BE Greater, Together
THROUGH RESILIENCE & VIGILANCE

annual report
2020
BE Greater, Together
THROUGH RESILIENCE & VIGILANCE

The theme of this year’s annual report expresses how Malaysia Convention & Exhibition Bureau (MyCEB) is rebuilding confidence through its resilience and vigilance. Our determination is evidenced by our proactive initiatives to stimulate the business events industry.

On the cover, the tumultuous elevation contours of a topographic map symbolise the vagaries of the COVID-19 pandemic in 2020. The contour represents close collaboration with our industry partners to adapt to the paradigm shift, to shape a new normal and to set the stage for a robust recovery.

To rebuild our industry, we had to calibrate successful past practices and reimagine them for a post-pandemic future.

Our logo occupies a commanding position on the cover, thus reflecting our role of overseeing our industry. As an industry pillar, we remain agile and resourceful in navigating an unprecedented environment.

The cover also features an exotic visual motif that is inspired by the intricate form of a traditional Malaysian delicacy-Kuih Loyang. It highlights our Malaysian identity and emphasizes the togetherness and teamwork that we nurture with our industry partners.

The vibrant patterns of the visual motif are reminiscent of Malaysian batik, and their contemporary styling conveys our dynamism and to remain steadfast.
# CONTENTS

## MESSAGES
3 Minister of Tourism, Arts and Culture Malaysia  
4 Chairman  
5 Chief Executive Officer

## ABOUT US
7 Malaysia Convention & Exhibition Bureau  
8 Board of Directors  
11 Senior Management Team  
12 Vision & Mission  
13 Organisational Structure

## 2020 REVIEW
15 Business Events  
16 Bids Won 2020  
18 Postponed & Cancelled Events

## 2020 HIGHLIGHTS
21 Key Highlights for Business Events 2020: Meet In Malaysia Campaign  
22 Event Snapshots

## BUSINESS EVENTS
25 Association Development  
• Association Development Programme  
• Kesatria Malaysia Programme  
26 Conventions  
• Business Development  
• Sales  
28 Corporate Meetings & Incentives  
• List of 2020 activities  
29 Exhibitions  
• 2020 Events Won  
30 Event Support  
• Key Events Supported  
• Total Number of Events Supported in 2020

## MARKETING & COMMUNICATIONS
35 Brand Marketing  
37 Industry & Product Development  
39 Digital Marketing  
40 2020 Webinar & Virtual Event Participations  
43 PR & Communications  
45 Government Relations

## CORPORATE SERVICES
47 Operational Milestones

www.myceb.com.my
MESSAGES

3 Minister of Tourism, Arts and Culture Malaysia
4 Chairman
5 Chief Executive Officer
The tourism industry continues to shine its way marking a significant role as an economic component in our journey towards a sustainable yet dynamic participant in the global stage which is in line with Malaysia’s National Tourism Policy (NTP) 2020 – 2030. The rapid changes 2020 has brought upon the tourism industry to stay upwards in strategising and implementing new measures to keep the momentum going which ensures the sustainability as well as growth of the industry.

I am pleased to single out Malaysia Convention & Exhibition Bureau’s (MyCEB) pivotal role in bringing business events to Malaysia by supporting Professional Conference Organisers (PCOs), Event Organisers and Destination Marketing Companies (DMC) to organise business events as well as International Sporting Events to the country. The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) successfully laid out plans to bring the nation’s tourism sector out from the shadow of the global pandemic by capitalising on domestic tourism to help offset the economic downturn due to the absence of foreign contributions.

Despite the challenges, MyCEB has successfully secured 60 business events that ranges from the year 2020 until 2024 which cumulatively drew RM1.1 billion in estimated economic impact. The secured bids comprised of Smart Nation 2020, Asia Fence Expo 2020, and International Medical Education Conference (IMEC) 2021. Apart from that, MyCEB has astoundingly secured conventions up to the year 2024 which are Asian Mayor’s Summit on Active Living 2022, RISE Kuala Lumpur 2022, and Asia-Oceanian Conference of Physical & Rehabilitation Medicine (AOCPRM) 2024 respectively.

Congratulations to MyCEB for the outstanding milestone achieved. MyCEB has demonstrated resilience and shall vigorously thrive against any stumbling block to ensure the success of the business events industry. I shall reaffirm that the Ministry through MyCEB will continue to show support in ensuring that we are primed to facilitate other stakeholders to bring local and international businesses to our green belt. Together, let us aid each other towards reaching greater success with limitless boundaries.

Let’s Meet in Malaysia, Truly Asia.
The business events industry continues to rise above all challenges projecting exponential growth as a favourable world-class destination for both domestic and international business events. MyCEB has successfully executed the necessary measures in order to ensure the country is ever ready to welcome international delegates with open arms once the world has healed from the global pandemic while maximizing the domestic business events potential throughout the year 2020.

The year 2020 saw Malaysia, through MyCEB, has been awarded several honourable accolades and achievements that proves it has successfully grasped the trust and confidence from the global market. The highlights of Malaysia’s stellar achievements include being presented ‘Best Conference & Exhibitions Destination (Asia) at the M&C Asia Stella Awards. In addition, Malaysia was charted as ‘4th Most Expected MICE Destination’ for the year 2020 by the MICE Industry Golden Chair Awards that represents great expectations for the future contribution to the development of the business events industry.

Another successful highlight marked by MyCEB is the launching of MyCEB’s flagship campaign that represents the overarching initiative which is the Meet in Malaysia campaign that comprises of two initiatives namely Let’s Meet Locally and Let’s Meet Tomorrow. The Meet in Malaysia campaign has helped the domestic industry stakeholders to strive towards sustainability and stay relevant by successfully supporting 21 events during the trying times.

From these consistent growths, the business events industry has done an exceptional role ensuring Malaysia continues to be positioned as a compelling destination. May the future of the business events industry continue to flourish and expand to position Malaysia as Asia’s preferred business events hub.

