



SOARING TO NEW HEIGHTS

ANNUAL REPORT 2021



With the dynamic support of Ministry of Tourism, Arts and Culture Malaysia, MyCEB has enable the local business events industry to recover from the COVID-19 pandemic in a most impressive manner. Heartened by our success, we are looking forward to even greater accomplishments in the years to come.



YB Dato' Sri Hajah Nancy Shukri
Minister of Tourism,
Arts and Culture
Malaysia



Soaring To New Heights

The theme of this annual report highlights how Malaysia Convention & Exhibition Bureau (MyCEB) is reaching new heights of achievement together with Malaysia's business events industry. We will continue to inspire and support our industry partners as we capitalise on the momentum of our strong recovery from the global pandemic.

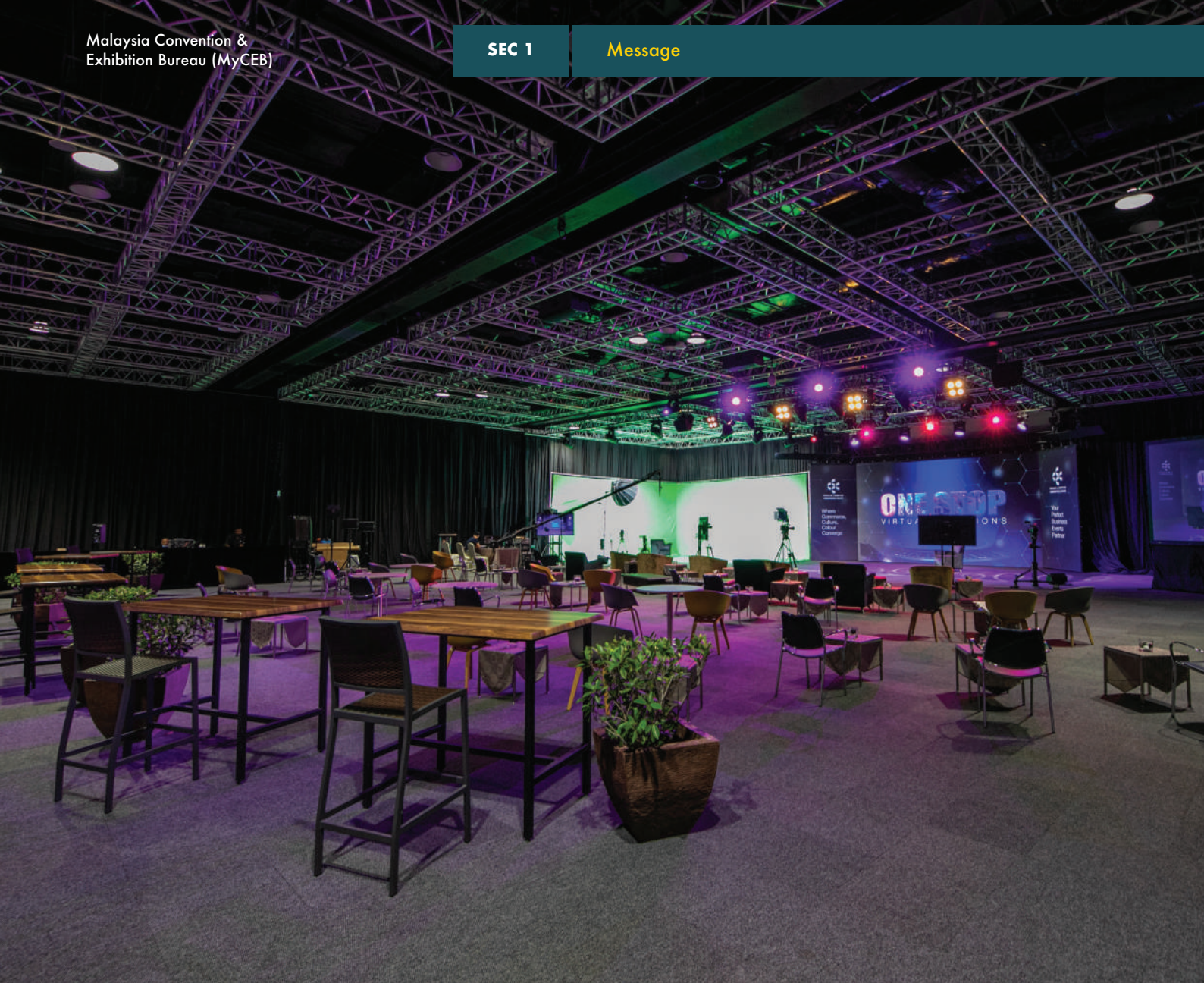
One of Malaysia's key benefits as a destination for business events is our rich cultural heritage. Our handicrafts and traditions continue to fascinate visitors from around the world. Consequently, an exotic Wau Bulan is prominently featured on the cover. It emphasises the uniqueness and magnificence of Malaysian culture. In addition, there are high-flying birds in the background and they symbolise the rapid rise of our nation's business events industry.

