
Minister of Tourism and Culture Malaysia



Chairman

The establishment of MyCEB under the Economic Transformation Programme (ETP) outlines the country's priorities towards the development of Malaysia as a high-income country. It is envisaged that conventions will help raise Malaysia's standing internationally and contribute to our business tourism target of RM3.9 billion in Gross National Income by 2020. Towards this end, MyCEB plays a pivotal role in Malaysia's diverse and growing business tourism and events sector. In this regard, shaping the business tourism and events industry and enabling economic prosperity are all part of MyCEB's blueprint as a first-mover in the region's events sector.

In order to maintain the growth momentum, we need to address the challenges, be agile and adaptable to the changing and increasingly competitive landscape. Malaysia's remarkable growth and development reflects the clear vision of being Asia's go-to business destination. Within a span of eight years, MyCEB has established its brand name, credibility and ability to deliver high returns on investment and achieve its targets.

Since our establishment, MyCEB together with its strategic partners has won 807 international events comprising corporate meetings and incentive travel groups, conferences and trade exhibition events, which will substantially generate RM5.2 billion to Malaysia's coffers.

The year 2016 also saw Malaysia secure a number of other high-profiled business events that the country will play host to, such as the world-class Congress for Freight Logistics Industry 2017, World Library and Information Congress 2018 and World Cancer Congress 2018 – the first country in South East Asia to do so.

Accordingly, in line with its ongoing objective to develop the sector, MyCEB continues to work closely with the industry players by supporting 341 strong business events in Malaysia that included 64 conventions, 247 corporate meetings/incentives and 30 trade exhibitions. These events accounted for approximately 127,849 international delegates, RM957.6 million in visitor expenditure and RM1.58 billion in economic impact.

Another significant moment for us at MyCEB is the conferment on Datuk Dr. Abdul Aziz Yahya, MyCEB'S very own KESATRIA with the Honorary Fellowship of the American College of Obstetricians and Gynecologists. It is only fitting that I take this opportunity to congratulate Datuk Dr. Abdul Aziz and the newly appointed KESATRIA members in 2016. The Kesatria's contributions are invaluable and very much appreciated.

Also in the driver's seat is Malaysia Major Events (MME), which has grown from strength to strength towards more high-yield activities. Last year, we supported a total of 40 events, which attracted a total of 427,047 attendees, all of which contributed a remarkable tourist expenditure of RM518 million.

Recognising the commendable performance in 2016, I would like to extend my heartiest appreciation and congratulate the board members, management and staff of MyCEB for the commitment and outstanding contributions towards the growth of business tourism and events sector. I also wish to thank all of you for the strong support and cooperation extended to me during my tenure as Chairman.

Moving forward, I have every confidence that MyCEB will continue to flourish and achieve its goals in the years to come.

TAN SRI DR. ONG HONG PENG
Chairman
Malaysia Convention & Exhibition Bureau

Chief Executive Officer



I made a humble promise to myself when I took the helm of Malaysia Convention & Exhibition Bureau (MyCEB) to strive diligently against the many challenges and economic uncertainties to help position and establish Malaysia as a destination of choice for business and major events.

During this period, I also witnessed the sheer tenacity, creativity and indomitable spirit of my team in helping realise this vision. I am confident that Malaysia is certainly on track to drive positive momentum for the business events industry as we head towards 2020 and beyond. However, we are not resting on our laurels and will continue to do more, given the intense global competition and rapidly changing business landscape.

In 2016, Malaysia played host to some of the world's most significant business events which included the 55th ICCA Congress 2016, the 25th Aviation Security World Conference (AVSEC) 2016, Community Based Rehabilitation (CBR) World Congress 2016, World Travel Mart Connect Asia (WTM Asia) 2016, Big Dutchman's 6th International Agents Meeting, and the Institute of Electrical and Electronic Engineers' International Conference on Communications 2016 (IEEE ICC).

Under the Malaysia Major Events (MME) division we supported 40 prominent sports, arts, lifestyle and entertainment events including the Selena Gomez Revival Tour Live in Kuala Lumpur, AR Rahman Live in Malaysia 2016, Powerman Asia 2016, Rockaway Festival 2016 and Ironman Malaysia to name a few, which generated a total tourist expenditure of RM581 million and 98,813 in foreign attendees.

Our ongoing publicity and media coverage has enabled MyCEB to generate over RM59.46 million in media publicity through various public relations and communications efforts locally and globally for both business and major events.

To thrust Malaysia's knowledge and creative economy, MyCEB launched the Malaysia's Business Events Roadmap in 2016, a strategic plan to raise the profile of Malaysia as a preferred business events destination by 2020 and beyond. The mission of this roadmap is to build Asia's highest business events industry through public and private collaboration which results in economic, social, cultural and environmental benefits to all parts of the country. MyCEB is working closely with the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and the newly-formed Business Events Industry Council of Malaysia to become strong advocates and influencers in the business events sector.

I believe that collectively 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.

I wish to thank YBhg. Tan Sri Dr Ong Hong Peng for his strong leadership and on behalf of MyCEB, I would like to wish you a peaceful retirement.