Let’s Meet in Malaysia.
The year 2020 was eventful to say the least as it could be defined as the year of evolution towards rebuilding confidence through resilience and vigilance for the business events (BE) industry. The winds of change have pervaded every aspect of the BE industry to further operate and strive to reach greater heights by vigorously adapting to digitalisation.

In view of the pandemic, MyCEB together with our industry stakeholders, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and Business Events Council Malaysia (BECM) has successfully established the MICE Standard Operating Procedure (SOP). The adaptation of this SOP has driven the BE industry to keep moving forward and adjust to the new norm.

The acceleration of digitalisation was seen during the hosting of the business events competition with the topic “The New Norm in Organising Business Events”. Organised by MyCEB, the BE competition ensures the industry is well equipped to endure during challenging times. Through this competition, many innovative and outstanding ideas were discovered and indeed, these great discoveries will lead the BE industry to a greater level.

Digital usage was fully implemented by MyCEB during the Meet in Malaysia (MIM) campaign launch via a hybrid mode. The hybrid mode has surprisingly increased the participations and engagement for the campaign compared to previous years where we saw a total number of 669 attendees. This was followed by Meet in Malaysia @ Malaysia Business Events Week (MBEW) with a resounding success that acts as a platform for industry stakeholders to coverage, communicate and debate issues that impact growth and sustainability of our industry followed by collaborative events such as Social Media Tourism Conference and IAPCO webEDGE.

This augurs well with MyCEB’s new blueprint that will be launched next year entitled Malaysia’s Business Events Strategic Marketing Plan 2021 – 2030 where digitalisation is one of the many key strategic actions.

MyCEB will continue to strive and play as an active bridge between the Malaysian Government and the industry partners to reach greater heights in the BE industry.

BE Greater, Together.
ABOUT US

7 Malaysia Convention & Exhibition Bureau
8 Board of Directors
11 Senior Management Team
12 Vision & Mission
13 Organisational Structure
Malaysia Convention & Exhibition Bureau (MyCEB) was established in 2009 by the Ministry of Tourism, Arts and Culture Malaysia to further strengthen Malaysia’s business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development.

The bureau concurrently focuses on identifying and supporting international sporting events that strengthen Malaysia’s global appeal as a versatile event centre stage.

#BEGreaterTogether

www.myceb.com.my
Board of Directors

DATO’ DR. NOOR ZARI BIN HAMAT
Secretary General
Ministry of Tourism, Arts and Culture Malaysia
Chairman
Malaysia Convention & Exhibition Bureau
Appointed on 30 June 2020

DATO’ SRI ABDUL KHANI DAUD
Chief Executive Officer
Malaysia Convention & Exhibition Bureau
Appointed on 1 March 2017

DATO’ VINCENT LIM HWA SENG
Appointed on 3 October 2014

DATO’ WAN KAMARUZAMAN BIN WAN AHMAD
Appointed on 14 December 2020
Welcome Onboard
MyCEB Board of Directors
Senior Management Team

MOHAMMAD ISA ABDUL HALIM
Director
Marketing & Communications

NIK AZLAN NIK ABDULLAH
Director
Corporate Services

DATO’ SRI ABDUL KHANI DAUD
Chief Executive Officer

TAN MEI PHING
Director
Business Events
VISION
To position Malaysia as one of the world’s preferred business and international events destinations.

MISSION
To deliver a viable portfolio of business and international events that would enhance Malaysia’s profile internationally and attract high-yield visitors into the country.
MyCEB’s staff strength as at 31 December 2020 stands at 41 personnel. 16 are in Business Events, 12 in Marketing and Communications, nine in Corporate Services and four in Corporate Office.
2020 REVIEW

15 Business Events
16 Bids Won 2020
18 Postponed & Cancelled Events
### BUSINESS EVENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Events Secured</td>
<td>60</td>
</tr>
<tr>
<td>Estimated Total Number of Delegates</td>
<td>90,750</td>
</tr>
<tr>
<td>Estimated Total Number of International Delegates</td>
<td>56,855</td>
</tr>
<tr>
<td>Estimated Total Number of International Delegate Days</td>
<td>271,547</td>
</tr>
<tr>
<td>Estimated Total Economic Impact</td>
<td>RM1.1 billion</td>
</tr>
</tbody>
</table>
During the year under review, MyCEB successfully won 60 bids. This impressive win catapulted Malaysia’s capabilities to host business events of all categories, including conferences, exhibitions, meetings and incentive programmes. We are pleased to feature some of the secured business events below. Please visit www.myceb.com.my for more details.

1. **International Medical Exhibition & Conference (IMEC) 2021**
   - **BID DESCRIPTION**: Trade Exhibition
   - **ESTIMATED NUMBER OF DELEGATES**: 5,000
   - **IMPLICATIONS**: IMEC serves as a platform to promote the latest healthcare products and services as well as developments in healthcare systems.

2. **International Coffee & Beverage Show 2021 (ICBS 2021)**
   - **BID DESCRIPTION**: Trade Exhibition
   - **ESTIMATED NUMBER OF DELEGATES**: 2,000
   - **IMPLICATIONS**: The ICBS offers suppliers an unrivalled opportunity to engage, network and market their products and services to key industry players present at this world class exhibition.

3. **Asia Fence Expo 2021**
   - **BID DESCRIPTION**: Trade Exhibition
   - **ESTIMATED NUMBER OF DELEGATES**: 2,000
   - **IMPLICATIONS**: AFE inaugurated since 2019 aims to drive forward the fence industry in the ASEAN region.

4. **Subsea Asia 2021**
   - **BID DESCRIPTION**: Trade Exhibition
   - **ESTIMATED NUMBER OF DELEGATES**: 2,000
   - **IMPLICATIONS**: Subsea Asia brings together subsea experts to share latest insights on underwater engineering, subsea technology for oil & gas and alternative energy technology.

5. **CoreNet 2022 APAC Summit**
   - **BID DESCRIPTION**: Convention with Exhibition
   - **ESTIMATED NUMBER OF DELEGATES**: 680
   - **IMPLICATIONS**: CoreNet 2022 APAC Summit is a regional event that provides educational and networking opportunities for the corporate real estate industry.