Overall, the cover underlines the outstanding progress that has been attained by MyCEB while conveying the importance of our traditional values.



contents

1. MESSAGES	
Minister of Tourism, Arts and Culture Malaysia	P03
Chairman	P04
Chief Executive Officer	P05
2. ABOUT US	
Malaysia Convention & Exhibition Bureau	P07
Vision & Mission	P08
Organisation Structure	P09
Board of Directors	P10
Board of Directors Profile	P12
Senior Management Team	P21
Corporate Governance	P22
3. PERFORMANCE HIGHLIGHTS	
Performance Highlights	P24
Destination Achievement And Accolades	P28
4. PERFORMANCE	
Business Events	P29
Conventions	P31
Corporate Meetings & Incentives	P32
Exhibitions	P33
International Engagements	P35
Membership, Affiliations & Alliances	P36
Destination Achievement And Accolades	P37
5. KEY RECOVERY ACTIVITIES	
Malaysia Business Events Strategic Marketing Plan (SMP) 2021 - 2030	P39
PR & Communications	P43
Digital Marketing	P45
Key Recovery Activities 2021	P46
CEO Profiling / Thought Leadership	P48



MESSAGES

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

MINISTER OF TOURISM ARTS AND CULTURE



YB DATO' SRI HAJAH NANCY SHUKRI



MyCEB will soar to new heights as it aims to overcome present challenges and to pave the way for a responsible, sustainable and innovative business events ecosystem. Malaysia, through MyCEB, has achieved exemplary results by successfully securing 70 business events from 2021 until 2030, which accumulatively can generate approximately RM538 million in estimated economic impact.

Minister
Ministry of Tourism, Arts and Culture

As international travel resumed post-Covid19 pandemic, majority of countries, including Malaysia had to impose travel restrictions. The Ministry of Tourism, Arts and Culture (MOTAC) Malaysia, through Malaysia Convention & Exhibition Bureau (MyCEB) understood the limitations faced by the business events industry and took this opportunity positively, to view it as a time of revolutionary change in staging a global framework for the industry. The emphasis on measuring economic importance allowed the industry to reflect on how to propel a high-value segment of the global industry and how to increase the value towards a more far-reaching contributor of economic development and societal advancement.

As MyCEB celebrates a decade of excellence, I am honoured to commend MyCEB's embodiment of resilience as the national bureau goes beyond their focal role in welcoming high profile business events activities to Malaysia through extensive support for the industry stakeholders and event organisers. The year saw ambitious targets and action plans with the objective of promoting Malaysia's business events as one of the key elements to help revitalise the country and increase Malaysia's global competitiveness as a business events destination.

2021's track record reflects Malaysia's impeccable achievement by successfully supporting 22 business events under the shadow of the pandemic, that translated to RM43 million in estimated economic impact from local expenditure. Some of the prominent events supported include the *Empowerment of Women in Tourism in Asia and the Pacific 2021*, which focused on the six thematic pillars of UNWTO's Action Plan for Women in Tourism.

MyCEB will soar to new heights as it aims to overcome present challenges and pave the way for a responsible,

sustainable and innovative business events ecosystem. Malaysia, through MyCEB has mirrored exemplary achievements by successfully securing 70 business events from the year 2021 until 2030 which accumulatively can generate some RM538 million in estimated economic impact. The secured events include the 7th World Wound Healing Congress 2026, World Federation on Haemophilia World Congress 2024 and World Renewable Energy Congress 2023. The line-up of secured events representing the healthcare and environmental professions provide a space for idea exchange and market segment development.

At the ministerial level, MOTAC understands the true challenge to restore competitiveness of the tourism and business events industry. Therefore, in line with the framework of the National Recovery Plan, in addition to the National Tourism Policy 2020 – 2030, the business events landscape envisions empowering growth of a transformative roadmap that is crucial to take place in the next three years in order to have a smooth recovery. MOTAC, through MyCEB, will continue to provide the necessary support to ensure more business events will be held in our country.

Congratulations to MyCEB's Board of Directors and Management for the unwavering dedication to motivate and empower the team to achieve the impossible, despite the unprecedented circumstances we went through. The national bureau has successfully achieved milestones that places the business events industry at a prominent level, on par with the international level. The national bureau demonstrates a resilient tomorrow, emerging stronger for the year to come to stimulate growth and work for solutions collectively as a whole.