My acknowledgement and gratitude also goes to all industry partners, government ministries, agencies, local councils and our associates for all their contribution and commitment.

I wish to pay tribute to the dedication, contribution and strong work ethics of our entire MyCEB team. I would also like to express my appreciation to MyCEB's board of directors, for their valued guidance and confidence in us which allowed us to leverage on our full potential in achieving our mission.

DATUK ZULKEFLI HJ SHARIF
Chief Executive Officer
Malaysia Convention & Exhibition Bureau

About Us



Malaysia Convention & 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 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 catalyst for product and industry developments.

www.myceb.com.my



Malaysia major events

Malaysia Major Events (MME) is a division of MyCEB and 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 homegrown 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.

www.mymajorevents.com.my

Board of Directors



TAN SRI DR. ONG HONG PENG
Chairman
Malaysia Convention & Exhibition Bureau
(MyCEB)
Secretary General
Ministry of Tourism and Culture Malaysia



DATUK ZULKEFLI HJ SHARIF
Chief Executive Officer
Malaysia Convention & Exhibition Bureau
Appointed on 9 November 2010



ASRI B. HAMIDON
Deputy Under Secretary
Ministry of Finance, Malaysia
Appointed on 9 November 2010



DATO' ROBERT GENEID
Managing Director
Borsamulu Resort Sdn Bhd
Appointed on 9 November 2010



DATO' VINCENT LIM HWANG SENG
President
MACEOS
Appointed on 31 October 2014



**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



**DATUK IRENE BETTY BENGCON
CHARURUKS**
General Manager
Sabah Tourism Board
Appointed on 9 November 2010



ALAN MARK PRYOR
General Manager
Kuala Lumpur Convention Centre
Appointed on 31 October 2014

Senior Management Team



TONY NAGAMIAH
General Manager
Malaysia Major Events

**DATUK ZULKEFLI
HJ SHARIF**
Chief Executive Officer

HO YOKE PING
General Manager
Business Events

**MOHD. NORDZAT
MOHD YUSOFF**
Chief Financial Officer

**SHARIFAH ZURAINA
SYED OMAR**
Senior Manager
Malaysia Major Events
– Event Support

WONG WAI KIN
Senior Sales Manager
Business Events
– Associations

**NIK AZLAN
NIK ABDULLAH**
Head
Human Resource,
Administration &
Procurement

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

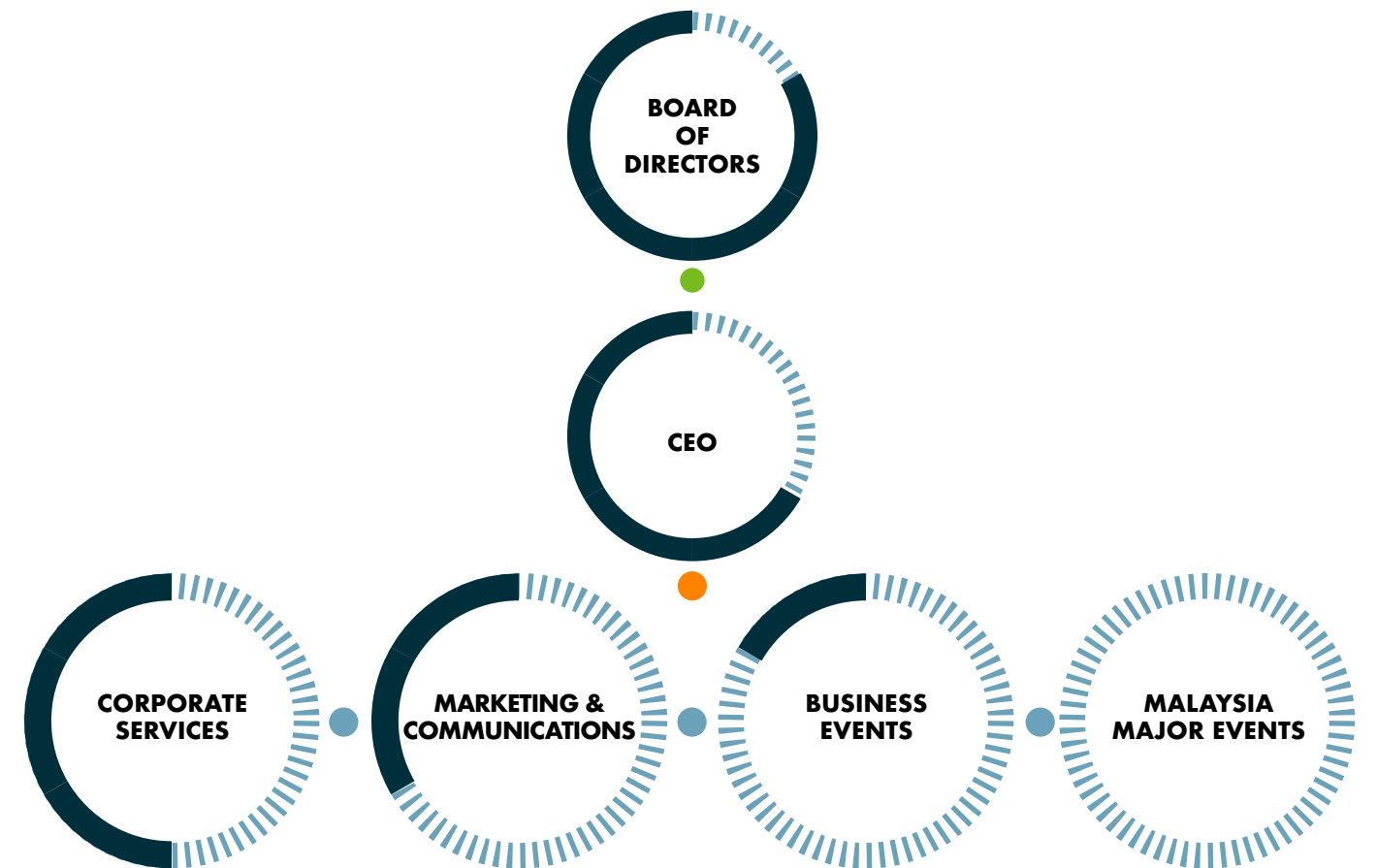
To be recognised as Asia's model bureau – the leading edge in terms of success, professionalism, best practices and business impact.