   - **BID DESCRIPTION**: Convention
   - **ESTIMATED NUMBER OF DELEGATES**: 600
   - **IMPLICATIONS**: ISWCAP is an inaugural event that aims to promote collaboration among peers in reducing the occurrence in surgical wound complication through advocacy, awareness and education.
BIDS WON IN 2020

7
Asian Conference on Lactic Acid Bacteria - ACLAB 2022

CONVENTION

ESTIMATED NUMBER OF DELEGATES
500

ACLAB is a regional conference that serves to promote the latest scientific topics related to lactic acid bacteria and microbes

8
World Conference on Marine Biodiversity - WCMB 2023

CONVENTION

ESTIMATED NUMBER OF DELEGATES
400

WCMB serves as a platform to share research outcomes, management, policy issues and discussion on diversity in sustaining ocean ecosystems

9
Asian Symposium on Process Systems Engineering - PSE Asia 2024

CONVENTION WITH EXHIBITION

ESTIMATED NUMBER OF DELEGATES
260

The PSE Asia Symposiums provides an interactive platform for researchers to exchange knowledge in the state of the art of PSE from the perspectives of theory, modeling, technologies, and emerging materials

10
BMES Incentive Trip to Langkawi 2021

INCENTIVE PROGRAMME

ESTIMATED NUMBER OF DELEGATES
200

BMES is a local facility management company that has rewarded its excellent service staff for a 3days/2nights incentive programme to Langkawi
2020 Review

POSTPONED & CANCELLED EVENTS

The COVID-19 pandemic has been a major setback for many industries and the business events industry has not been spared. The numerous event cancellations or postponements have negatively impacted the industry’s stakeholders, including event planners, exhibition organisers, accommodation providers, retail outlets and aviation companies.

THE POSTPONED EVENTS IN 2020

<table>
<thead>
<tr>
<th>Event Type</th>
<th>No. of Events</th>
<th>Estimated No. of Delegates</th>
<th>Estimated No. of International Delegates</th>
<th>Estimated Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention</td>
<td>26</td>
<td>21,830</td>
<td>11,740</td>
<td>RM224,871,373</td>
</tr>
<tr>
<td>Exhibition</td>
<td>2</td>
<td>2,400</td>
<td>1,200</td>
<td>RM13,231,073</td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
<td>24,230</td>
<td>12,940</td>
<td>RM238,102,446</td>
</tr>
</tbody>
</table>
### The Cancelled Events in 2020

<table>
<thead>
<tr>
<th>Event Type</th>
<th>No. of Events</th>
<th>Estimated No. of Delegates</th>
<th>Estimated No. of International Delegates</th>
<th>Estimated Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Convention</strong></td>
<td>12</td>
<td>11,713</td>
<td>7,206</td>
<td>RM195,247,001</td>
</tr>
<tr>
<td><strong>Corporate Meeting &amp; Incentive</strong></td>
<td>21</td>
<td>12,010</td>
<td>12,010</td>
<td>RM133,817,112</td>
</tr>
<tr>
<td><strong>Exhibition</strong></td>
<td>27</td>
<td>234,250</td>
<td>41,275</td>
<td>RM1,119,311,852</td>
</tr>
</tbody>
</table>

The total estimated no. of delegates is 257,973, the estimated no. of international delegates is 60,491 and the estimated economic impact is RM1,448,375,965.
2020 HIGHLIGHTS

21 Key Highlights For Business Events 2020: Meet In Malaysia Campaign
22 Event Snapshots
KEY HIGHLIGHTS FOR BUSINESS EVENTS 2020: MEET IN MALAYSIA CAMPAIGN

MyCEB launched its Meet in Malaysia campaign to support Malaysia's business events industry impacted by the COVID-19 pandemic.

The campaign was launched at the Everly Hotel in Putrajaya on 24 July 2020. YB Dato’ Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture Malaysia, officiated the event. The launch was live-streamed. Approximately 250 guests attended the launch in adherence to MOH’s safety guidelines.

An initiative by MyCEB, the Meet in Malaysia campaign, aims to boost the business events segment further as well as help the industry kickstart its business. This latest campaign focused on domestic business events as part of the strategy to further attract international audience.

The Meet in Malaysia campaign continues until December 2022. It comprises the Let's Meet Tomorrow initiative and Let's Meet Locally initiative. Both of these initiatives are conducted concurrently.

The Let’s Meet Tomorrow initiative aims to attract international audiences, while the Let’s Meet Locally initiative is designed to boost the domestic business events market.

The Let’s Meet Tomorrow initiative promotes collaboration with venues to develop competitive and attractive campaign packages. It involves industry stakeholders such as professional conference organisers, local associations, event management companies and destination marketing companies.

The Let’s Meet Locally initiative encourages corporates to hold their events and meetings in Malaysia, with a minimum group size of 30 and 50 delegates per conference. Support from MyCEB and its partners can be in the form of subsidies or services.

The strategy MyCEB is putting in place for our industry players are to turn adversities into advantages by planning for the near future, while adhering to the Government’s mandate towards recovering from the pandemic by enhancing business strategies for the new normal ecosystem.

The Meet in Malaysia campaign is spearheaded by the business events division with the support of selected industry partners by putting forward offerings to revive the industry.
Event Snapshots

**FEB 2020**
Asia Pacific Incentives & Meetings Events (AIME) Melbourne
17 February 2020

**JULY 2020**
Meet in Malaysia Campaign Launch & The New Norm in Organising Future Business Events Winners Announcement
24 July 2020

**AUG 2020**
Meet in Malaysia @ MBEW
24-27 August 2020
AWARDS 2020

At MyCEB, we are always challenging ourselves to fulfill our true potential. By never resting on our laurels, we have earned the admiration and respect of our peers around the world. During the year, we received the following awards:

1. **Malaysia – Asia’s Best Conference & Exhibitions Destination**

   Malaysia was recognised as the Best Conference & Exhibition Destination (Asia) at the M&C Asia Stella Awards 2020, held on 20th October 2020. The ceremony was hosted virtually and broadcasted live globally. MyCEB is constantly striving to enhance Malaysia’s business events industry. Thus far, our efforts have yielded excellent outcomes.