Let's Meet in Malaysia, Truly Asia

CHAIRMAN



DATUK WIRA DR. NOOR ZARI BIN HAMAT



MyCEB has performed well in 2021 despite the challenging landscapes brought on by the pandemic.

Secretary General

Ministry of Tourism, Arts and Culture (MOTAC) Malaysia

Chairman

Malaysia Convention & Exhibition Bureau (MyCEB)

The global business events industry is one of the critical drivers of development that is forecasting a net worth growth due to its progressive expansion across the globe. As Malaysia is part of the Asia-Pacific region, it is experiencing a rapid rise in the globalisation of this industry.

Despite the pandemic, the Malaysia Convention & Exhibition Bureau (MyCEB) managed to gather industry stakeholders under one umbrella to ensure support for the professional conference organisers (PCOs), event organisers (EOs) and destination management companies (DMCs) that are welcoming international delegates to Malaysian shores.

Malaysia, through MyCEB, concluded 2021 with a range of notable accolades and achievements, that reflects a solid sentiment of resilience in maximizing the value of business events in the global market. During the year, Kuala Lumpur was crowned as the World's Best City for expatriates by InterNations in the Expat City Ranking 2021. In addition, for the 12th consecutive year, Air Asia has bagged the World's Best Low-Cost Airline 2021 Award at Skytrax 2021 World Airline Awards 2021. It is a great honour for Malaysia to receive such prestigious acclaim.

With these accolades under our belt, we intend to dominate the business events industry and push Malaysia to greater prominence during the post-pandemic recovery period.

Our strong initiatives and campaigns as well as our participation in international events have elevated Malaysia's business events industry on the international stage.

MyCEB successfully participated in IBTM World Barcelona, which is a leading annual global event. The significance of our participation extends beyond organising exceptional business events for international delegates. It reflects our determination to ensure that Malaysia is ready to hold global events.

2 Meet in Malaysia roadshows were held locally to promote Sabah and Sarawak, and to introduce the homegrown support packages that are offered by MyCEB. In addition, the National Convention Bureau was invited to participate in a volunteerism initiative--the BE Steward Programme, which is a part of the National Vaccination Programme.

2021 is undoubtedly a year that witnessed the speedy growth of the business events industry. We aim to make Malaysia the leading hub for business events and activities.

We are confident that Malaysia has the exemplary leadership that will enhance its competitive edge within the business events industry in the Asia-Pacific region.

Let's Meet in Malaysia and BE Greater Together.

CHIEF EXECUTIVE OFFICER



DATO' SRI ABDUL KHANI DAUD



During the height of the pandemic, MyCEB played a crucial role of redesigning the business markets by challenging old models and reinventing with to reflect digitalisation, innovation and sustainability.

Chief Executive Officer

of Malaysia Convention & Exhibition Bureau (MyCEB)

The Malaysian business events sector anticipates one of the most promising growth surges for both existing and emerging markets in the industry.

MyCEB soared to new heights and laid out a series of robust programmes that, in turn, created positive ripple effects for key players in the long haul.

Malaysia, through MyCEB, spearheaded the Malaysia Business Events Strategic Marketing Plan 2021 – 2030, which includes reinventing corporate hospitality programmes, forming global alliances and investing in digital transformation. The business events are expected to attract 5.9 million delegates, which will contribute RM42.12 billion in estimated economic impact by 2030.

As we work continuously to secure high-profile business events under Malaysia's green belt this year is an essential time to spur recovery through regional collaborations.

MyCEB joined the Hybrid City Alliance, which a global movement with 21 other cities worldwide. The Asia Convention Alliance was formed together with Thailand, Taiwan, and Korea. Building international alliances and coordinating as one united voice will harmonise the business events industry's response to worldwide crises, and give opportunities to governments in the Asia-Pacific region to invest in start-up conferences.

MyCEB had hoped to resume business activities after the pandemic. However, people were still hesitant to travel and to participate in international business events-related meetings. To counter this, MyCEB took the initiative to optimise productivity within its organisation to better serve the business events segment and to improve its internal processes to meet new challenges and demands.

These new roles further cement our commitment to the industry to deliver greater engagement and growth for business events in the national and international marketplace.

I would like to humbly thank all the ministries, especially the Ministry of Tourism, Arts and Culture (MOTAC) Malaysia and the Ministry of Finance (MOF), for their endless support in ensuring that the business events sector is fully equipped and endowed to compete on an international scale. Additionally, acknowledgments must go out to MyCEB's Board of Directors, industry players, agencies, local councils and associates for continuously working together. Finally, special gratitude must be expressed to the national bureau's front line of defense – the MyCEB team.