To position Malaysia as one of the world's preferred business and major events destination.

Organisational Structure

In 2016, the Finance & Administration division changed its name to Corporate Services division. With that, the Legal unit has been named Legal & Corporate Services unit.

The total head count of MyCEB's employees as at 31 Dec 2016 - 80 personnel; 23 are in Business Events, 16 in Malaysia Major Events, 15 in Marketing Communications, 23 in Corporate Services and three in the office of the Chief Executive Officer.



- Finance
- Information Technology
- Human Resource, Administration & Procurement
- Legal & Corporate Services

- Brand Marketing
- PR & Communications and Digital Marketing
- Industry & Product Development
- Market Research

- Sales
 - Associations
 - Corporate Meetings & Incentives
 - Exhibitions
- Association Development
- Business Development
- Event Support

- Business Development
 - Sports
 - Arts, Lifestyle & Entertainment
- Homegrown/ Home-Hosted Events
- Event Partnership
- Event Support

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.

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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Shanghai

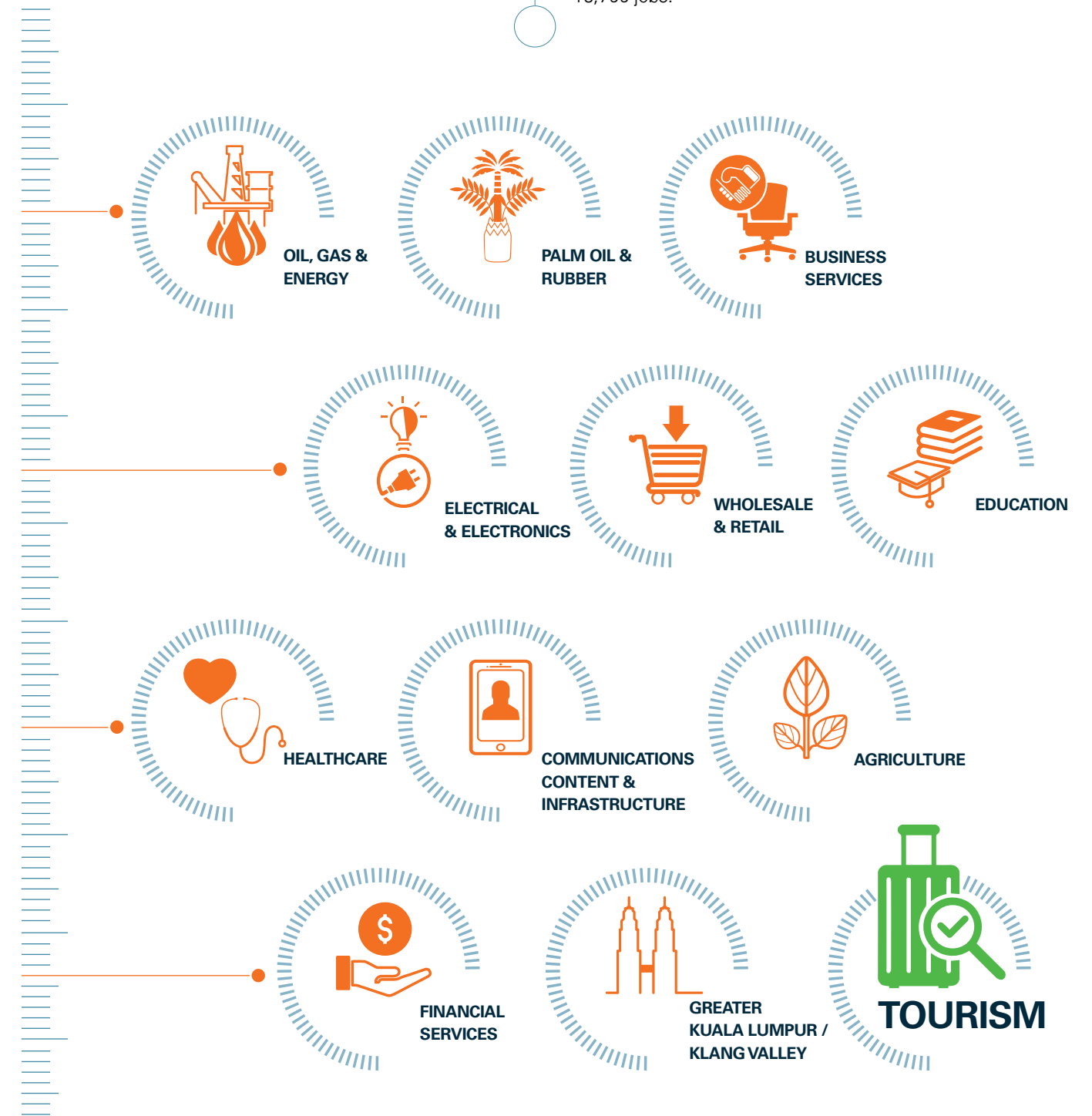
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CHINA