2. **Malaysia – Most Expected MICE Destination for the Year 2020**

   Malaysia’s status as Asia’s preferred destination for business events has been recognised at the 13th China MICE Industry Golden Chair Awards as the country has been awarded 4th Most Expected MICE Destination for the year 2020.

   The Golden Chair Award was initiated and established in 2007 by the China MICE Magazine, a leading high-end tourism and conference and exhibition publication. This award aims to commend outstanding contributions and set pioneering examples for the development of China’s MICE industry. This recognition is highly significant as it is a testament to the confidence in the capabilities of Malaysia’s business events industry.
BUSINESS EVENTS

25 Association Development
   • Association Development Programme
   • Kesatria Malaysia Programme

26 Conventions
   • Business Development
   • Sales

28 Corporate Meetings & Incentives
   • List of 2020 activities

29 Exhibitions
   • 2020 Events Won

30 Event Support
   • Key Events Supported
   • Total Number of Events Supported in 2020
The mission of the Association Development Programme (ADP) is to spur the development of Malaysian associations and to enhance their potential for hosting international conventions. Through this initiative, the Malaysian Society of Association Executives (MSAE) was established in 2017 to serve Malaysian association professionals.

This establishment supports association professionals by nurturing their development and professionalism. Working in close collaboration with our industry partners, MSAE successfully conducted its first webinar, which drew a total of 45 online participants.

This year, a survey titled ‘Impact of COVID-19 on Associations in Malaysia’ was conducted to gather feedback on the consequences of the COVID-19 pandemic on the operations and sustainability of associations in Malaysia. A total of 142 individual samples were collected from over 100 associations in different industry sectors for the analysis.

Kesatria achievements and international recognition:

- Prof. Ir. Dr. Zuhaina Hj. Zakaria was appointed as a member of the Institute of Electrical and Electronics Engineers (IEEE) Admission and Advancement (A&A) Committee and the IEEE Power & Energy Society Long Range Planning (LRP) Committee. She is the first IEEE committee member to be appointed from Malaysia.

- Prof. Ir. Dr. Dominic Foo was elected as the President of the Asian Pacific Confederation of Chemical Engineering (APCChE).

- Dato’ Dr. Saunthari Somasundaram, President of the National Cancer Society Malaysia (NCSM) was conferred with the Darjah Datuk Paduka Mahkota Perak Award by His Royal Highness Sultan of Perak.

- Prof. Dr. Nazirah Hasnan, President of the Malaysian Association of Rehabilitation Physicians (MARP) was appointed as the Director of University of Malaya Medical Centre (UMMC).

KESATRIA MALAYSIA PROGRAMME

International conventions that were secured by Kesatria ambassadors included the Asia-Oceanian Conference of Physical and Rehabilitation Medicine 2024 - AOCPRM and the Asian Symposium on Process Systems Engineering 2024 – PSE Asia.

KESATRIA PROGRAMME HIGHLIGHTS

- Leads generated in 2020: 5
- Estimated economic impact from leads generated in 2020: RM3.43 million
- Total Kesatria Ambassadors: 40
- Total leads generated (2012-2020): 155
- Total estimated economic impact from leads generated (2012-2020): RM3.303 billion
Conventions

BUSINESS DEVELOPMENT

Conceptualised as a driving force to significantly expand Malaysia’s global portfolio, this unit has the core competencies to accomplish its mission. The key factor determining the unit’s exemplary performance is its consistent ability to source, prioritise and generate business events leads of the highest quality.

Crucial to the establishment of its proven track record is its leading-edge methodology for discerning, verifying and assessing the viability and economic value of in-view events. This process is pivotal to the achievement of performance targets that are in alignment with MyCEB’s overall strategies and objectives.

Highlights:

• 52% of total handover leads are above 500 pax in event size.

• The medical/pharmaceutical industry remains the top segment in regional/international association meetings, followed by science and technology.

• More than 48% of total handover leads were developed by the MyCEB team through research and development; while the rest are contributed from sales activities, lead referrals by Kesatria and government agencies, and leads initiated by industry partners.

<table>
<thead>
<tr>
<th>BUSINESS EVENTS LEADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Business Events Leads</td>
</tr>
<tr>
<td>112</td>
</tr>
</tbody>
</table>
Our passionate and professional Convention Sales team are highly motivated individuals. Their outstanding performance speaks volumes of their business acumen and outstanding capabilities.

The team regularly attends international trade shows to keep abreast with the latest trends and to anticipate future developments.

To secure international conventions, the team offers:

- Bid strategy, consultation and network assistance.
- Financial and non-financial support for events.
- Facilitation of inspection visits.
- Advice on Malaysia's products and services.
- Connections with local industry partners, universities and government agencies.

**Highlights:**

MyCEB is renowned for its foresight and pro-active mindset.

The bureau supports local associations that aim to stage international conventions in Malaysia by incorporating a diverse spectrum of specialised resources.

Our commitment to supporting local associations has led to close collaboration with one of our Kesatria ambassadors, Professor Dr. Nazirah Hasnan, President of Malaysian Association of Rehabilitation Physicians (MARP) and her team to secure the Asia-Oceanian Conference of Physical & Rehabilitation Medicine (AOCPRM 2024). The same team also hosted the International Society of Physical and Rehabilitation Medical (ISPRM) Congress 2016.

<table>
<thead>
<tr>
<th>2020 SECURED EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bids Won</strong></td>
</tr>
<tr>
<td>29</td>
</tr>
</tbody>
</table>

| Estimated Number of International Delegate Days | Estimated Economic Impact |
| 178,786 | RM793.9 million |
Corporate Meetings & Incentives

The key factors for securing regional and international business events include value-added offerings. These attractions are the icing on the cake of truly successful and memorable business events.

