

A MODERN STRATEGY  
IN REVIVING  
**TOMORROW**





A MODERN STRATEGY  
IN REVIVING  
TOMORROW

In navigating the challenges that have impacted the business events industry globally, Malaysia Convention and Exhibition Bureau (MyCEB) has consistently upheld a unique blend of tradition and innovation as the cornerstone of its strategic approach. The theme, "A Modern Strategy in Reviving Tomorrow," epitomises MyCEB's commitment to harmonising the rich traditions of Malaysia with contemporary strategies, creating a distinctive and enduring appeal as a preferred business events destination.

Rooted in a legacy of cultural heritage and historical significance, Malaysia's traditions form the bedrock upon which resilience and adaptability are built. In its constant endeavours in promoting Malaysia, MyCEB has skilfully employed technology, experiential design, and storytelling techniques to present the country's traditions in captivating and engaging ways, ensuring their relevance to diverse audiences.

The fusion of tradition and innovation serves as a unique selling proposition Malaysia, that combines the comfort of familiarity with the allure of cutting-edge experiences, making Malaysia an irresistible choice for international business events organisers and delegates.

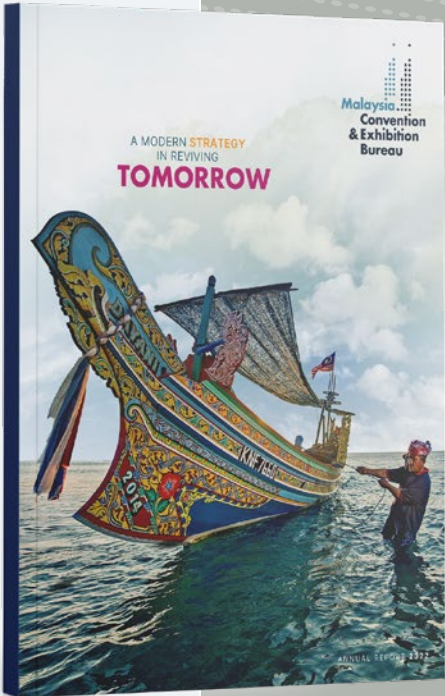


Photo by  
Yaman Ibrahim

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## SECTION 01

### MESSAGES

Minister of Tourism, Arts and  
Culture Malaysia

Chairman

Chief Executive Officer

### ABOUT US

Background

Vision & Mission

### LEADERSHIP

Board of Directors

Senior Management Team

Organisational Structure

### PERFORMANCE HIGHLIGHTS



# FOREWORD



**YB DATO' SRI HAJAH NANCY  
BINTI HAJI SHUKRI**  
*Minister of Tourism,  
Arts and Culture Malaysia*

The year 2022 was a much-awaited turning point for global economies as the world witnessed the easing of the COVID-19 pandemic. As a result, travel restrictions were lifted, international borders reopened, and business activities resumed. Malaysia was also part of this shift as we transitioned into the endemic phase and embarked on the journey of economic recovery. This recovery can be attributed to the high vaccination rate, effective government policies, high consumer demands, and an improved labour supply.

The reopening of the economy provided an opportunity to rejuvenate Malaysia's tourism and business events industry. In the past year, the country welcomed 10.07 million international tourists and generated RM28.23 billion in tourism revenue, marking a 38 percent and 32 percent recovery, respectively, from the pre-pandemic levels of 2019. While international tourism has not fully rebounded to its pre-pandemic state, domestic travel

has shown significant growth, with 171.6 million visitors, a remarkable 160.1% year-on-year increase in the domestic travel sector leading the way for the resurgence of tourism.

Meanwhile, the business events industry recorded 155 events held, welcoming approximately 64,276 international delegates and generating an estimated economic impact of RM1.17 billion. Under MyCEB, more than 80 events have been secured and will receive support within the next eight years. By 2030, we expect to welcome a total of 104,834 delegates, which will contribute to an estimated economic impact of RM1.48 billion for Malaysia.

The Ministry of Tourism, Arts and Culture (MOTAC) remains resolute in our strategies as we work closely with our stakeholders to respond to the changing business events landscape and the revival of international delegate arrivals. To this end, it gives me great pleasure to recognise that MyCEB has done an impressive job in assisting us in rebuilding the business events sector, and we will continue to focus on listening to industry professionals and market demands. The national bureau has risen to the challenge of leading the resurgence of business events, taking responsibility for bringing together a long value chain following the aftermath of an unprecedented pandemic state.

**“**  
*MOTAC is confident that the country's business events sector will continue to experience a new phase of growth. We will continue to be guided by the Tourism Recovery Framework (TRF) 2.0.*



Looking ahead, MOTAC is confident that the country's business events sector will continue to experience a new phase of growth. We will continue to be guided by the Tourism Recovery Framework (TRF) 2.0 and invest our focus in increasing national income, promoting smart international and national collaboration, and empowering local communities. MOTAC is also fully committed to supporting the business events industry through MyCEB, ensuring that Malaysia is prepared for higher arrivals and quality events. As the country's major economic driver, it is our duty to drive progress in socioeconomic status and environmental sustainability.

I would like to take this opportunity to thank the Board and everyone at MyCEB, who have done a tremendous job in keeping the business events industry afloat by strategically sharing their invaluable experience. I congratulate the committed and capable team at the Bureau for their excellent work. On behalf of MOTAC, we will continue to support and empower the organisation as well as the industry in the most effective way.

It is time for us to rise again and welcome the world. Let's Meet in Malaysia and BE Greater, Together.



# MESSAGE

“

We also organised the Malaysia Business Events Charter: Our Way Forward session, drafted the Charter with industry players and presented to the Ministry of Tourism, Arts and Culture (MOTAC) as strategies to move forward.

DATUK HAJAH SARAYA  
BINTI ARBI  
Chairman



The global business events industry grappled with the trailing end effects of COVID-19, necessitating adaptation to a changing landscape. Despite these challenges, the industry remained resilient, anticipating a growth value of USD860.1 billion (RM4.06 trillion) in 2023 according to the Custom Market Insights. In Malaysia, business events are poised for consistent growth, as MyCEB forecasts sustained expansion.

As the national bureau, MyCEB navigated the year by forming strategic alliances. We participated in The Asia Convention Alliance (ACA), discussing future programmes and signed a bilateral MoU with Thailand Convention Bureau (TCEB), Thailand Incentive and Convention Association (TICA), Seoul Tourism Organisation (STO), and Taiwan External Trade Development Council (TAITRA), sealing business opportunities. We also organised the Malaysia Business Events Charter: Our Way Forward session, drafted the Charter with industry players and presented to the Ministry of Tourism, Arts and Culture (MOTAC) as strategies to move forward.

Together with the team at MyCEB, we prioritised training and development programmes to ensure that our industry partners are capable in operating accordingly to international standards. During the year, we collaborated with the International Association of Exhibitions and Events® (IAEE) to offer the Certified in Exhibition Management® (CEM) Learning Programme in Malaysia; welcomed the IAPCO Edge Malaysia Seminar 2.0, in partnership with the International Association of Professional Congress Organisers (IAPCO) and signed the MoU with The Global Association of the Exhibition Industry (UFI) to introduce the UFI Certified Professional (UCP) qualification in Malaysia. In addition to inculcating a high-performance culture for

the industry, we also invested in Governance as part of ESG practices. In line with the National Anti-Corruption Plan (NACP) 2019-2023, we developed MyCEB's Organisational Anti-Corruption Plan (OACP) 2023-2027. The comprehensive company-level action plan aims to address governance issues, prevent acts of corruption, and uphold integrity among both employees and stakeholders, empowering our accountability and enhancing our reputation.