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.



NKEA - Tourism

The NKEA tourism will continue to focus on high-yield tourism, growing economic and employment growth for the nation. Targeting leisure and business tourism, the NKEA will also focus in growing tourist arrivals and receipts to stimulate the industry's contributions to the nation's economy.

- **EPP 1** Positioning Malaysia as a vibrant shopping destination
- **EPP 4** Positioning Malaysia as a leading ecotourism destination
- **EPP 5** Expanding tourism offerings in niche areas
- **EPP 6** Developing Cruise Tourism
- **EPP 7** Positioning Malaysia as a vibrant events and entertainment and destination

Targets by 2020

GNI : **RM426.7**
million

New jobs : **8,000**

Tourist arrivals : **250,000**

- **EPP 9** 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 air connectivity to Malaysia from priority markets
- **EPP 12** Improving mix and quality of hotels and intergrated resorts

2016 Performance Tourism : EPP 7 & EPP 9

	Target (FY)	Actual (YTD)	Method 1 (%)	Method 2 (%)	Method 3 (%)
● EPP 7 Positioning Malaysia as a vibrant events and entertainment and destination	78,000	98,813	127	100	1.0
● EPP 9 Establishing Malaysia as a leading business tourism destination	300,000	378,412	126	100	1.0

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.

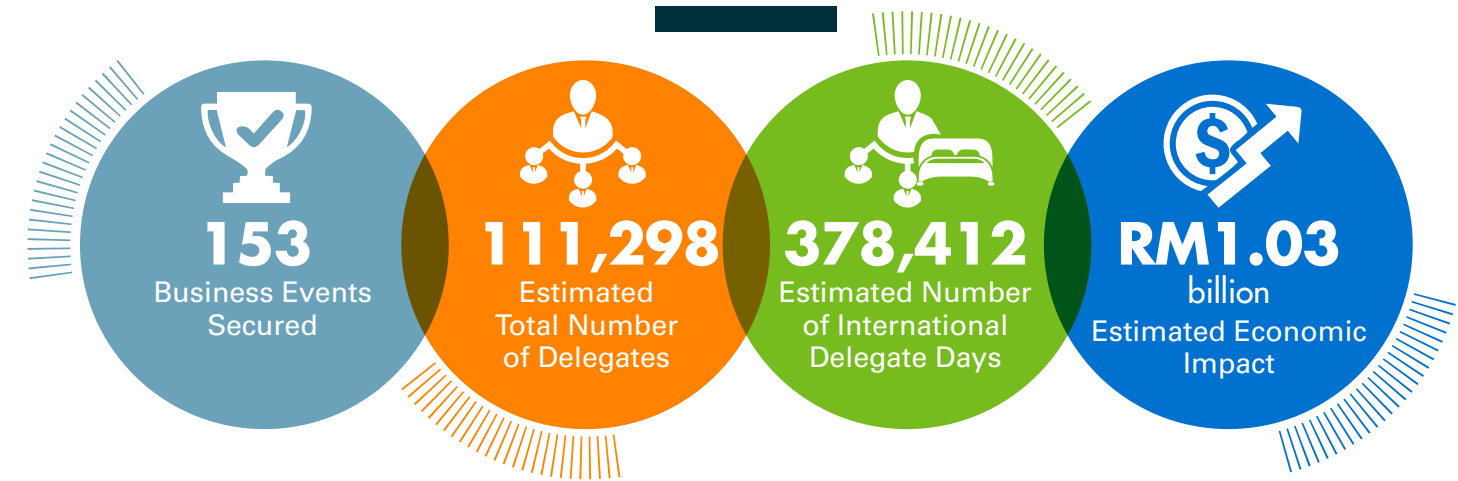
Scoring Method	Description
Method 1	Scoring is calculated by a simple comparison against set 2016 targets.
Method 2	Scoring is calculated by dividing actual results against set 2016 targets with an added rule: <ul style="list-style-type: none"> ● If the scoring is less than 100%, score #2 is taken as 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 2016 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 2016, page 246