Business events provide opportunities for countries to showcase their facilities, infrastructure and offerings to the world through regional and international events. Thus, we look forward to an unstoppable show for the next few years.

Let's Meet in Malaysia and BE Greater Together.

ABOUT US

- 7 Malaysia Convention & Exhibition Bureau
- 8 Vision & Mission
- 9 Organisation Structure
- 10 Board of Directors
- 12 Board of Directors Profile
- 21 Senior Management Team
- 22 Corporate Governance

ABOUT US



MyCEB was established in 2009 by Ministry of Tourism, Arts and Culture to further strengthen Malaysia's business tourism brand 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 within International Congress and Convention Association (ICCA) and to grow business events arrivals to Malaysia.

In April 2021, MyCEB mapped out the way forward for Malaysia in business events with the launch of 'Malaysia Business Events Strategic Marketing Plan 2021 - 2030'. Emphasizes on three strategic axes to expand performance namely optimisation, foresight and competitiveness. These strategic anchors are applied in implementing, planning, and monitoring all initiatives collaboratively with the industry.

VISION MISSION

To position Malaysia as one of the world's preferred
business and international sporting events destinations.



VISION

MISSION



To deliver a viable portfolio of business events and international
sporting events that would enhance Malaysia's profile
internationally and attract high-yield visitors into the country.

ORGANISATIONAL STRUCTURE

MyCEB's staff strength as at 31 December 2021 standst 46 personnel. 17 are in Business Events, 14 in Marketing and Communications, 11 in Corporate Services and 4 in Corporate Office.



Noor Ahmad Hamid
Chief Operating Officer



"I am humbled by this appointment and would like to thank MyCEB's Chairman and Board of Directors for their trust. I would also like to specifically thank MyCEB CEO for this opportunity and look forward to working with him and the stakeholders in advancing the business events industry for Malaysia."

BOARD OF DIRECTORS



From Left to Right:

**DATO' SRI ABDUL
KHANI DAUD**

Chief Executive Officer
Malaysia Convention &
Exhibition Bureau

Appointed on
1 March 2017

**DATUK WIRA 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' WAN
KAMARUZAMAN BIN
WAN AHMAD**

Appointed on
11 December 2020

**DATIN RASHIDAH BINTI
MOHD SIES**

Appointed on
14 December 2021



**DATO' VINCENT
LIM HWA SENG**

Appointed on
3 October 2014

**DATUK MARK
VICTOR ROZARIO**

Appointed on
11 December 2020

**TAN SRI YONG
POH KON**

Appointed on
11 December 2020

**MDM. UNG
YIU LIN**

Appointed on
24 December 2020

**DATUK CHE
MOKHTAR BIN
CHE ALI**

Appointed on
24 December 2020

BOARD OF DIRECTORS PROFILE



Datuk Wira Dr. Noor Zari bin Hamat



Current Title:

Secretary General
Ministry of Tourism, Arts & Culture, Malaysia



Service Period:

2020 - 2021

**Chairman,
Board of Director & Board of Trustee**

Datuk Wira Dr. Noor Zari bin Hamat was appointed as Chairman, Board of Directors and Board of Trustees for Malaysia Convention & Exhibition Bureau (MyCEB) on 30 June 2020. He was appointed as Secretary General of the Ministry of Tourism, Arts & Culture Malaysia (MOTAC) on 16 December 2019.

Datuk Wira Dr. Noor Zari received his Ph.D in Economic Development and Policies from Kobe University, Japan in 2005 and completed his Masters in Policy Analysis from Saitama University, Japan in 1995. He completed his Ph.D thesis on 'An Analysis of the Impact of Foreign Direct Investment on the Development of the Malaysian Manufacturing Sector'.

Datuk Wira Dr. Noor Zari's extensive experience as a dedicated civil servant is internationally recognised, leading him being sought after for consultancy works and capacity building developing government officials in Timor-Leste, Uzbekistan, Kazakhstan, Cambodia, and Laos, amongst others.

His accolades include his secondment to Cooperative Commission Societies of Malaysia (CCSM) as Executive Chairman from 2016-2018 and contributed significantly to the development of cooperatives in Malaysia. During his tenure as the Deputy Secretary General (Policy) of Ministry of Economic Affairs (MEA), he provided oversight for the formulation and implementation of Malaysia's national development, which includes the social dimension, human capital development, equity development, while monitoring

31 agencies under MEA and international cooperation, particularly as Senior Official for the BIMP-EAGA and IMIT-GT regional cooperation.

Datuk Wira Dr. Noor Zari was a former Chairman of IMT-GT Senior Official Meeting in 2019 and Senior Officer in BIMP-EAGA for 2018-2019. He also played a role in the establishment of Malaysia-Russia Joint Commission in Economics, Science, Technology and Culture.