We excel at providing value-added offerings that encompass creative event itineraries, experiential familiarisation programmes, cultural and environmental attractions. Given that Malaysia is endowed with exotic cultures and a spectacular tropical setting, we certainly have much to offer.

LIST OF 2020 ACTIVITIES

The Meetings Show London (Virtual)

Date: 19 & 20 October 2020

The Meetings Show, the UK’s leading platform for the world’s meetings, incentives and events community to come together to source, learn and network.

MyCEB China COVID-19 Update to Industry

Date: 9 February 2020 - 31 January 2021

MyCEB provided clients and prospects in China market with updates on Malaysia’s COVID-19 pandemic situation, market trends and changes through our China representatives.

Webinar Session with JTB India MICE Team

Date: 13 May 2020

MyCEB conducted a destination presentation and introduced our support packages for corporate meetings & incentives to over 100 employees from JTB India.

2020 SECURED EVENTS

<table>
<thead>
<tr>
<th>Events Won</th>
<th>Estimated Number of Delegates</th>
<th>Estimated Number of International Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>24,161</td>
<td>20,473</td>
</tr>
</tbody>
</table>

Estimated Number of International Delegate Days: 80,221

Estimated Economic Impact: RM238 million
The Exhibition Unit’s mission is to bid, secure and support local and international trade exhibitions in Malaysia.

Despite stiff competition, the unit has consistently proven its mettle. Over the years, the unit managed to increase the number of international trade exhibitors and buyers who participated in local events, significantly upgrading the standards of Malaysian organisers.

<table>
<thead>
<tr>
<th>2020 EVENTS WON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events Won</td>
</tr>
<tr>
<td>7</td>
</tr>
</tbody>
</table>

Estimated Number of International Delegate Days: 12,540
Estimated Economic Impact: RM43.1 million
Event Support

Event Support Unit’s primary role is to provide assistance and nurture organisers towards hosting successful events in Malaysia. The ultimate goal is to maximise the number of delegates, length of stay and visitor spending.

The scope of this unit includes event planning and marketing, delegate boosting and on-site provisions such as promotional brochures, souvenirs, city tours and cultural showcases. The services provided by MyCEB will commensurate with the economic value, magnitude and target audience the events deliver.

KEY EVENTS SUPPORTED

World Hospitality, Lifestyle and Entertainment Exhibition & Conference 2020 (WHOSE 2020)

The inaugural WHOSE 2020 was held from 10-12 September 2020 at Setia SPICE Convention Centre, Penang. This landmark event proved to be a resounding success, and it paves the way for the hosting of even more prestigious events in the future.

WHOLE 2020 attracted over 1,000 local visitors to experience its 5 main exhibition sections. The fascinating themes encompassed:

1. Food, Beverage, Food Technology and equipment
2. Lodging/Accommodation
3. Travel and Tourism (Business)
4. Lifestyle and Entertainment
5. Wellness

The successful implementation of WHOSE 2020 is a highly consequential milestone in the development of Penang’s business events industry.
KEY EVENTS SUPPORTED

The Ottawa Conference 2020

Held during the COVID-19 pandemic, the Ottawa Conference 2020 was a testament to Malaysia’s ability to stage a world-class event under the most challenging circumstances.

The success of this conference is a feather in the cap for MyCEB, which supported the organiser. Delegates from across the globe were warmly welcomed and they left the conference with a positive impression of Malaysia and its proficiency in hosting international business events.

By deciding to proceed with the convention, the organiser demonstrated absolute confidence in Malaysia’s ability to host major business events. In addition, it signalled the organiser’s approval of the Malaysian government’s efforts to cope with the pandemic.

The Ottawa Conference on the Assessment of Competence in Medicine and the Healthcare Professions was set up by Professor Ian Hart (Ottawa, Canada) and Professor Ronald Harden (Dundee, UK) in 1985.

The Ottawa Conference 2020 featured an international forum on the assessment of competence for medical and healthcare professions educators to exchange ideas and developments in the field, with the aim of improving healthcare and healthcare delivery around the world.
**Event Support**

**TOTAL NUMBER OF EVENTS SUPPORTED IN 2020**

<table>
<thead>
<tr>
<th>NO. OF EVENTS</th>
<th>21</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO. OF DELEGATES</td>
<td>44,008</td>
</tr>
<tr>
<td>NO. OF INTERNATIONAL DELEGATES</td>
<td>11,115</td>
</tr>
<tr>
<td>ECONOMIC IMPACT</td>
<td>RM186,239,019</td>
</tr>
</tbody>
</table>

**CORPORATE MEETING & INCENTIVE**

<table>
<thead>
<tr>
<th>No. of Events</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Delegates</td>
<td>4,880</td>
</tr>
<tr>
<td>No. of International Delegates</td>
<td>4,692</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>RM63,641,757</td>
</tr>
</tbody>
</table>
TOTAL NUMBER OF EVENTS SUPPORTED IN 2020

ASSOCIATION

- No. of Events: 6
- No. of Delegates: 1,905
- No. of International Delegates: 1,391
- Economic Impact: RM32,246,966

EXHIBITION

- No. of Events: 5
- No. of Delegates: 37,223
- No. of International Delegates: 5,032
- Economic Impact: RM90,350,296
BRAND MARKETING

Over the years, MyCEB has established Malaysia as a prime destination. We continue to build on this strong foundation with strategic brand marketing that capitalises on our unique destination offerings. Consequently, we are accentuating our competitive edge over the other business events destinations.

To attain its marketing goals, MyCEB has implemented communication campaigns that encompass print advertising, digital advertising, creative communication materials and promotional items. The emphasis is on highlighting unique destination appeal.

Overall, our brand marketing activities are intended to promote Malaysia as a preferred business events destination and to cultivate brand loyalty.

Brand Marketing Highlights for 2020:

1. ‘The New Norm in Organising Future Business Events’ Competition, 4 May-9 June 2020

   Entitled ‘The New Norm in Organising Future Business Events’, the goal of this competition was to encourage participants to submit their thoughts based on the dedicated category and scenario. The ideas or input for submissions may include a combination of virtual and onsite events, taking into consideration the current situation and outlook on how participants would organise business events differently in the new norm.