As we move into 2023, MyCEB is steadfast in our strategies to retain Malaysia's global competitiveness. We will be participating in more international tradeshow and fostering dynamic collaborations. Initiating the Memorandum of Cooperation (MoC) with Indonesia this year, we are looking to extend with Thailand, Vietnam, China, and India in 2023 to create more B2B opportunities.

Weathering another volatile year is only possible with the strong support from our stakeholders. I express my gratitude to my colleagues on the MyCEB board for their invaluable insights that have steered both the industry and the Bureau towards excellence.

I also thank MOTAC for their unwavering support and may we continue to contribute to the Ministry and the nation's business events sector. To our industry partners and suppliers, thank you for staying with us throughout the toughest times. Finally, I would like to thank the MyCEB team that delivers their best through loyalty and dedication.

As we step into a new financial year, we shall embrace it with enthusiasm, innovation, and determination to continue to raise Malaysia's business events profile.





The theme for this year's Annual Report, 'A Modern Strategy in Reviving Tomorrow' reflects how we navigated challenges in 2022 with effective strategies that created more opportunities for the country. As the pandemic subsides, we remain committed to aiding industry players in recovery and positioning the destination for international events.

This year, MyCEB supported 155 events with an estimated arrival of 428,564 local and international delegates, generating approximately RM1.17 billion for Malaysia. The most prominent events include the Annual General Meeting of the Internet Corporation for Assigned Names and Numbers (ICANN) 2022 and Defense Services Asia (DSA) 2022, which created an estimated economic impact of RM227 million. We are also pleased to announce that Malaysia achieved the 8th spot, one step up from 2019 in ICCA's Asia Pacific Ranking.

**DATO' SRI DR. ABDUL KHANI BIN DAUD**  
Chief Executive Officer

“

*The launch of the Business Events Special Lane at major airports across the country to meet high visit demands will ensure a seamless experience for international delegates.*

In bid wins, Malaysia attracted medical and healthcare conferences including the Coloproctology and Stoma Care Conference and the Cochlear Implants Conference 2025. Additionally, we will also be welcoming the UFI Asia Pacific Conference 2023 and the UIA International Forum 2024. We continued to organise the 7th Malaysia Business Events Week (MBEW) and the MyCEB Association Day and launched the 3R initiatives of Reset, Restart and Responsible which received full support from the Ministry of Tourism, Arts and Culture (MOTAC), the Ministry of Finance (MOF) and the Ministry of Economy (MOE) as a recovery programme. We also launched the MySafe Business Events Planner, a joint effort with Business Events Council Malaysia (BECM), to fulfil industry-required safety measures, strengthening public confidence and the nation's reputation.

MyCEB is actively committed to sustainability. During MBEW, we collaborated with the NGO to minimise food waste, organised a food drive initiative, and single-use plastics were avoided. All event materials were eco-friendly and repurposed afterwards. Through the "Lend A Hand" CSR programme, we uplifted the entrance of Zoo Negara and hosted 60 orphans. We also partnered with Kloth Malaysia to divert unwanted clothing from landfills to other purposes. Our engagement with Urbanice Malaysia and the Global Destination Sustainability Movement further embeds responsible practices within the business events industry.

In welcoming 2023, MyCEB is gearing up for significant expansion, bolstered by the support of the government ministries and its agency. The Bureau will enrich our stakeholders through collaborative programmes, innovation, and international outreach to enhance Malaysia's value proposition. Additionally, the launch of the Business Events Special Lane at major airports across the country to meet high visit demands will ensure a seamless experience for international delegates.

Ending a productive year, I thank MyCEB's Board of Directors for their wisdom and guidance that created a positive impact for the Bureau and industry. We are grateful for the support of MOTAC, MOF and MOE, who have been instrumental in ensuring that effective policies are in place, giving the Bureau the opportunity to play our role in the revival of business events.

To our resilient industry players and business partners, we thank you for soldering on with us. Finally, I express my highest appreciation to my robust Management team and dedicated staff - let's continue the great work with dedication and loyalty.

We are ready to take on 2023 in full force. It is time for the world to BE Greater, Together, again and Let's Meet in Malaysia!





MyCEB was established in 2009 by the Ministry of Tourism, Arts and Culture Malaysia to further strengthen Malaysia's business events and position for the international business events market. A Company Limited by Guarantee (CLBG), MyCEB serves as a central hub to assist meeting and event planners to bid and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination and to grow business tourism arrivals to Malaysia.



THE BUSINESS EVENTS  
INDUSTRY WILL **BE A LEADING**  
**DRIVER OF SOCIAL AND**  
**ECONOMIC TRANSFORMATION**  
IN EVERY PART OF MALAYSIA.

# VISION MISSION

TO MAKE MALAYSIA A **WORLD**  
**LEADER IN THE HOSTING**  
OF BUSINESS, CULTURAL AND  
HALLMARK EVENTS.





BOARD OF  
DIRECTORS



DATUK HAJAH SARAYA  
BINTI ARBI



1.  
DATIN RASHIDAH  
BINTI MOHD SIES



2.  
DATO' WAN KAMARUZAMAN  
BIN WAN AHMAD



3.  
DATO' SRI DR. ABDUL KHANI  
BIN DAUD



4.  
DATO' VINCENT LIM HWA SEN



5.  
DATO' SRI DATUK WIRA  
DR. HAJI IRMOHIZAM  
BIN IBRAHIM



6.  
DATO' CHE MOKHTAR  
BIN CHE ALI



7.  
DATUK MARK  
VICTOR ROZARIO



8.  
TAN SRI YONG POH KON



9.  
MADAM UNG YIU LIN



SENIOR  
MANAGEMENT TEAM



1.  
DATO' SRI DR. ABDUL KHANI  
BIN DAUD  
Chief Executive Officer
2.  
NOOR AHMAD BIN HAMID  
Chief Operating Officer
3.  
ZAIN AZRAI BIN RASHID  
Director, Corporate Affairs
4.  
MOHAMMAD ISA  
BIN ABDUL HALIM  
Director, Experiential & Events
5.  
TAN MEI PHING  
Director, Capability Engagement