BOARD OF DIRECTORS PROFILE



Dato' Sri Abdul Khani Daud



Current Title:

Chief Executive Officer
Malaysia Convention & Exhibition Bureau



Service Period:

2017 - 2021

**Chief Executive Officer,
Board of Director & Board of Trustee**

Dato' Sri Abdul Khani Daud is the Chief Executive Officer of the Malaysia Convention and Exhibition Bureau under the Ministry of Tourism, Arts and Culture Malaysia, since February 2020.

He has a wealth of experience in the tourism industry since his involvement in the tourism sector in 1985. Then known as the Tourist Development Corporation (now known as Malaysia Tourism Promotion Board or Tourism Malaysia), Abdul Khani was promoted as the Assistant Director of Tourism Malaysia (1995), Deputy Director of Tourism Malaysia (2002), Director of Tourism Malaysia (2008) and Deputy Director of General Tourism Malaysia (2015).

Further promoting Malaysia, he served as the Director General of the Islamic Tourism Centre from 2018 to 2020 and was the Acting Director General of Tourism Malaysia in 2018. He also oversaw world-wide advertising and digital marketing campaign strategies for Tourism Malaysia when he was the Deputy Director General (Advertising and Digital) in 2015 - 2016.

As the Director for the Advertising Division of Tourism Malaysia, Abdul Khani was responsible for the planning and execution of the popular "Malaysia Truly Asia" international campaign. To launch the campaign, he worked with major international TV stations such as CNN, BBC, National Geographic, Discover Channel, Al Jazeera, ESPN, Euro Sport, AXN and more. Under the same division, he was also responsible for the launch of the domestic "Cuti-Cuti Malaysia" campaign to encourage Malaysians to travel domestically.

Abdul Khani's experience also includes being the Director (Overseas) of Tourism Malaysia, Johannesburg, South Africa where he developed a successful marketing plan and strategy for Southern Africa and Latin America, registering growth for both regions.

He also helped Tourism Malaysia, Singapore Office by developing a marketing strategy for Singapore. Under his leadership as director, the tourist arrivals from Singapore increased from 2.8 million in 2000 to 8.9 million in 2004, recording an increase of 60%.

Abdul Khani has also served as a board member several organisations, including the International Congress and Convention Association (ICCA) (Asia Pacific Region Representative) from 2020 to 2022, the Islamic Tourism from 2019 and the Malaysia Convention and Exhibition Bureau from 2017. He is an Advisory Board Member for the Asian Federation of Exhibition Associations (2020), MATRADE International Exhibition Center (MITEC) (2020) and an Adjunct Professor at Taylor's University.

BOARD OF DIRECTORS PROFILE



Service Period:

2020 - 2021

Dato' Wan Kamaruzaman Wan Ahmad

Board of Director & Board of Trustee

Dato' Wan Kamaruzaman Wan Ahmad began his professional career with Maybank in 1981. He served at Maybank Treasury Department with two overseas postings in Hamburg and London until 1994.

After that, he joined Affin Group as CEO of Affin Moneybrokers, Affin Fund Management and Affin Unit Trust until 2005. He also served at EPF as Head of Treasury from 2007 to 2013 and was subsequently appointed as CEO of KWAP (public sector pension fund) from 2013 to 2018.

KWAP's asset size was RM140 billion as at 2018. He has 41 years of experience in treasury, finance and investment and has previously served on the Board of Directors at UMW Holdings, Malakoff, Nomura Islamic Asset Management and Bursa Malaysia.

Dato' Wan Kamaruzama currently sits on the Boards of Al-Salam REIT, Al-Aqar Healthcare REIT, MRCB, Bermaz Auto, MSWG, Bond Information Exchange Mudarabah Innovation Fund, Iris Capital Partners and Bank of America Malaysia Berhad.

He is also a Commissioner at the Malaysian Aviation Commission and a member of EPF Investment Panel.

BOARD OF DIRECTORS PROFILE



Datin Rashidah binti Mohd Sies

YBhg Datin Rashidah Binti Mohd Sies started her career in 1989 in the Ministry of Finance, Investment Section, Finance Division, of which she was responsible for managing Government loans from the capital market. In 1998, she was assigned to the Privatisation Section, Finance Division, where she was responsible for coordinating privatization projects including the Putrajaya Development Project, privatization projects of the Ministry of Transport (ie ERL and PTP) and the Ministry of Defence. She was then assigned to the MKD Section, BSPN to handle matters related to corporate issues of Government companies from various sectors and was directly involved in the rationalisation and restructuring of the functions and roles of Bank Pembangunan dan Infrastruktur Malaysia Berhad and Bank Industri Malaysia Berhad. In 2009, she was assigned to the Economic Sector, BMKD to coordinate privatisation projects as well as handle matters related to corporate issues of Government companies. Among the positions that she were was as the Deputy Under Secretary, Commercial Sector, Government Investment Companies Division in 2016 and as Secretary Division of Government Investment Companies Division in 2018. She was also appointed as a Board Member of Agrobank, Perbadanan Nasional Berhad, Urusharta Jamaah Sdn bhd and Global Maritime Ventures Sdn Bhd. She currently sits on the Boards of UDA Holdings Berhad, TRX City Sdn Bhd dan Security Commission Malaysia.