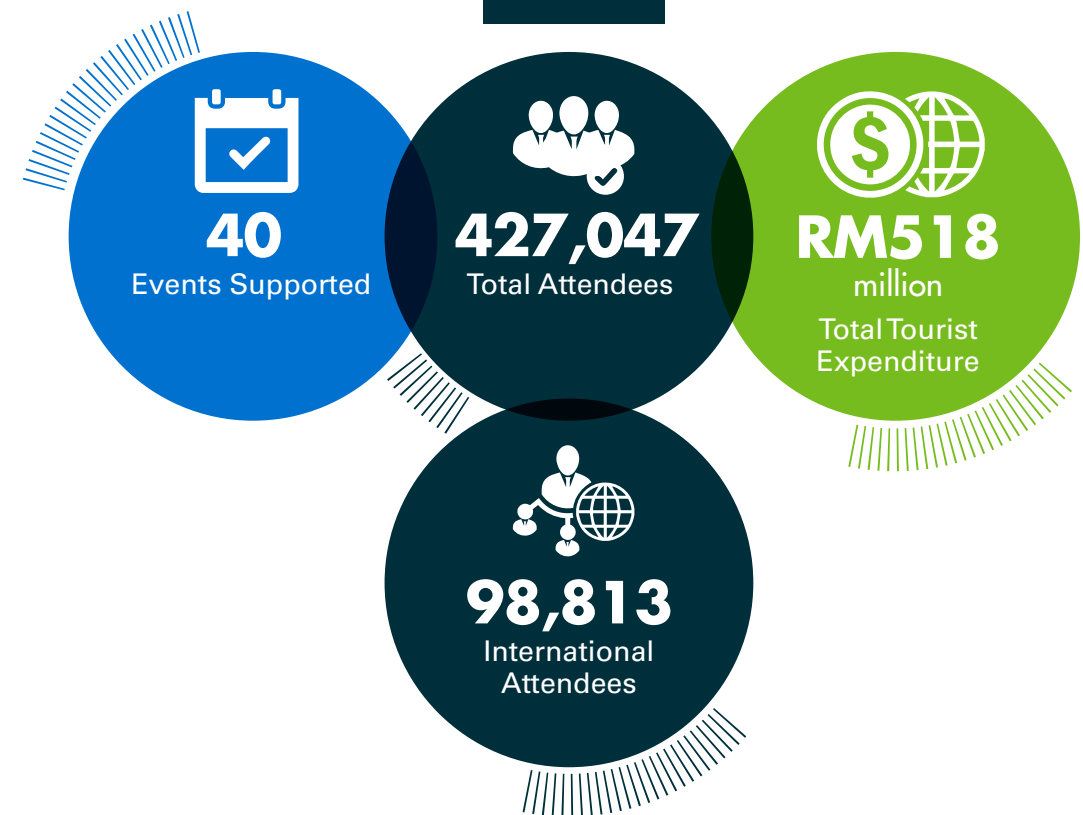
2016 Review

2016 ACHIEVEMENTS

BUSINESS EVENTS



MAJOR EVENTS





WTM Connect Asia 2016
18 – 20 May 2016
Penang



ISPRM 2016 - Physical & Rehabilitation Medicine Congress
29 May – 2 June 2016
Kuala Lumpur Convention Centre



Joymain (JM) China Group
14 June 2016
Kuala Lumpur



Perfect 2016 World Team Table Tennis Championship (WTTTC)
28 February – 6 March 2016
Stadium Malawati, Shah Alam



Powerman Asian Championship Malaysia
6 March 2016
Putrajaya



EXO Planet #2 – The EXO'luXion
12 March 2016
Stadium Merdeka, Kuala Lumpur

2016 Highlights

BUSINESS EVENTS

MAJOR EVENTS



2nd CBR World Congress
27 – 29 September 2016
Berjaya Times Square, Kuala Lumpur

55th ICCA Congress
13 – 16 November 2016
Borneo Convention Centre Kuching



Source: ICCA Flickr



The Launch of BE Roadmap
21 November 2016
Royale Chulan Hotel, Kuala Lumpur

Magical Ice Festival : Disney's Frozen
26 – 27 March 16
SPICE Arena, Penang



Electric Run
7 May 2016
Selangor Turf Club



Selena Gomez Live in Kuala Lumpur
25 July 2016
Stadium Malawati Shah Alam



Business Events

Association Development



Through the Association Development Programme (ADP), MyCEB cultivates and supports national associations as well as fosters international involvements through conference management to ensure the growth of association industry.

The ADP carries out training initiatives as well as provides financial and non-financial assistance for the development of the associations.

The main goal of the programme is to raise Malaysia's potential to host international conventions, and one of the initiatives includes hosting networking events through the Kesatria 1Malaysia programme.



Kesatria 1Malaysia Programme

The purpose of this programme is to inspire local association stakeholders to bid and host international conferences on Malaysian shores.

The appointed Kesatrias, who are leaders from key industry sectors, are commissioned to distinguish potential local hosts to bid and hold international conventions.

Inaugurated since 2012, the programme now has appointed 45 Kesatria members to date, and has generated 109 business events leads that is set to deliver an estimated economic impact of RM1.8 billion.