ORGANISATIONAL  
STRUCTURE



MyCEB's staff strength as of 31 December 2022





# PERFORMANCE HIGHLIGHTS

## BUSINESS EVENTS



1,421  
Events

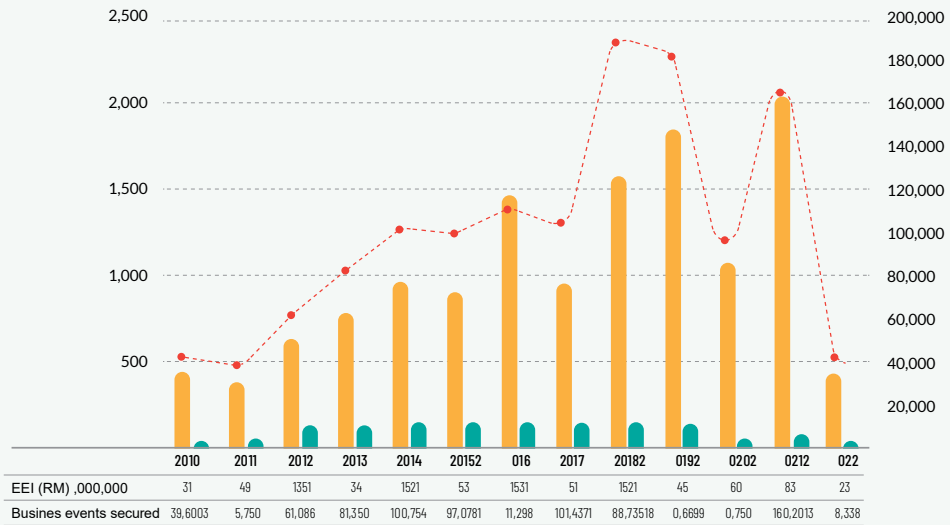


1,287,046  
Delegates

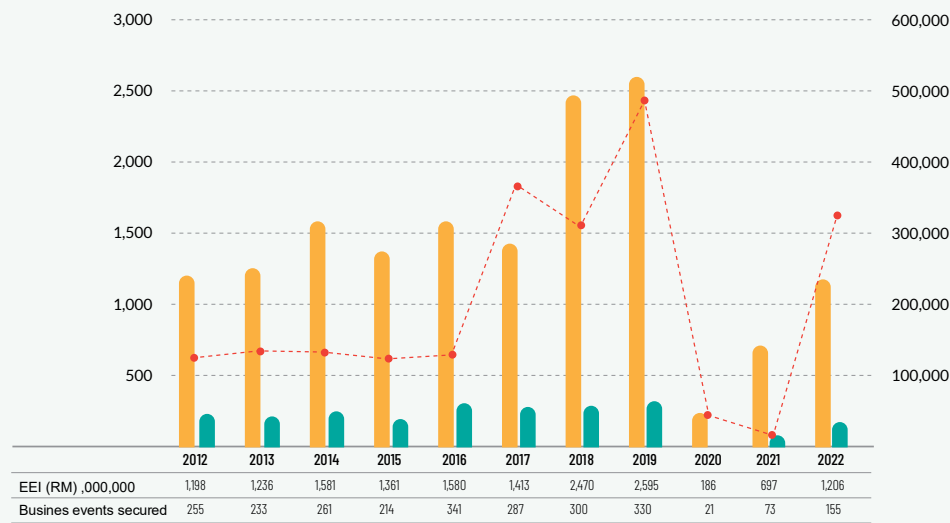


RM 13.5B  
Estimated  
Economic Impact

Business Events Won/Secured



Business Events Arrival (Supported) Events



## INTERNATIONAL SPORTING EVENTS ARRIVAL



RM304.2M  
Total Visitors Spent



3  
Events



17,431  
International Participants

# PERFORMANCE HIGHLIGHTS

## MYCEB'S ACTIVITIES



Business Events Special Lane

MyCEB, in collaboration with the Immigration Department of Malaysia and Malaysia Airports Berhad, has joined forces to introduce the 'Business Events Special Lane' at major airports in Malaysia.

The 'Business Events Special Lane' was introduced to ensure hassle-free arrival experience and time saving at the airports, giving international business events delegates a seamless service.



Jom Makan & Food Donation Drive

In conjunction with the UFI Asia-Pacific Week 2022 and the Global Exhibitions Day, the Jom Makan & Food Donation Drive was organised and made open to UFI members and local industry players in Malaysia. The programme includes food tasting and a food donation initiative with a local NGO, the Food Aid Foundation.

The collaboration between UFI members and Food Aid Foundation has given the committee an opportunity to respond to the needs of our local communities.



IMEX Frankfurt 2022

MyCEB was part of the international business events industry's annual gathering at IMEX Frankfurt, welcoming buyers to its Malaysia Pavilion from 31 May - 2 June 2022 in Messe Frankfurt, Germany. MyCEB took the opportunity to introduce its 3R Initiative - Reset, Restart, Responsible, Meet in Malaysia campaign and MySafe Business Events Planner.



176  
Pre-set  
Appointments



53  
Leads  
Generated



# PERFORMANCE HIGHLIGHTS



## Majlis Rumah Terbuka Malaysia Aidilfitri 2022

In celebration of the famous *Hari Raya Aidilfitri*, MyCEB took part in the *Majlis Rumah Terbuka Malaysia Aidilfitri 2022* where exhibitions, demonstrations, and interactive programmes, including setting the Malaysia Book of Records, decorative boat competition and *Kenduri Rakyat*. The highlight of the event was the officiating ceremony by the Prime Minister of Malaysia, YAB Dato' Sri Ismail Sabri bin Yaacob.



## IMEX America 2022

MyCEB took part in the 10th IMEX America which was held at the Mandalay Bay Convention Centre, Las Vegas, welcoming hosted buyers to its Malaysia Pavilion at the largest meetings industry tradeshow in the United States. The event took place from 11 - 13 October 2022.



**35**  
Pre-set  
Appointments



**33**  
Leads  
Generated



# PERFORMANCE HIGHLIGHTS



## IBTM World Barcelona 2022

With over 15,000 industry professionals from over 100 countries across the world, MyCEB once again took part in one of the largest and leading global events for the meetings, incentives, conference and events industry - IBTM World in Barcelona, Spain. The event took place from 29 November - 1 December 2022.



**67**  
Pre-set  
Appointments



**30**  
Leads  
Generated



## ASEAN MICE Venue Standard - Training of Trainer Workshop

The Training of Trainer Workshop for ASEAN MICE Venue Standard 2024 - 2026: Category Meeting Room & Event Venue was held on 8 November 2022 at Hilton Petaling Jaya.

The training was attended by 15 participants, with seven participants from MyCEB and six participants from MACEOS. The participants were certified assessors for the category of meeting room and event space 2024 - 2026.



## Meet in Malaysia @ Malaysia Business Events Week

The Meet in Malaysia @ Malaysia Business Events Week (MIM @ MBEW) was held from 29 August to 1 September 2022 at the World Trade Centre (WTC) Kuala Lumpur with the attendance of more than 700 delegates comprising of international speakers and buyers, association executives, industry partners, stakeholders, and esteemed media discussing key issues in reshaping the business events industry.



**700**  
Attendees



PERFORMANCE  
HIGHLIGHTS



Singapore Sales Call & Industry Networking Dinner 2022

The Singapore Sales Call & Industry Networking Dinner 2022 took place from 17 - 21 October 2022 and was a continuation of the Convention Sales & Sales Exhibition Team's effort to visit potential and existing regional and international associations based in Singapore.

The objective of this sales call was to meet potential clients through a face-to-face meeting for a formal introduction to MyCEB, to generate leads and to obtain market intelligence. A networking event with potential clients including exhibition organisers, corporate meeting organisers and convention organisers was also organised in conjunction with the sales call at the Marina Bay Sands, the same venue as ITB Asia 2022.



MSAE: Association Challenges

The Malaysian Society of Association Executives (MSAE) collaborated with MyCEB to organise the Workshop on Association Challenges that are faced by Malaysian associations. The half-day programme serves as an educational platform and was attended by 30 participants consisting of office bearers and secretariats.

This programme was designed to share insights to improve the management of associations, as well as to further address and develop a greater understanding of the challenges in various areas faced by local associations operating in Malaysia.



30

Participants



SECTION 02

DESTINATION ACHIEVEMENT AND ACCOLADES

BUSINESS EVENTS

MARKETING & PROMOTION ACTIVITIES

BIDS SECURED

INDUSTRY ENGAGEMENTS



DESTINATION  
ACHIEVEMENT  
AND ACCOLADES

MYCEB'S GLOBAL PRESENCE

In 2022, Malaysia received many recognitions from the international markets, further signifying the country's appeal as a preferred business events destination. Some of the notable accolades include:



**KUALA LUMPUR IS THE WORLD'S BEST CITY FOR EXPATRIATES** in Expat City Ranking 2022 by InterNations.



**MALAYSIA RANKS 18<sup>th</sup>** in the Global Peace Index 2022 by Institute for Economics & Peace.



**MELAKA LISTED IN THE WORLD'S TOP 8 TRAVEL DESTINATIONS TO VISIT IN 2022** by Booking.com.



**KUALA LUMPUR INTERNATIONAL AIRPORT (KLIA) RANKS 61<sup>st</sup>** in the annual World's Top 100 Airports 2022 list by Skytrax.