Current Title:

Deputy Secretary General, Treasury (Management)
Ministry of Finance Malaysia



Service Period:

2021

Board of Director

Currently, YBhg Datin Rashidah is the Deputy Secretary General (Management) of the Ministry of Finance.

YBhg. Datin Rashidah holds a Diploma in Public Administration, a Bachelor in Business Administration (Finance) from Idaho State University and a Master in Business Administration from US International University California.

BOARD OF DIRECTORS PROFILE



Dato' Vincent Lim Hwa Seng

Dato' Vincent Lim is the visionary Founder and President of C.I.S in Kuala Lumpur, Malaysia. Since establishing this homegrown company in 1994, he has built his reputation as an esteemed organiser for trade and lifestyle exhibitions.

C.I.S organises 12 key local and regional trade and lifestyle exhibition brands encompassing architecture, interior design, engineering, ACMV&R, home and décor, invention and innovation and the senior citizen and well-being segments of the market, with some having expanded regionally to Jakarta, Indonesia.

Proudly homegrown, C.I.S aims to contribute to the industry and economy while simultaneously addressing the needs of various emerging markets through its renowned exhibitions.

Dato' Vincent is also the current President of The Asian Federation of Exhibition and Convention Associations (AFECA) – an assembly attended by the associations' representatives from 16 countries covering the exhibition and convention industry across Asia. Through his commitment to growing the Business Events industry, he is the voice of the industry, driving values, growth and shared objectives, besides championing the development and establishing high industry standards for a thriving exhibition and convention platform across Asia.



Current Title:

President,
C.I.S Network Sdn Bhd (C.I.S)



Service Period:

2014 - 2021

Board of Director

In addition to sitting on the Board of MyCEB, Dato' Vincent is also the Past President of MACEOS (Malaysian Association of Convention and Exhibition Organisers and Suppliers), the Founding President of MIIP (Malaysia Interior Industry Partners Association and Adjunct Professor at Taylor's University, Malaysia).

Vision & Aspiration for the Business Events industry in Malaysia:

As a forward-thinking entrepreneur driven and inspired to uplift the Business Events industry in Malaysia, Dato' Vincent's vision and aspiration is to see more homegrown industry exhibitions or event brands showcased in the country as well as in the region, enabling local Business Events companies to flourish while nurturing local talents and creating ample opportunities for growth of the trade industry through exhibitions and, at the same time, contributing to Malaysia's economy.

Life Motto:

Passionate and driven to rise above challenges, Dato' Vincent believes in working in partnership with partners and associates to grow together and bring the industry forward.

BOARD OF DIRECTORS PROFILE



Datuk Mark Victor Rozario



Current Title:

CEO,
Adventa Berhad



Service Period:

2020 - 2021

Board of Director

Datuk Mark Rozario is the Chief Executive Officer of Adventa Berhad. He manages the Company's expansion, strategic planning, and diversification into technology, innovation and sustainable sectors. Prior to that, he was the Chief Executive Officer of General Electric (GE) Malaysia.

Datuk Mark Rozario brings diverse industry experience amassed throughout his career, guiding organisations' success with his proven leadership. Before joining GE, he served as the Chief Executive Officer of Agensi Inovasi Malaysia (AIM), a government statutory body chaired by the Prime Minister of Malaysia to implement a national innovation strategy. Datuk Mark successfully spearheaded the 'Innovation Blueprint', which sets out to bring about holistic societal well-being through the cultivation of the innovation ecosystem; and to drive the national innovation agenda to generate new-wave wealth.

Datuk Mark Rozario is currently also a non-executive director of Petronas Gas Berhad and Bond Pricing Agency Malaysia. He holds a BSc from the London School of Economics and is a fellow of the Institute of Chartered Accountants in England and Wales.

Vision / Aspiration for Business Events Industry in Malaysia:

Malaysia to be the No. 1 destination of choice in the Asean Region for international business events.

Life Motto:

Always be open to new experiences and new challenges.