Malaysia Society of Association Executives (MSAE)

The formation of MSAE and election for Office Bearers were carried out in 2016, and Dr Yu Kee Su was elected as Chairman. MSAE shall aim on providing a platform for both associations and its executives to acquire, learn, and impart knowledge and ideas, as well as pursuing excellence in association management. With this development, Malaysia local associations' level of professionalism in managing and growing their respective associations will be raised and Malaysia's opportunity to bid and host international conventions will increase.

Malaysia Association neXt (MyneXt)

The Malaysia Association neXt (MyneXt), an event for networking and knowledge sharing specifically designed for local association industry, was held on 27 October 2016.

The one-day event had a total of eight sessions and was attended by 51 associations and nine industry partners.

Association Sales

Business Development

The team is dedicated to grow Malaysia's global portfolio and continuously studies, verifies and prioritises potential business event leads to be pursued.

2016 Business Events Leads



New Business Events Leads



Estimated Number of Delegates



billion
Estimated Economic Impact

Sales

The Association Sales team is tasked to carry out bid strategy and consultation to facilitate bids. In securing international conventions, efforts such as attending international tradeshows, facilitating site inspections and recommendations on Malaysia's products, facilities and services were executed.

2016 Bids Won



Bids Won



Estimated Number of Delegates



Estimated Number of Delegate Days



million
Estimated Economic Impact



Corporate Meetings & Incentives

The team relentlessly carves strategic efforts to secure regional and international corporate meetings and incentive travel groups.

It focuses on creative event itinerary, destination experiential familiarisation programmes and promotions on Malaysia's products and services.

2016 Events Won



Events Won



Estimated Number of Participants



Estimated Number of Delegate Days



Estimated Economic Impact



Malaysia Twin Deal X

The campaign, which is a continuation from the Malaysia Twin Deal ++, comprised of two programmes, offering value-added support and rewards to both the corporate clients and meeting and incentive planners.

2016 Malaysia Twin Deal X Secured Events



Groups



Estimated Number of Participants



Estimated Economic Impact

Malaysia Like Never Before

"Malaysia Like Never Before" campaign was launched in 2015 and was carried through to 2016 to drive international incentive groups to Malaysia. The campaign presents individual unique incentive activities and attractions in five main destinations namely, Langkawi, Georgetown, Kuala Lumpur, Kota Kinabalu, and Kuching.

The campaign is supported by a dedicated microsite, www.likeneverbefore.my, and is promoted mainly through digital marketing.





Event Support

The Business Events Support Programme aims to amplify the success of events held in Malaysia in the areas of number of delegates, length of stay and visitor spending. A wide range of support services involving event planning, event marketing, delegate boosting and on-site provisions such as promotional brochures, souvenirs, city tours and cultural showcases were offered. Support provided was aligned to the economic value of an event and are made available to regional and international business events.

Total number of events supported in 2016:

Event Type	No. of Events	Estimated No. of Delegates	Estimated Economic Impact
Corporate & Incentive	247	54,895	RM664.2 Million
Association	64	21,015	RM288.2 Million
Exhibition	30	51,939	RM634.9 Million
Total	341	127,849	RM1.58 Billion

Exhibitions

The Exhibitions unit focuses on bidding, securing and supporting local and international trade exhibitions in Malaysia. The team also assists homegrown trade organisers to grow their exhibition potentials by increasing the number of international trade exhibitors and buyers.