**KUALA LUMPUR INTERNATIONAL AIRPORT (KLIA) AND LANGKAWI INTERNATIONAL AIRPORT (LIA)** are among World's Best Airports 2022 in the global Airport Service Quality (ASQ) survey by Airports Council International (ACI).



**MALAYSIA IS WORLD'S 3<sup>rd</sup> MOST COMPETITIVE GLOBAL BUSINESS SERVICES (GBS) LOCATION** in the 2022 Kearney Global Services Location Index by Kearney Malaysia.



**KUALA LUMPUR RANKS 28<sup>th</sup> IN TOP 50 CITIES ON LEVERAGING INTELLECTUAL CAPITAL OF CONFERENCE DESTINATIONS** by Gaining Edge.



**PENANG'S TOP 12 MICE BUSINESS EVENTS DESTINATIONS IN ASIA TO LOOK OUT IN 2022** by IT&CMA.



36

WORLD RANKING

8

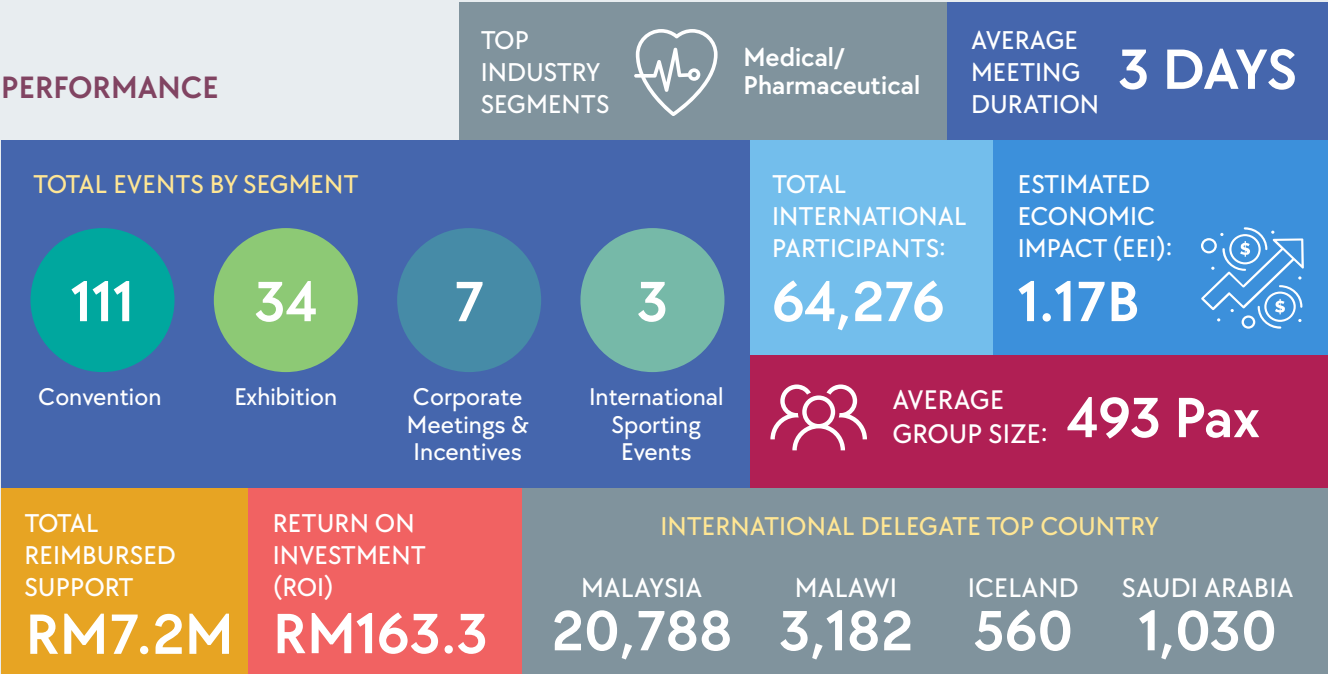
ASIA PACIFIC RANKING

ICCA RANKING REPORT 2022

In 2022, Malaysia was ranked 36<sup>th</sup> in the world with 69 international association meetings. Within Asia, Malaysia has a Top 10 placing.

BUSINESS  
EVENTS

PERFORMANCE



CONVENTIONS

In 2022, a total of 111 convention events were held in Malaysia. These events successfully brought more than 15,000 international participants with an estimated economic impact of RM495 million. The top industry segment for convention events is Medical/Pharmaceutical.

CORPORATE MEETINGS AND INCENTIVE

As an enchanting business events travel destination, Malaysia is always top of mind among international delegates when it comes to corporate meetings and incentive travels. Due to its unique propositions, a total of seven corporate meetings and incentives events were held in Malaysia in 2022. Organisations from the Information, Technology/Computer industry segment top the list, bringing in more than RM13.8 million estimated economic impact, with 726 international participants.

EXHIBITIONS

With the easing of travel restrictions, 2022 saw an uptick in exhibition events being held in Malaysia. A total of 34 exhibition events took place with an estimated economic impact of RM664 million. The top industry segment for exhibition events is Manufacturing, bringing in more than 35,000 international visitors.

INTERNATIONAL SPORTING EVENTS

Malaysia is well-known for its sports fans, which is why it is not surprising that many international sporting events have taken place in the country. In 2022 alone, a total of three international sporting events took place in Malaysia, which saw an estimated 17,431 international participants with a total visitor spent of RM304.2 million.





MARKETING & PROMOTIONAL ACTIVITIES

TRADESHOWS

MyCEB, in collaboration with industry partners, actively engaged in a series of high-yield tourism tradeshows worldwide. The primary objectives were to foster networking opportunities, drive innovation, cultivate leads, and ultimately, secure valuable business prospects.



**IMEX Frankfurt 2022**  
Messe Frankfurt, Germany  
31 May - 2 June 2022

Number of PSA	Number of Leads Generated
176	53



**IMEX America 2022**  
Mandalay Bay  
11 - 13 October 2022

Number of PSA	Number of Leads Generated
35	33



**IBTM World Barcelona 2022**  
Fira Gran Via Barcelona.  
29 November - 1 December 2022

Number of PSA	Number of Leads Generated
67	30

SALES CALL

With international travel slowly being relaxed in 2022, MyCEB accelerated its efforts to uplift Malaysia's appeal as a preferred business events destination to the global world. With that objective in mind, MyCEB initiated an important strategic meeting in Indonesia.

The strategic meeting in Indonesia was organised to foster closer relationships for the development of the business events industry between Malaysia and Indonesia. The two countries share many similarities such as cultural and economic prosperity, therefore the discussions were focused on uncovering potential prospects for a strategic

collaboration between these two nations which will benefit the business events stakeholders, thus creating a larger economic impact.

The result of that meeting was the signing of Memorandum of Cooperation (MOC) between Malaysia and Indonesia's business events stakeholders at the Meet in Malaysia @ Malaysia Business Events Week. This strategic collaboration is expected to lead to new opportunities for more business events between these two nations, leading to more Indonesian business events delegates to Malaysia and vice versa.



MARKETING & PROMOTIONAL ACTIVITIES



BIDS WON

Winning a bid stands as a pivotal achievement for any host country, embodying the culmination of meticulous planning, innovation, and persuasive acumen. Beyond mere triumph, securing a bid is emblematic of trust earned, relationships forged, and opportunities seized. In 2022, the following are a few of the most important bid wins for Malaysia, with MyCEB being part of the bidding team every step of the way:

Malaysia to Host Asia Pacific Symposium on Cochlear Implants and Related Sciences 2025

MyCEB is proud to announce that Malaysia has won the bid to host the Asia Pacific Symposium on Cochlear Implants and Related Sciences in 2025 together with the Malaysian Society of Otorhinolaryngologists Head and Neck Surgeons (MSO-HNS).