BOARD OF DIRECTORS PROFILE



Tan Sri Yong Poh Kon



Current Title:

Chairman,
Royal Selangor International Sdn Bhd



Service Period:

2020 - 2021

Board of Director

Tan Sri Yong is currently the Chairman of Royal Selangor International Sdn Bhd, a Director of AYER Holdings Sdn Bhd and a Trustee of the Malaysian Institute of Economic Research(MIER).

Tan Sri Yong had previously served as a Board Member of Bank Negara Malaysia (BNM), Malaysian Communications and Multimedia Commission (MCMC) and the Economic Council. Together with the Chief Secretary, he co-chaired PEMUDAH, a Special Taskforce to Facilitate Business. He was also the Past President of the Federation of Malaysian Manufacturers (FMM).

Tan Sri Yong also founded Malaysian Mensa and the Young Presidents Organisation (YPO) in Malaysia.

Tan Sri Yong graduated from the University of Adelaide in 1968 with First Class Honours in Mechanical Engineering.

Vision / Aspiration for Business Events Industry in Malaysia:

For Malaysia to maximise its potential in the Business Events Industry, given its connectivity, convention facilities, private sector-led economy and tourist attractions.

Life Motto:

Do your best

BOARD OF DIRECTORS PROFILE



Mdm. Ung Yiu Lin



Current Title:

Managing Director,
Heart And Sole Sdn Bhd



Service Period:

2020–2021

Board of Director

An alumni of The University of Melbourne, Monash University and The Boston Consulting Group, Yiu Lin has been a key female business figure in Malaysia since 2006 when she emerged as a self made entrepreneur at the age of 26. Ever since then, her deep involvement in the Fashion & Lifestyle Industry eventually spread into the Sporting industry through her work with her husband, Azlan Iskandar, the nations pride in squash. She now has diversified into PR & Marketing, and has several large projects under her consultancy management. Over the 16 years of entrepreneurship and role in developing and nurturing future female business leaders, she has been recognised with many awards over the years such as Tokoh Wanita Muda by NCWO, Most Promising Star by Malaysia Tatler and many more.

Vision / Aspiration for Business Events Industry in Malaysia:

Covid-19 has proven to be a catalyst for change, forcing the adoption of new skills and business models, as well as shifting the BE industry towards more adaptable and dynamic omnichannels. Furthermore, it is more crucial for rapid knowledge exchange so Malaysia doesn't get left behind.

My aspiration for the BE industry in Malaysia is to be one of the leading BE players and destinations around Asia Pacific and eventually the world, and this can be realistically achieved as the local industry has been resilient and innovative, very much thanks to the adaptable and visionary local players and strong support from MOTAC. As travel has always been the beating heart of the meetings and events industry, and human interaction its soul, I believe Malaysia as a BE destination is an easy sell due to its diversity, multi cultural attributes and a relatively low cost venue to operate from.

Business events in Malaysia need to be looked upon, recognised and pushed as one of the drivers of nation building that will help our country steer past challenging economic times ahead. And if managed sustainably, will be a major contributor to job creation, economic multiplier and overall nation growth.

Life Motto:

He who has a Why to live for can bear almost any How

BOARD OF DIRECTORS PROFILE



Datuk Che Mokhtar bin Che Ali

Datuk Che Mokhtar graduated with a Bachelor of Laws (LLB) and a Bachelor of Arts in Political Science from the Victoria University of Wellington, New Zealand. Upon graduation, he returned to Malaysia and served as a Magistrate in Kajang and Kuala Lumpur before serving as a Deputy Public Prosecutor in Ipoh, Perak.

In 1985, he entered private legal practice by setting up his own legal firm - CHE MOKHTAR & LING, providing legal and advisory services to major clients and working extensively with banking and financial institutions and property developers.

Datuk Che Mokhtar had sat on the Board of numerous Public Listed and Private companies across various industries. He currently sits on the Board of Dajamin Nasional Berhad (Danajamin). He is also a member of the Board of Governors of Universiti Sains Malaysia ("USM") and a council member of USM Hospital.



Current Title:

Lawyer,
Che Mokhtar & Ling



Service Period:

2020 - 2021

Board of Director

Vision/ Aspiration for Business Events industry in Malaysia:

To see Malaysia as a major hub for conventions and exhibitions

Life motto:

To be a citizen that can serve the community and the country effectively

SENIOR MANAGEMENT TEAM



From Left to Right:

**ZAIN AZRAI
RASHID**

Director - Corporate Services

**MOHAMMAD ISA
ABDUL HALIM**

Director - Marketing &
Communications

**DATO' SRI ABDUL KHANI
DAUD**

Chief Executive
Officer

NOOR AHMAD HAMID

Chief Operating
Officer

TAN MEI PHING

Director - Business Events

CORPORATE GOVERNANCE

Malaysia Convention & Exhibition Bureau “MyCEB” was established on 13 August 2009 as a non-profit Company Limited By Guarantee “CLBG” under the purview of the Ministry of Tourism, Arts and Culture Malaysia with the objective to further strengthen Malaysia’s business tourism brand and position for the international business events market, as well as to complement and supplement the other relevant tourism organisations in areas devoted to sustainable tourism.