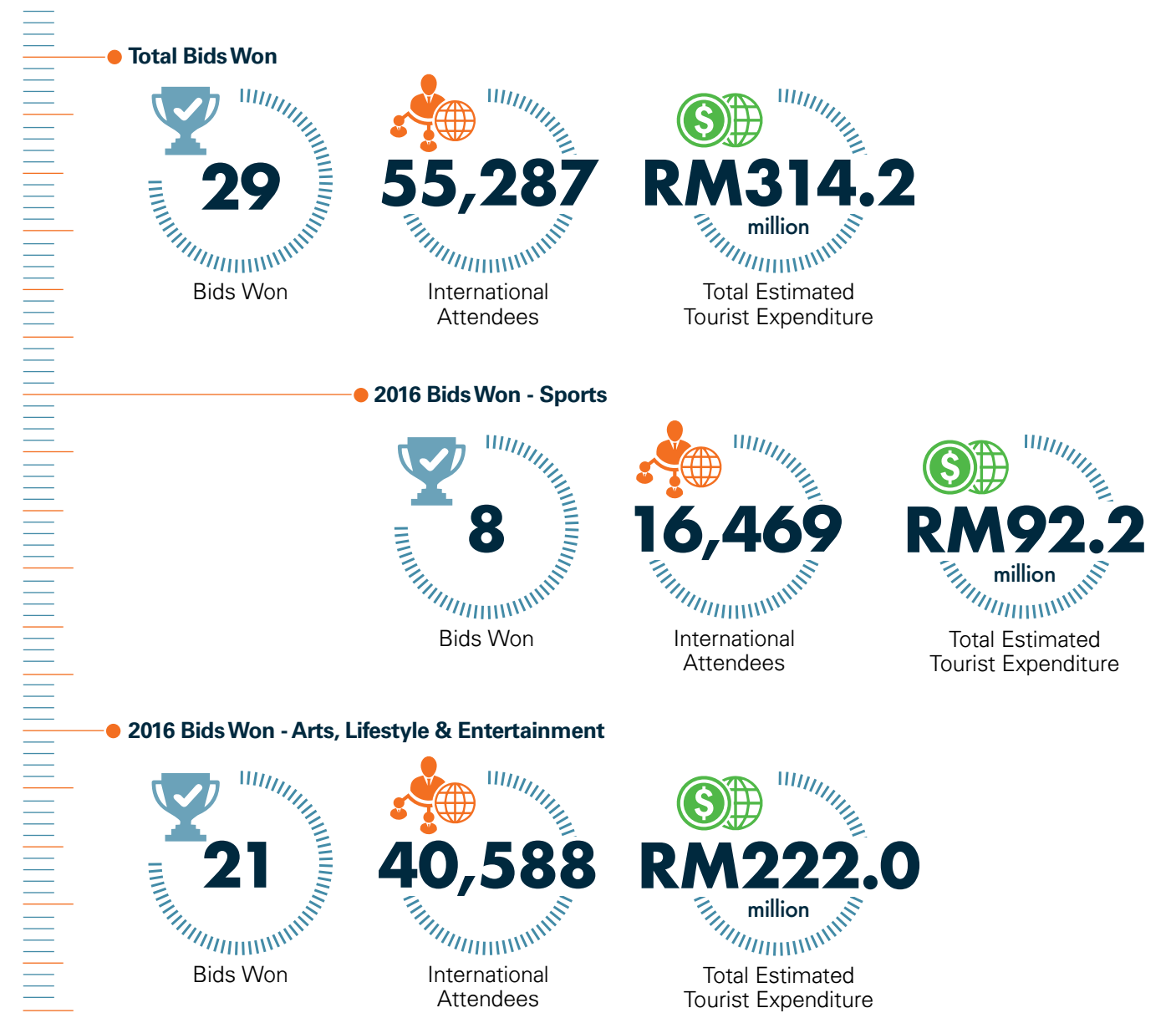
2016 Events Won



Major Events

Business Development

- 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.





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 while maximising 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.

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.



2016 Events Supported - Sports



2016 Events Supported - Arts, Lifestyle & Entertainment



MME Symposium

The 2016 MME Symposium was held on 28 November 2016 at Live House, TREC Kuala Lumpur. The fourth edition of the Symposium, themed "Innovate Possibilities, Create Opportunities" was focused on empowering the industry to go beyond the norm by creating forward-thinking opportunities for events and sponsorship.

The Symposium featured regional and international speakers discussing topics ranging from current trends of sports and entertainment industry, sponsorship and effective budgeting, to social media, corporate branding and venues.

Topics

- The Current Trends of Sports & Entertainment Industry and Its Future in South East Asia
- Maximising Global Sponsorship and Determining Effective Budget Strategies
- Digital – The Impact of Digital Innovations and Social Media on Marketing
- Corporate Branding: How Corporate Giants Sync Their Brand into Major Events
- Exploring Venue Options for Sports and Entertainment Events in Malaysia



Marketing & Communications

Brand Marketing

The 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 2016 were:

Branding

- Endorsed usage of corporate logo for corporate & supported events.
- Malaysia-BE tradeshow booth - brand visual design and material revision.
- Malaysian Association of Executives (MSAE) – logo and usage guidelines development.

Advertising

- Print advertisement in trade publications:
 - Asia Pac & Asia Pac: 14; Europe: 13; Americas: 4
 - Local/ Malaysia: 2 (BE Magazine).
 - MME SportBusiness Supplement & Adverts.
- Total digital publications:
 - Expat Go: 2 online articles.
 - Google display network – UK & Australia.

Sponsorships

- Tradeshows:
 - AIME, Melbourne: "A Taste of Malaysia" café, branding visuals. Popular Malaysian dishes served.
 - IBTM World, Barcelona: Show Daily – three adverts and advertorials.
- Conferences/Congress:
 - National Franchise Conference, Queensland: Destination and representation promo eDM.
 - PCO Conference, Brisbane: Charge Bar and programme book advert.
 - UFI Congress, Shanghai: Booth dress up and backdrop.
 - UIA Roundtable, Monaco: Full-page programme book ad, delegate bag inserts (sales calendar booklet and wooden magnets) and bunting display at venue.
 - AFECA Asia MICE Challenge: Programme book ad, delegate bag inserts (wooden bookmarks), bunting display at venue and logo display (on backdrop, e-mails, website, programme book).
- Events:
 - MACEOS Gala Dinner: Gold table package purchase including eight seats to attend MACEOS' BE Forum and networking session sponsor's emblem stickers.
 - The Brand Laureate Awards: Table sponsorship and paraphernalia, i.e. trophy, certificate, digital media exposure, newspaper listing, coffee table book, individual photo, group photo and awards emblem.





Marketing and Event Materials

- Malaysia Business Events Roadmap booklet and launch event branding, presentation and launch video.
- E-Zines (newsletters) for the Exhibition and Association segments.
- Association sales and Market research infographic executive summary.
- MyCEB-Business Events booklet.
- IPP event banners.
- IMEX 2016, Frankfurt – “A Date with Malaysia” networking dinner event materials.
- MyNEXT 2016- Promotional communication and event materials.
- MME Symposium branding and event materials.