Number of Delegates	Estimated Economic Impact
800	RM15M

Malaysia Wins UIA International Forum 2024

MyCEB together with the leading organisation, Malaysian Institute of Architects (PAM) is proud to announce that Malaysia has won the bid to host the prestigious Union Internationale des Architectes (UIA) International Forum in November 2024.

Number of Delegates	Estimated Economic Impact
2000	RM43.4M

Malaysia Wins Bid to Host Coloproctology and Stoma Care Conference in 2025

MyCEB is gratified to assist the Malaysian Society of Colorectal Surgeons (MSCRS) in winning the bid to host the 20th Congress of Asia Pacific Federation of Coloproctology & 14th Asian Society of Stoma Rehabilitation Congress in March 2025.

Number of Delegates	Estimated Economic Impact
650	RM10.5M

Malaysia Brings Home the World Union of Wound Healing Societies Congress 2026

MyCEB together with the Malaysian Society of Wound Care Professionals (MSWCP) worked together to help Malaysia win the right to host the prestigious World Union of Wound Healing Society (WUWHS) Congress 2026 which will be held in Kuala Lumpur.

Number of Delegates	Estimated Economic Impact
5,000	RM108.7M



CONVENTION

The Conventions Sales team is dedicated to identifying and engaging in opportunities to research, qualify, and prioritise leads for business events that offer positive economic value, in order to enhance Malaysia's global portfolio continually. The team leverages on a wealth of knowledge and experience to assist associations in developing bid strategies, providing conference solutions, and offering consultations. Their endeavours include advising on Malaysia's products and services, and coordinating inspection visits and educational trips. As a result of their efforts, the team secured 23 successful bids in 2022, bringing in estimated 38,203 delegates and contributing to an economic impact of approximately RM428 million.



EXHIBITION

The Exhibition unit is dedicated to bidding, securing, and providing comprehensive support for both local and international exhibition organisers, as well as trade associations, in their endeavours to host world-class trade exhibitions in Malaysia. Additionally, the unit extends its expertise to assist local trade organisers in enhancing their exhibition capabilities, with a strategic focus on augmenting international exhibitor and buyer participation. This concerted effort aims to elevate Malaysia's standing as a premier destination for high-calibre, globally-oriented exhibitions.

TRADE & PUBLIC  
EXHIBITION

International  
Attendees  
10,373

Local  
Attendees  
126,340

TRADE  
EXHIBITION

International  
Attendees  
25,592

Local  
Attendees  
150,645



Average  
exhibition  
day duration

3.2



INTERNATIONAL AND LOCAL PROFESSIONAL  
ASSOCIATIONS

Malaysia Society of Association Executives (MSAE)  
Announces New Council to Drive Recovery Efforts

The Malaysia Society of Association Executives (MSAE) convened its 4th Annual General Meeting (AGM) on June 15, 2023, marking a significant milestone as the association navigates the challenges of a post-pandemic landscape. At this gathering, a new Council was elected to steer MSAE through these uncharted waters.

Throughout the arduous 2.5-year period shaped by the COVID-19 pandemic, MSAE demonstrated remarkable resilience by maintaining its e-marketing efforts, virtual education platforms, and advocacy initiatives. These efforts were instrumental in sustaining visibility and fostering active participation within its membership.

Presently, MSAE rests on four key pillars aimed at elevating its profile, fortifying its membership foundation, delivering impactful educational programs, and championing the vital role of national associations in fostering collaboration with the business events industry. This collaborative effort is pivotal in driving the ad social and economic advancement of Malaysia.

INDUSTRY ASSOCIATIONS

A Head Start for Malaysia's Exhibition Scene with UFI  
Asia-Pacific Conference 2023

In March 2023, Kuala Lumpur proudly played host to the esteemed UFI Asia Pacific Conference 2023, a momentous event that garnered significant attention and support from MyCEB. Drawing over 200 delegates hailing from 22 countries, of which 150 represented the international community, the conference left an indelible mark on the region, registering an estimated economic impact of RM2.8 million.

As a flagship gathering organised by UFI, the global association for the exhibition industry, this conference held great significance for exhibition organisers, venue operators, industry associations, government entities, and a myriad of service providers. The event served as a pivotal platform for knowledge exchange and networking.

Notably, MyCEB seized the occasion to solidify its collaboration with UFI by formalising a Memorandum of Understanding (MoU). This landmark agreement aimed to introduce the UFI Certified Professional (UCP) qualification to Malaysia. The strategic partnership with UFI is poised to address the unique challenges encountered by the Malaysian exhibition industry, drawing upon the wealth of global insights and best practices shared within this dynamic community.







INDUSTRY ASSOCIATIONS

ACA - Asia Convention Alliance @ IMEX America 2022

The Asia Convention Alliance (ACA) founding members convened for their second meeting at IMEX America 2022, a premier trade show in North America dedicated to the meetings and events industry. MyCEB, in conjunction with fellow founding members including the Thailand Convention Bureau (TCEB), Thailand Incentive and Convention Association (TICA), Seoul Tourism Organisation (STO), and Taiwan External Trade Development Council (TAITRA), gathered to deliberate on forthcoming initiatives spearheaded by the alliance. Concurrently, bilateral Memorandums of Understanding (MOUs) were formalised, strengthening the partnerships between MyCEB and STO, as well as between STO and TAITRA.

UFI Global Congress 2022 - New Partnership to Boost Training for Exhibition Industry Professionals in Malaysia

MyCEB and UFI signed a Memorandum of Understanding (MoU) that will enable Malaysian business events professionals to access the globally-recognised UFI Certified Professional designation (UCP) in 2023.

The decision to open up the UCP programme in Malaysia is based on a shared belief that both UFI and MyCEB will benefit from actively supporting a highly-skilled, agile workforce who are prepared to do business globally.

Graduates of the Malaysian programme will receive an internationally recognised UCP certification, becoming part of the dynamic global network of UFI professionals.



HUMAN CAPITAL DEVELOPMENT

IAPCO

MyCEB entered a partnership with the International Association of Professional Congress Organisers (IAPCO) to conduct the IAPCO EDGE Malaysia Seminar from 23 - 24 November 2022 at Berjaya Times Square, Kuala Lumpur where 48 participants attended the seminar.

IAPCO raises the standards of quality service amongst PCOs and other sectors of the global meeting industry through ongoing communication, unique educational seminars, networking and knowledge-share initiatives. IAPCO is committed to ensuring that opportunities to provide education are delivered in regions which will add real value and support the local industry. IAPCO's educational programmes score exceptionally high in achieving attendee's objectives to elevate their skills and expertise.

LOCAL STAKEHOLDER

Malaysia Business Events Charter

The Malaysia Business Events Charter: Our Way Forward event brought together a diverse assembly of key stakeholders. Government officials, industry leaders, representatives from trade associations, and MyCEB's esteemed Board of Directors converged to engage in deliberations, discussions, debates, and the formulation of strategic recommendations. The collective aim was to chart a course towards elevating the business events industry and propelling Malaysia to new heights of success.



IAEE & MACEOS Team Up with MyCEB for CEM Learning Programme in Malaysia

MyCEB in collaboration with IAEE and MACEOS has offered the CEM Certification Programme for Malaysia's business events industry partners. The programme was conducted in both physical and virtual sessions from 25 - 29 October 2022 at the Kuala Lumpur Convention Centre (physical) and 4 - 5 & 11 - 12 November 2022 (virtual). 50 participants attended this programme, successfully being certified after passing the exam.

The International Association of Exhibitions and Events (IAEE) is an international association that promotes the unique value of exhibitions and events and is the principal resource for those who plan, produce and service the industry. The Certified in Exhibition Management (CEM) designation is a globally recognised certificate that demonstrates the highest professional standard throughout the exhibitions and events management industry by IAEE.