   The competition covered three categories of business events namely; ‘Convention’, ‘Corporate Meetings & Incentives’ and ‘Exhibition’. Participants entered as individuals or in groups where the top three winners won cash prizes of up to RM3,000 and gifts for each category submission.

   a. The competition was widely promoted and communicated via:
      - Website – www.myceb.com.my/competition
      - Social media – Facebook, Instagram, Linkedin and Twitter
      - eDirect Mailer and WhatsApp groups

   b. The prize-giving ceremony for the ‘The New Norm in Organising Future Business Events’ competition was held during the ‘Meet in Malaysia’ campaign launch. Numerous excellent ideas were presented by the contestants who were allowed to enter any of the 3 categories.
2. **Meet in Malaysia Campaign**

In 2020, our brand marketing activities were geared towards promoting the ‘Meet In Malaysia’ campaign. Consisting of ‘Let’s Meet Tomorrow’ initiative and ‘Let’s Meet Locally’ programme, the campaign is designed to stimulate the domestic business events industry which has been severely impacted by the pandemic. As such, our overall dynamism has been sparked by the development of our new brand direction and collaterals.

**Campaign Promotional mediums:**
- Social media – Facebook, Instagram, Linkedin and Twitter
- eDirect Mailer and WhatsApp groups

3. **Promotional video for Meet in Malaysia campaign and highlights on the new norm MICE SOPs launched on 24 July 2020**

4. **Malaysia Business Events Strategic Marketing Plan 2021 - 2030**

In line with Malaysia’s Shared Prosperity Vision (SPV) 2030, the National Tourism Policy (NTP) 2020 – 2030 and Ministry of Tourism, Arts and Culture’s Strategic Plan 2021 – 2025, the Malaysia Business Events Strategic Marketing Plan (SMP) paves the way for the business events industry to move aggressively over the next decade, from 2021 till 2030. Emphasizing three main axes or pillars of optimisation, foresight and competitiveness, the SMP will be the guideline for MyCEB and the industry to effectively strategise, collaborate and enhance Malaysia’s position as a compelling business and international sporting events destination globally.

**Development started in May 2020 whereby MyCEB collated internal and external industry inputs via physical discussions and virtual workshop:**

a. Meet in Malaysia @ Malaysia Business Events Week on 24 and 25 August 2020 at the World Trade Centre Kuala Lumpur with almost 345 in-person participants and virtual participants.

b. IAPCO Malaysia PCO Professional Development Programme on 27 August 2020 at Kuala Lumpur Convention Centre, attended by 50 delegates comprising professional conference organisers, professional exhibition organisers, event management companies and destination management companies.

c. SMP Virtual Workshop session from 4 December 2020 with 118 industry representatives divided into six focus groups which presented respective final inputs on 18 December 2020.

Consolidated inputs were then fortified and will be published in print and digital mediums. The SMP shall be launched in April 2021.

**INDUSTRY & PRODUCT DEVELOPMENT**

MyCEB’s Industry Partner Programme (IPP) is designed to upgrade the business events industry’s standards and to ensure that the industry’s stakeholders uphold professionalism for Malaysia to retain its status as a prestigious destination for global business events. The programme was implemented throughout 2020.

Our Industry and Product Development team was involved in the following:
- Co-operative sales and marketing activities
- Professional development
- Business-to-business networking
- Product profiles in MyCEB’s online and print publications
Total industry partner programme members as at December 2020 stands at 452 members comprising of:

a. Accommodation - 177
b. Event Products & Service Provide – 197
c. Venue – 31
d. Tour & Leisure – 35
e. Convention Bureaus & Tourism Organizations - 6
f. Transportation – 6

Shangri-La Group in Malaysia hosted Meet in Malaysia @Shangri-La Experience in conjunction with Meet in Malaysia @MBEW which intended to help re-build confidence in Malaysia’s tourism and business events industry amongst sales and events clientele. The first-of-its-kind post-RMCO event highlights the enhanced hygiene and safety measures implemented by Shangri-La Group’s hotels and resorts globally, as part of the ‘Shangri-La Cares’ promise, which focuses on compliance for meetings and events services.

The IAPCO Malaysia PCO Continued Professional Development Programme was a half-day programme co-organised by MyCEB and Kuala Lumpur Convention Centre with support from the International Association of Professional Congress Organisers (IAPCO). Attended by 70 participants, the programme discussed the importance of professional development to advance our industry supply chain and Malaysia’s competitiveness in the PCO business. In addition to that, participants were introduced to the IAPCO webEDGE Educational Programme.
MyCEB spearheads the AMVS category in relation to meeting rooms for conventions/exhibition centres, hotels/resorts the public/private sector. The on-going programme includes AMVS category for exhibition venues. The undertaking of this initiative was mandated to the bureau by the Ministry of Tourism, Arts and Culture Malaysia.

IT&CM China has established itself as China’s leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to “Promoting China to the World and the World to China”. Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound, and domestic.

Total pre-scheduled appointments: 24

IBTM World is one of the main and largest business events tradeshow held annually in Europe. This would be the 7th year of MyCEB’s participation. IBTM World brings together MICE suppliers and buyers in a 3-day exhibition showcase, coupled with intensive business appointments, seminars and official networking sessions. With the participation of over 15,500 industry professionals from 72 countries representing over 150 destinations, IBTM World provides a truly global marketplace to gain worldwide visibility.

Total pre-scheduled appointments: 33

AIME, The Asia-Pacific Incentives and Meetings Expo, is where meetings, events and incentives industry decision makers meet for business adventures across Australia, Asia-Pacific and the rest of the globe. Each year the exhibition unites a community of over 4,000 suppliers including meeting and event planners in the leading conference city of Melbourne and high-quality Hosted Buyer® Program is the catalyst for over 11,100 face-to-face meetings.