Marketing/Promotional Campaign

- Malaysia Like Never Before (MLNB) campaign and Malaysia Twin Deal XP (MTD XP) communication tool refresher and development:
 - MTDXP logo, booklets, postcards, print and digital adverts, presentation slides, video, website, buntings, backdrops, visuals for tradeshow booth and sponsorships, on-ground activities at tradeshow – PSA lucky draw and Malaysia puzzle wall and promotional gifts.

Publications

- Exhibition brochure update and print, Association sales booklet -10 year calendar production.
- Corporate meeting & incentive guide update and print.

Creative and Design

- Advertisement monitoring and artwork/material provisions to publisher.
- Backdrops and collaterals for corporate events, tradeshow, roadshows, bid presentations, familiarization visits.

Corporate and Marketing Communications

Attire – MyCEB and MME Sr. Managers linen corporate shirt.

Publications – Annual Report 2015 and IPP Co-operative Industry Prospectus 2017.

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 2016, MyCEB has signed up 369 IPP members, with a majority coming from accommodations and venues, followed by event management companies, touring and leisure agents and event product/ services providers.



Accommodations / Venues



Tour & Leisure



Convention Bureau & Tourism Organisation



Event Management Company



Event Product Service Providers & Transportation

Events

1. MME Symposium, 28 Nov 2016

The event was held at Live House at TREC KL and featured regional and international speakers with topics on current trends in the sports and entertainment industry, sponsorship and effective budgeting, social media, corporate branding and venues. A total of 139 participants attended the event.

2. Bid Workshop, 6-8 Dec 2016

The programme is aimed to provide participants with the fundamentals of a bid process and technical requirements to enable the participants to be equipped to research, plan, prepare and present a winning bid. 23 participants attended the workshop.

Tradeshows

In 2016, MyCEB and its industry partners took part in six tradeshow all over the world, as part of its promotional and marketing efforts to generate more business events leads.

- AIME Melbourne** (23-24 Feb 2016)
- IT&CM Shanghai** (6-8 April 2016)
- IMEX Frankfurt** (19-21 April 2016)
- IT&CMA Bangkok** (27-29 Sept 2016)
- IMEX Las Vegas** (18-20 Oct 2016)
- IBTM World Barcelona** (29 Nov – 1 Dec 2016)



PR & Communications and Digital

The team leads MyCEB's on-going communication efforts by leveraging on its well-established rapport with national, regional, and international media publications, as well as its strong digital presence to position Malaysia as the preferred business and major events destination in the world.

There were several key programmes organised throughout 2016 which include a joint press conference for World Cancer Congress 2018, MyCEB – MAB Strategic Partnership Agreement, Rockaway Festival 2016 and WTM Connect Asia.

In 2016, media coverage for MyCEB was gathered through a series of case studies, press releases, events, editorials, press conferences, and other media and communications engagement initiatives. All these initiatives have enabled MyCEB to generate media publicity mileage totalling RM59.5 million, both locally and internationally.

Key activities/events under the PR & Communications and Digital Marketing unit in 2016 were:

Media Engagement

- Press Conference: MyCEB – MAB Strategic Partnership Agreement, WTM Connect Asia 2016, China Roadshow, CBR Congress, JM Group Incentive Travel, AR Rahman Live in Malaysia 2016, Powerman Asia 2016, Rockaway Festival 2016.

Digital Marketing

- Websites: MyCEB, Malaysia Major Events, Malaysia Like Never Before, MyNext.
- Social Media: Facebook, Instagram, Twitter, LinkedIn and YouTube.



Market Research

The unit collates and analyses industry data to determine business tourism's economic impact value and its impacts 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 mining and analysis.

To support the development of business events industry, MyCEB offers financial assistance through the Education Research Grant which is open to all Masters and PhD candidates, PhD graduate as well as academicians in public and private universities in Malaysia.

The aim and objective of the grant is to stimulate and encourage high calibre Masters students, PhD candidates, PhD graduates and academicians to publish dissertations, thesis and academic journals to present new research findings particularly on Malaysia's business events industry. To date, MyCEB has provided support to four recipients.

A notable event in collaborations with Business Events Academic Council (BEAC), ICCA Malaysia members, ICCA Asia Pacific and MACEOS was the 2016 Bid Challenge which was held in Putrajaya International Convention Centre in June. The challenge reached out to students majoring in Business Events, Business Management, Hospitality and Tourism Management related fields with the aim to provide insights into the actual bidding process to secure international or regional conferences to be held in Malaysia. Sunway University emerged as winners and attended the ICCA Congress in Kuching, supported by MyCEB, Sarawak Convention Bureau and MACEOS.

“MOVING FORWARD, I HAVE EVERY CONFIDENCE THAT MyCEB WILL CONTINUE TO FLOURISH AND ACHIEVE ITS GOALS IN THE YEARS TO COME.”


TAN SRI DR. ONG HONG PENG
Chairman
Malaysia Convention & Exhibition Bureau



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