CORE ACTIVITIES



MyCEB Association Day

Paving the way towards success and resilience, MyCEB organised its Association Day with the theme: Dream Possible, providing an elevating platform to gather Malaysia's internationally renowned leading experts.

Taking place at Malaysia International Trade and Exhibition Centre (MITEC) Kuala Lumpur on 23 March 2022, the event was graced by YB Dato Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture, and gathered around 200 associations' leaders in the business events industry.

With the reopening of Malaysia's border to international travellers starting from 1 April 2022, MyCEB with full support from the MOTAC and Ministry of Finance also announced the 3R initiative (Reset, Restart and Responsible) as a recovery programme for the industry. This includes the first recipient of the 3R Initiative which is the Asia Turbomachinery & Pump Symposium - ATPS 2022, which saw the attendance of 800 delegates from 24 - 26 May.

MyCEB also launched the MySafe Business Events Planner, a joint effort with the Business Events Council Malaysia (BECM). The momentous event draws the curtains by inking the signing ceremony of a Memorandum of Understanding (MoU) between MyCEB and the Malaysian Handicraft Development Corporation (Kraftangan Malaysia).



Reshaping Business Events Through Meet in Malaysia @ Malaysia Business Events Week 2022

The Meet in Malaysia @ Malaysia Business Events Week (MIM @ MBEW) returned in its seventh year with the main aim of discussing key issues in reshaping business events. Held from 29 August - 1 September 2022 at World Trade Centre (WTC) Kuala Lumpur, the event brought together more than 700 delegates, international speakers and buyers, association executives, industry partners, stakeholders, and esteemed media.

Speakers during the conference represented all key international business events associations such as Asian Federation of Exhibition and Convention Associations (AFECA), Business Events Council Malaysia (BECM), Destination International (DI), International Congress and Convention Association (ICCA), International Association of Professional Congress Organisers (IAPCO), International Association of Exhibitions and Events (IAEE), Malaysian Association Of Convention & Exhibition Organisers & Suppliers (MACEOS), Malaysian Society of Association Executives (MSAE), Professional Convention Management Association (PCMA), Global Association of the Exhibition Industry (UFI), Union of International Associations (UIA), and received support from all the state convention bureau in Malaysia as well as M&C Asia and BERNAMA as its official media partner.



SECTION 03

MARKETING & COMMUNICATIONS

- Public Relations & Communications
- Digital Marketing
- Thought Leadership



OVERVIEW

The Malaysia Business Events Strategic Marketing Plan (SMP) 2021 - 2030 was launched in 2021, in alignment with Malaysia's overarching Shared Prosperity Vision (SPV) 2030, the National Tourism Policy (NTP) 2020 - 2030, and the Ministry of Tourism, Arts, and Culture's Strategic Plan 2021 - 2025. This comprehensive blueprint charts an ambitious course for the business events industry, with a deliberate focus on three pivotal axes: optimisation, foresight, and competitiveness.

The primary objective of the SMP is to serve as a definitive guide, enabling MyCEB and relevant stakeholders within the industry to craft strategic initiatives, foster collaboration, and bolster Malaysia's standing as a globally competitive and compelling destination for business and sporting events.

The SMP 2021-2030 focuses on six strategic goals, each designed to synergise efforts and drive the industry towards sustained growth and international prominence.

SIX STRATEGIC GOALS



Increase significant share of hosting business and international sporting events.



Malaysia will become Asia's top 5 business events powerhouse by 2030.



Direct contribution to the economy and national GDP.



Malaysia business and international sporting events industry will be yield-driven.



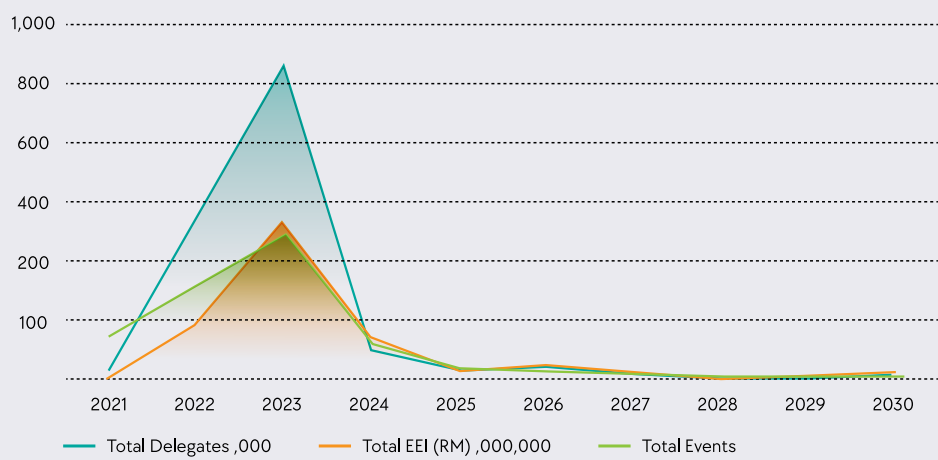
Business events as key element in ministries and government agencies by 2030.



Business events to connect and boost investment opportunities.

DELIVERABLES AND IMPACT

In 2022, a total of 155 events with 428,564 delegates were held with the support of the Meet in Malaysia campaign, MyCEB and industry partners. The total estimated economic impact is over RM1.2 billion.



**TARGET**



Event Annually  
**145-350**



Number of Delegates  
**5.9M**



Cumulative Total of EEI  
**RM42.12B**

PUBLIC RELATIONS & COMMUNICATIONS

MyCEB's PR & Communications Unit is honoured to report a series of noteworthy accomplishments in our Public Relations efforts, surpassing key performance indicators (KPIs) for the year 2022. Specifically, the KPI set for the Publication deliverables was surpassed by 190%, highlighting the dedication to disseminating information effectively. Additionally, the KPI for PR Value is exceeded by 175%, a testament to the newsworthiness impact of our PR efforts. For the coordination of Press Conferences, we were humbled to surpass our KPI by an impressive 350%, showcasing our ability to connect with the media and the public. Lastly, our dedication to knowledge sharing and engagement was evident in our Newsletters and Case Studies initiatives, where we exceeded the KPI by 20%, a reflection of our commitment to providing valuable insights. These achievements underscore our commitment to enhancing MyCEB's visibility and influence in 2022, setting a strong foundation for our future endeavours.

MEDIA ENGAGEMENT

The PR & Communications Unit successfully coordinated a total of nine media engagements through press conferences and exclusive media interviews, each contributing to MyCEB's mission of promoting Malaysia as a premier business events destination. Among these significant events, we are particularly proud to highlight three engagements that truly exemplify our dedication and achievements.



**IMEX Frankfurt 2022**  
Date: 31 May 2022  
Venue: Messe, Frankfurt.



**Malaysia Business Events Week**  
Date: 29 August 2022  
Venue: World Trade Centre (WTC), Kuala Lumpur.

**Association Day 2022**  
Date: 23 March 2022  
Venue: Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.











# MARKETING & COMMUNICATIONS

## STRATEGIC MEDIA PARTNERSHIP (M&C ASIA AND BERNAMA)

In 2022, MyCEB embarked on a strategic media engagement journey with two prominent media publications, Meetings & Conventions Asia (M&C) and BERNAMA, marking a significant milestone in our commitment to promoting Malaysia’s business events industry. Our partnership with M&C Asia yielded remarkable results, with an impressive return on investment (ROI) of RM617,550. This fruitful collaboration not only expanded our reach but also demonstrated the value we bring to the business events sector. Moreover, our engagement with the esteemed local news agency, BERNAMA, proved to be just as rewarding, with an outstanding ROI of RM1.7 million. These achievements underscore our dedication to fostering meaningful relationships with media partners, further amplifying Malaysia’s presence on the global stage. We look forward to continuing these collaborative efforts in the years ahead, as we collectively work towards elevating Malaysia as a premier business events destination.