Total pre-scheduled appointments: 29
Our creative Digital Marketing unit made a total of 1,224 postings across leading social media platforms in 2020. Its successful campaign and engagement postings promoted destinations, convention centres and activities via social media channels like Facebook, Instagram, Twitter, LinkedIn and Youtube. By effectively using digital platforms, the unit has communicated MyCEB’s activities and achievements to the entire world.

**Video/Campaign Development:**

1. **ICCA Board of Directors Election Asia Pacific Region**
   
   Dato’ Sri Abdul Khani Daud, the CEO of MyCEB, was appointed as the Asia Pacific Board of Directors Representative of the International Congress and Convention Association (ICCA) Board of Directors 2020. This appointment was announced at the 59th (Virtual) General Assembly of ICCA in Amsterdam, Netherlands, on 19 October 2020.

   The appointment was indeed an honourable achievement as the representation of such a prestigious association further bestows a positive image for Malaysia. Prior to his appointment, a special video titled ‘Vote For Khani: ICCA Board of Directors Election Asia Pacific Region’ was produced to promote his candidacy with the mission of bringing ICCA to greater heights in the Asia-Pacific region.

2. **ICCA Video for International Conference Industry CEO Summit, Chengdu**

3. **ICCA Asia Pacific Summit 2020 in Yokohama**

4. **ICCA Kaohsiung Congress 2020**

   We developed the above-mentioned videos in collaboration with ICCA for Dato’ Sri Abdul Khani Daud, CEO of MyCEB, who was appointed as the ICCA’s Asia Pacific Board of Director Representative. The videos promoted unity, teamwork collaboration to elevate the business events industry to greater heights.

**Live Stream Activities:**

This year we implemented hybrid events incorporating live streaming components as this allows wider reach to local and international industry partners, medias, government and associations.

2020 Hybrid Events:

1. **Meet in Malaysia @ MBEW 2020, 24 & 25 August 2020**

2. **Meet in Malaysia Campaign Launch & The New Norm in Organising Future Business Events competition Winners Announcement, 24 July 2020**
MyCEB participated in various webinars with industry partners to ensure resilience of the business events industry. This initiative focused on the domestic market, emphasizing efforts to stabilize and support the entire supply chain as well as engaging meeting and event planners.

2020 Webinar & Virtual Event Participations

Virtual Meeting Response to COVID-19 Update
- DATE: 26 Mar 2020
- ORGANISER: MACEOS

Gaining Edge Knowledge Exchange Virtual Session 2020
- DATE: 9 Apr 2020
- ORGANISER: Gaining Edge

Sustainability & Resilience in the Age of COVID-19
- DATE: 22 Apr 2020
- ORGANISER: MACEOS

MIFF Webinar - Post COVID-19, The Change in Global Furniture Landscape: What is Ahead
- DATE: 28 Apr 2020
- ORGANISER: MIFF

Tuesday Talk Live 5th Edition: The Future of BE in Malaysia
- DATE: 5 May 2020
- ORGANISER: Place BORNEO

Webinar 3.0 Exhibitions: Key to Rebuilding Economies
- DATE: 6 May 2020
- ORGANISER: MACEOS

Legend:
- Webinar
- Virtual Event
Webinar 4.0 - Opportunities in Crisis

**DATE**  
20 May 2020

**ORGANISER**  
MACEOS

Meeting on COVID-19 with US – ASEAN Business Council

**DATE**  
10 Jun 2020

**ORGANISER**  
MOTAC

Seminar Pasca PKPP Sektor Pelancongan

**DATE**  
30 Jun 2020

**ORGANISER**  
MATA

AFECA Webinar: Get Ready for Reopening

**DATE**  
3 Jul 2020

**ORGANISER**  
AFECA

Events Webinar Series 2.0 - A Talk About the Recovery Plan of Business Events Sector in Malaysia After COVID-19

**DATE**  
7 Jul 2020

**ORGANISER**  
Taylor’s University

Conversation NEXT - Asia Pacific’s Business Events Comeback

**DATE**  
18 Jul 2020

**ORGANISER**  
BESarawak

Meet in Malaysia Campaign Launch

**DATE**  
24 Jul 2020

**ORGANISER**  
MyCEB

Legend:
- Webinar
- Virtual Event
2020 Webinar & Virtual Event Participations

**14**

The Virtual ASEAN National Tourism Organizations (NTOs) Retreat On The Mid-Term Review Of The Asean Tourism Strategic Plan 2016 – 2025

**DATE**
14 Oct 2020

**ORGANISER**
MOTAC

**15**

ICCA 59th Virtual General Assembly, Board of Members Selection 2020

**DATE**
19 Oct 2020

**ORGANISER**
ICCA

**16**

M&C Asia Stella Awards Virtual Ceremony 2020

**DATE**
20 Oct 2020

**ORGANISER**
M&C Asia

**17**

Virtual Session on Asia Destination Roundtable 2020 with Goyang Convention Bureau

**DATE**
22 Oct 2020

**ORGANISER**
ICCA

**18**

Opening Ceremony of ICCA Congress 2020

**DATE**
1 Nov 2020

**ORGANISER**
ICCA

**19**

Malaysia Tourism Council Gold Summit 2020

**DATE**
11 Nov 2020

**ORGANISER**
Malaysia Tourism Council

**20**

IEEE 2020 (Institute of Electrical & Electronics Engineers) R10 Panel of Conference Organisers (POCO), KL

**DATE**
30 Nov 2020

**ORGANISER**
IEEE

**Legend:**
- Webinar
- Virtual Event
Our PR & Communications unit plays a vital role in keeping the public informed about our latest developments. More importantly, it leverages the power of national, regional, and international media publications to support and promote MyCEB’s brand and services. Ultimately, the unit’s objective is to maintain Malaysia’s status as the pre-eminent destination for business events.

In 2020, MyCEB was prominently featured in the news with media coverage for numerous programmes/initiatives, including the Meet in Malaysia campaign launch, Meet in Malaysia @ Malaysia Business Events Week 2020 and IAPCO Malaysia PCO Continued Professional Development Programme. In total, these initiatives have enabled MyCEB to generate approximately RM61.8 million in PR value.