M&C Asia

RM617,550

Return On Investment (ROI)

BERNAMA

RM1.7 Mil

Return On Investment (ROI)



UFI Jom Makan 2022



Malaysia Business Events Week 2022

# MARKETING & COMMUNICATIONS

## DIGITAL MARKETING



Number of Posts on Social Media



Linkedin

Page Impressions  
218,400

Page Reach  
86,400



Facebook

Page Impressions  
216,000

Page Reach  
144,000



Instagram

Page Impressions  
174,939

Page Reach  
22,041



Youtube

Page Engagement  
600

Post Shares  
56

Note: **Page Impression:** The number of times the content is shown in the social media feed.  
**Page Reach:** The number of people who have viewed the social media content.

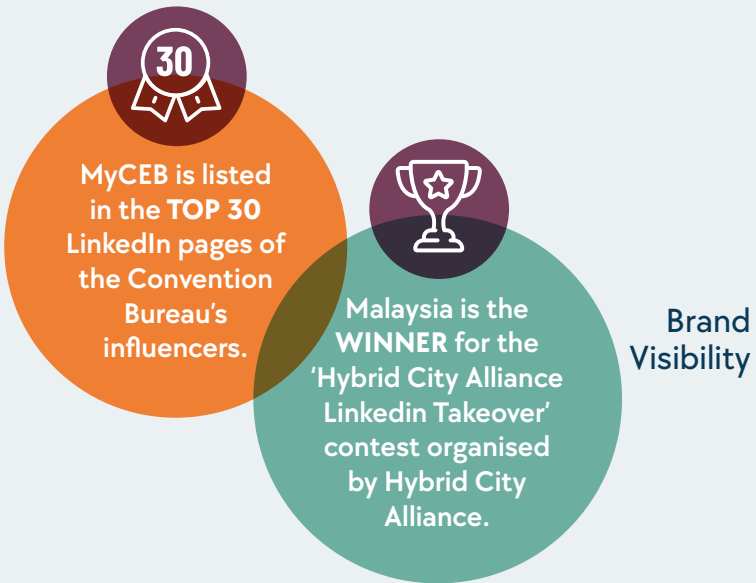


12  
Social Media  
Engagement/  
Campaign/  
Activities



Top 5 Campaigns

1. The Conversation with Ung Yiu Lin, a member of the Board of Directors of MyCEB in conjunction with International Women's Day.
2. World Exhibition Day.
3. Hybrid City Alliance LinkedIn Contest and content for HCA in collaboration with industry partners.
4. International Congress on Infectious Disease.
6. Asia Turbo Machinery & Pump Symposium.



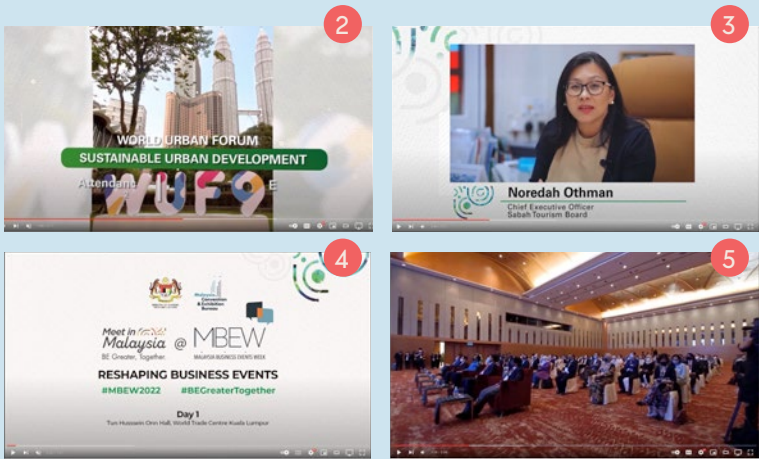
80  
Digital posters for  
social media and  
email marketing  
+  
3  
Brand  
communication  
collaterals



27  
Video Production  
Produced

Top 5 Videos

1. UFI Asia Pacific Week Jom Makan & Food Donation Drive.
2. The Power of Business Events.
3. The Power of Collaboration.
4. Business Events Promotional Video.
5. World Congress of Nephrology 2022.



Website Development

32  
Landing Page  
Banner

1  
Microsite  
Page

50,070  
website visitors  
2022

Website Visitors from  
Top 10 Countries

- |                             |                |
|-----------------------------|----------------|
| 1. Malaysia                 | 6. India       |
| 2. United States of America | 7. Japan       |
| 3. China                    | 8. South Korea |
| 4. Singapore                | 9. Australia   |
| 5. Philippines              | 10. Indonesia  |







THOUGHT LEADERSHIP

In the dynamic and competitive tourism landscape, being recognised as a thought leader allows MyCEB to shape conversations, drive innovation, and contribute to the overall development of the business events sector. It not only enhances the bureau’s reputation but also attracts attention, partnerships, and collaboration opportunities. Thought leadership enables MyCEB to showcase its knowledge of market trends, emerging technologies, and sustainable practices, positioning it as a forward-thinking and influential entity that actively contributes to the growth and sustainability of the destination.

In this regard, MyCEB CEO Dato’ Sri Dr. Abdul Khani Daud led by example through several recognition and accolades notably:



Keynote Address at the 2nd Edition of X-Change Malaysia.



Business Events Personality Award at the MACEOS 32nd Anniversary Gala Dinner & Industry Recognition Awards 2022.



SECTION 04

CORPORATE GOVERNANCE

Integrity and Anti-Corruption Plan

FINANCIAL ANALYSIS

AUDIT REPORT



## MyCEB INTEGRITY AND ANTI-CORRUPTION PLAN

**The National Anti-Corruption Plan (NACP) 2019-2023 was launched on 29 January 2019 with the objective of promoting Malaysia as a country known for integrity, and free from corruption.**

Further to that, on 29 March 2019, the YAB Prime Minister issued Directive No. 1/2018, Series 2 No. 01/2019 on "Strengthening Governance, Integrity and Anti-Corruption in the Administrative Management of the Government of Malaysia", stating the need to develop an Organisational Anti-Corruption Plan (OACP) as one of the mandatory initiatives under "Strategy 2: Strengthening the Efficiency of Public Service Delivery" under initiative 2.1.5 in NACP 2019-2023.

Initiative 6.2.1 in the NACP also states the need for OACP development in each Statutory Body, Government Owned Company (SOE), Company Limited by Guarantee (CLBG) and private sectors regulated by regulatory bodies.

The MyCEB OACP was developed in line with the directive as a document that forms the basis of an action plan or anti-corruption initiative at the company level in order to address problems and weaknesses in governance and prevent acts of corruption and breach of integrity among

employees and stakeholders. The MyCEB Anti-Corruption Plan was developed in collaboration with all Divisions and Units within MyCEB.

In collaboration with the Malaysian Institute of Integrity (IIM), MyCEB has implemented an OACP Development Workshop together with OACP Committee Members from 5 January 2023 to 21 March 2023 and successfully identified risks related to corruption, governance and integrity as well as an action plan to deal with the risks. Through the workshops, a variety of information was analysed to determine the risks and areas that each division and unit should focus on. It includes information from the Auditor General's Report 2016 and 2022, MyCEB's internal investigation, input from staff engagement sessions and top management officers as well as MyCEB's future risk scenarios. MyCEB's OACP will be implemented over a period of five (5) years from 2023 - 2027, focusing on three (3) main strategies.

### CULTIVATING GOOD GOVERNANCE



#### STRATEGY 1 Cultivating Good Governance

Governance includes the management of administrative affairs, managing and regulating the policies or functions of an organisation. In carrying out its organisational functions and goals, good governance can guide and convince its stakeholders to follow laws, regulations and good ethical values in management. This includes the management of Board Members and organisational information. Organisations need to take a more systematic and practical approach and develop appropriate policies for managing administration. Failure to adhere to the principles of good governance can lead to the risk of financial loss, tarnishing the organisation's image and not achieving the organisation's goals and objectives.



#### STRATEGY 2 Strengthening the Efficiency of Corporate Service Delivery

### STRENGTHENING THE EFFICIENCY OF CORPORATE SERVICES DELIVERY

Corporate Services involve a system of rules, practices and administrative processes for a corporate organisation to be regulated and managed prudently. The aim of corporate service is to ensure that the organisation operates by ensuring the efficient use of provisions and considering the interests of all parties. This includes administration, procurement, finance, human resources and information technology.



#### STRATEGY 3 Engineering Industry Engagement

### ENGINEERING INDUSTRY ENGAGEMENT

Every year, MyCEB receives several allocations, which are used for awarding grants, which are part of the organisation's main activities. Awarding of this grant involves a large financial allocation for each application from a qualified organiser, based on the criteria set by the organisation. Therefore, this matter needs to be managed efficiently, effectively and with integrity to avoid leakage. Industry engagement is the main area, which includes the process of considering applications, making grant award decisions as well as monitoring and regulating application payments to successful applicants. In addition, this field also involves the bidding process where MyCEB will manage bidding services with industry players and potential organisers at an international level. During the implementation of this activity, MyCEB as the main agency of the business events industry, needs to ensure that it can be managed well, competently and according to the requirements of MyCEB stakeholders.



The management allocate sufficient time to discharge their responsibilities and will attend regular Board of Directors' meetings and Extraordinary Board meeting, as well as attending regular meetings of any Board committee of which they are the member.

Board of Directors Meeting:	Subvention Committee Meeting:	Audit Committee Meeting:	Annual General Meeting:
1 April 2022 (No. 51) 20 June 2022 (No. 52) 2 November 2022 (No. 53)	22 February 2022 (No. 40) 25 March 2022 (No. 41) 2 November 2022 (No. 42) 8 December 2022 (No. 43)	16 February 2022 (No. 14) 6 December 2022 (No. 15)	20 June 2022 (No. 12)

The attendance of management at Board and Board Committees meetings during financial year 2022 is outlined below:

Director	Board	SC	AC	AGM
Datuk Hajah Saraya binti Arbi*	1/3	2/4	n/a	n/a
Datin Rashidah binti Mohd Sies**	3/3	4/4	1/2	n/a
Dato' Sri Dr. Abdul Khani bin Daud	3/3	2/4	2/2	1/1
Dato' Wan Kamaruzaman bin Wan Ahmad	3/3	2/4	2/2	1/1
Dato' Vincent Lim Hwa Seng	3/3	3/4	2/2	n/a
Tan Sri Yong Poh Kon	2/3	2/4	n/a	n/a
Datuk Mark Victor Rozario	3/3	3/4	n/a	n/a
Datuk Che Mokhtar bin Che Ali	3/3	1/4	1/2	n/a
Madam Ung Yiu Lin	2/3	1/4	n/a	n/a
Dato' Sri Datuk Wira Dr. Haji Irmohizam bin Ibrahim	3/3	3/4	1/2	n/a

**Company Secretary:**

Concorde Corporate Services Sdn. Bhd.  
Miss Sunannah A/P K.P.S. Chandradasan  
(LS 0008124)

**Auditor:**

Messrs Ahmad Abdullah & Goh

Board of Directors Status as of 31st December 2022:

Name	Term Ends
Dato' Wan Kamaruzaman bin Wan Ahmad	10 December 2022
Tan Sri Yong Poh Kon	10 December 2022
Datuk Mark Victor Rozario	10 December 2022
Datuk Che Mokhtar bin Che Ali	24 December 2022
Madam Ung Yiu Lin	24 December 2022

\* YBhg. Datuk Hajah Saraya binti Arbi was appointed as Chairman of Board of Directors AND Board of Trustees on 5 September 2022.

\*\* YBhg. Datin Rashidah binti Mohd Sies was appointed as Interim Chairman of Board of Directors MyCEB on 17 February 2022 until the approval of appointment YBhg. Datuk Hajah Saraya binti Arbi by KPDN, as per above date.

In 2022, MyCEB received funding of RM17.20 million from the Ministry of Finance (MOF), through the Ministry of Tourism, Arts and Culture (MOTAC). 60% of the total funding was used for development expenditure while the balance of 40% was utilized as operational expenditure.

MOF also has allocated a one-off budget amounting RM3.0 million to MyCEB under National Recovery

Tourism Plan to help the revival of business event industry under the 3R Project, which is Reset, Restart and Responsible campaign. The fund is fully reimbursed to the industry players through the whole year campaign.

MyCEB's Board of Directors approved the proposed expenditures in the 1st Quarter Board Meeting which was held on 1st April 2022.



40% OPERATION

60% DEVELOPEMENT

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF  
MALAYSIA CONVENTION & EXHIBITION BUREAU**

Company No. 200901025163 (868264-K)

**Report on the Audit of the Financial Statements**

**OPINION**

We have audited the financial statements of Malaysia Convention & Exhibition Bureau, which comprise the statement of financial position as of 31 December 2022, and the statement of comprehensive income and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Bureau as of 31 December 2022 and of its financial performance and cash flows for the year then ended in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the requirements of the Malaysian Companies Act, 2016.

**BASIS FOR OPINION**

We conducted our audit in accordance with approved standards on auditing in Malaysia and International

Standards on Auditing. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**RESPONSIBILITIES OF THE MANAGEMENT  
FOR THE FINANCIAL STATEMENTS**

The management of the Bureau are responsible for the preparation of the financial statements of the Bureau that give a true and fair view in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the requirements of the Malaysian Companies Act, 2016. The management are also responsible for such internal controls as the directors determine are necessary to enable the preparation of financial statements of the Bureau that are free from material misstatement.



**WHETHER DUE TO FRAUD OR ERROR**

In preparing the financial statements of the Bureau, the management are responsible for assessing the Bureau's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intend to liquidate the Bureau or to cease operations, or have no realistic alternative but to do so.

**AUDITORS' RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS**

Our objectives are to obtain reasonable assurance whether the financial statements of the Bureau are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with approved standards on auditing in Malaysia and International Standards on Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken based on these financial statements.

As part of an audit in accordance with approved standards on auditing in Malaysia and International Standards on Auditing, we exercise professional judgement and maintain professional scepticism throughout the audit. We are also:

**Identify and assess the risks** of material misstatement of the financial statements of the Bureau, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls.

**Obtain an understanding** of internal controls relevant to the audit to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal controls.

**Evaluate the appropriateness** of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.

**Conclude on the appropriateness** of the management' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Bureau's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements of the Bureau or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Bureau to cease to continue as a going concern.

**Evaluate the overall** presentation, structure and contents of the financial statements of the Bureau, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal controls that we identify during our audit.

**OTHER MATTERS**

This report is made solely to the members of the Bureau, as a body, in accordance with Section 266 of the Malaysian Companies Act, 2016 and for no other purpose. We do not assume responsibility to any other person for the contents of this report.



**AHMAD ABDULLAH & GOH**  
AF - 0381  
Chartered Accountants  
Auditors



**GOH KENG JUAY**  
00461/05/2023 J  
CA(M), FCA(E&W)  
Partner





MyCEB



MyCEB



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MyCEB Info



[www.myceb.com.my](http://www.myceb.com.my)

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*Malaysia*



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