The key activities that were publicised by PR & Communications unit in 2020 were:

1) The Return of Business Events Sector in a COVID-19 World
2) The CEO of MyCEB Triumphs as ICCA’s Asia Pacific Board of Directors Representative
3) Malaysia is Asia’s Best Conference & Exhibitions Destination
4) MyCEB Secures Business Events Despite The 2020 Rough Challenge
5) MyCEB Gathers Movers and Shakers of Business Events Industry at Meet in Malaysia @ Malaysia Business Events Week
6) Rebuilding Confidence at Meet in Malaysia @ Malaysia Business Events Week
7) MyCEB’s ‘Meet in Malaysia Campaign’ A Way to Boost the Local Economy Post MCO
8) MyCEB Continues to Enrich Business Industry Through Partnership with Stakeholders
9) MyCEB Gets the Industry Going with a Competition on Organising Future Business Events in the New Norm
10) Cancellation of Visit Malaysia 2020 Campaign
11) Malaysia Secured 155 Business Events for Next Six Years
12) Discover Malaysia at AIME 2020
13) Media Statement by MyCEB on Coronavirus (2019-nCoV)
14) MyCEB Announces Business Events for The Year 2020

Editorials across local and international magazines, namely TTG Asia, AMI Magazine, M&IT Magazine, M&C, and BE Malaysia Magazine, just to name a few.

1) ‘Closed’ Encounters in Malaysia
2) Malaysia’s Best Kept Secrets are Utterly Green
3) Five Signature Tastes from Five States in Malaysia
4) Getting Around Malaysia’s Local Linguistic Minefield
5) Meet in Malaysia
6) Tactical Malaysia Twin Deal V
7) Bids Won for Malaysia’s Business Events Industry
8) M&C Asia Stella Awards
9) IAPCO webEDGE
10) Explore Malaysia Like Never Before!
1) Meet In Malaysia Campaign Launch
   • Media attendance: 44 media in total including Astro, Bernama, Utusan, Berita Harian and RTM
   • News Coverages: 35

2) Meet In Malaysia @ Malaysia Business Events Week
   • Media attendance: 32 media in total including Bernama, The Sun, Astro, M&C Asia and TTG Asia
   • News Coverages: 44

3) Social Media Tourism Conference
   • Media/Bloggers/Influencers attendance: 61 including Malay Mail, Santai Travel, Free Malaysia Today and Astro Awani
   • News Coverages: 8

**MEDIA ENGAGEMENT**

**MEDIA PARTNERSHIP**

**BERNAMA**

- 2 features in Bernama TV
- 3 News/Event Coverages
- 8 Press releases distribution on Bernama channel
- 2 Note to Editors

**FREE MALAYSIA TODAY**

- 12 media coverages in FMT channel (English)
- 7 media coverages in FMT channel (Bahasa Malaysia)
- 3 News/Event Coverages
While MyCEB is charting the way forward for Malaysia’s business events industry, it is also collaborating with relevant stakeholders to ensure the long-term sustainability of the industry.

As such, we supported the launch of the ‘BE-READY’ initiative, which has been jointly developed by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and the Business Events Council Malaysia (BECM).

MICE SOPs were designed to showcase the industry’s safe execution of events like meetings, conferences and exhibitions in line with the Business Events (BE) Guidelines, which were developed in strict compliance with the approved Malaysia National Security Council (MKN) Standard Operating Procedures (SOPs). The unit facilitated the preparation together with respective BE and CSD Division.

The unit provided necessary inputs pertaining to budgeting for RMKe-12 (2021-2025), RPI (2021) and RP2 (2022) over 5 years.

The necessary documentation was put together to request additional budget to revive and spur the recovery of Malaysia’s business events industry.

As MyCEB is one of the agencies under the administration of the Ministry of Tourism, Arts and Culture Malaysia, the bureau contributed ideas for the development of the ministry’s strategic plan and direction.
MyCEB successfully relocated its office from Menara Kembar, Bank Rakyat, Kuala Lumpur to Menara Z10, Putrajaya in December 2020. The impressive infrastructure of our new corporate headquarters provides the impetus for us to reach greater heights.

On top of that, MyCEB welcomed its newly appointed Chairman, Dato’ Dr. Noor Zari bin Hamat and new Chief Executive Officer, Dato’ Sri Abdul Khani Daud. Under the stewardship of these two visionary leaders, MyCEB is clearly embarking on a new era of excellence.

In addition, MyCEB appointed six new board members. Led by Dato’ Dr. Noor Zari bin Hamat, these inspirational individuals include Dato’ Wan Kamaruzaman bin Wan Ahmad, Tan Sri Yong Poh Kon, Datuk Mark Victor Rozario, Datuk Che Mokhtar bin Che Ali and Mdm. Ung Yiu Lin.

These distinguished individuals possess the expertise and experience that will augment our ability to shape and expand Malaysia’s business events industry.
Meet in Malaysia

Presents

Let’s Meet Locally
(Support for national business events)

Let’s Meet Tomorrow
(Support for regional/international business events)

Conventions
Corporate Meetings & Incentives
Trade Exhibitions

BE Greater, Together.

Give Your Business Events A Boost!

GET STARTED

myceb.com.my/meetinmalaysia

Conventions: mycebsa@myceb.com.my
Corporate Meetings & Incentives: mycebc@myceb.com.my
Trade Exhibitions: mycebsalesexhibition@myceb.com.my

*Terms and conditions apply
THE BUSINESS EVENTS INDUSTRY HAS DONE AN EXCEPTIONAL ROLE ENSURING MALAYSIA CONTINUES TO BE POSITIONED AS A COMPELLING DESTINATION. MAY THE FUTURE OF THE BUSINESS EVENTS INDUSTRY CONTINUE TO FLOURISH AND EXPAND TO POSITION MALAYSIA AS ASIA’S PREFERRED BUSINESS EVENTS HUB

DATO' DR. NOOR ZARI BIN HAMAT
Chairman
Malaysia Convention & Exhibition Bureau