The Directors allocate sufficient time to discharge their responsibilities and will attend regular Board of Directors’ meetings (at least two (2) per year) and Extraordinary Board meetings, as well as attending regular meetings of any Board committee of which they are a member.

Board of Directors Meeting:

1. 11 March 2021 (Thursday)
2. 9 August 2021 (Monday)
3. 13 December 2021 (Monday)

Subvention Committee Meeting: 11 August 2021 (Wednesday)

Audit Committee Meeting: 24 September 2021 (Friday)

Annual General Meeting: 27 September 2021 (Monday)

The attendance of individual Directors at Board and Board Committees meetings during financial year 2021 is outlined below: -

Director	Board	Subvention Committee	Audit Committee	AGM
Dato’ Sri Abdul Khani bin Daud	3/3	1/1	1/1	1/1
Datuk Wira Dr. Noor Zari bin Hamat (Chairman)	3/3	1/1	1/1	1/1
Dato’ Wan Kamaruzaman bin Wan Ahmad	2/3	1/1	-	1/1
Dato’ Vincent Lim Hwa Seng	2/3	1/1	1/1	-
Datuk Mark Victor Rozario	2/3	1/1	-	-
Tan Sri Yong Poh Kon	3/3	1/1	-	-
Ung Yiu Lin	3/3	1/1	-	-
Datuk Che Mokhtar bin Che Ali	3/3	1/1	-	-

Company Secretary:

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

Auditor:

Messers Ahmad Abdullah & Goh

Expenditure Budget Analysis

In 2021, MyCEB received funding from the Ministry of Finance, through MOTAC. 70% of the total funding was used for its programmes and marketing initiatives while the balance of 30% was utilised as operational expenditure. MyCEB’s Board of Directors approved the proposed expenditures in the 1st Quarter Board Meeting which was held on 11 March 2021.

During the year under review, 80% of the disbursed funds went towards operational expenses, with the remaining 20% used as subsidies for programmes and for marketing activities.



PERFORMANCE HIGHLIGHTS

- 24 Performance Highlights
- 28 Destination Achievement And Accolades

PERFORMANCE HIGHLIGHTS

Launch of Malaysia Business Events Strategic Marketing Plan (SMP) 2021 - 2030

The Malaysia Business Events Strategic Marketing Plan (SMP) was launched 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 SMP helps pave the way for the business events industry to grow from 2021 to 2030.

The focus will be on three main pillars (optimisation, foresight and competitiveness) over the next decade, and serves as a guideline for MyCEB to strategise, collaborate and boost Malaysia's position as a compelling business and international sporting events destination in the global market.

Planning and development started in May 2020, with MyCEB working on several discussions and workshops, both virtual and physical.



Meet in Malaysia (MIM) Campaign

The Meet in Malaysia (MIM) Campaign offers collaboration with industry partners to support international, regional and national business events as a way to boost the local economy post COVID-19. Comprising two simultaneous initiatives - Let's Meet Tomorrow and Let's Meet Locally. The Let's Meet Tomorrow programme encourages collaborations with different venues in order to offer businesses competitive and appealing campaign packages so that events, international and national, can be organised in Malaysia.

Other initiatives under the Meet in Malaysia Campaign include the Tactical Malaysia Twin Deal V, Exhibition Enhancement Package and Homegrown Event Support.



In 2021, MyCEB introduced a new component under the Meet in Malaysia campaign - Let's Meet Now, a support package to complement the two initiatives. Let's Meet Now offers a 50% sponsorship for a one full-day meeting package exclusively for Malaysia-based registered corporate companies and subsidises professional and trade associations and institutions on their meeting cost for their full-day seminars and workshops.

Smart Partnership

Building collaborative relationships and supporting smart partnerships to position Malaysia at the forefront of international business events and to place business events as the leading driver of Malaysia's economy has been a key focus of MyCEB in 2021.

As such, MyCEB is affiliated with several organisations, namely:

- International Congress and Convention Association (ICCA)
- Union of International Association (UIA)
- Union of Federation International (UFI)
- Asian Association of Convention and Visitor Bureau (AACVB)
- Asian Federation Exhibition & Convention Association (AFECA)
- Asia Convention Alliance (ACA)
- Hybrid City Alliance (HCA)
- Business Events Sarawak (BESarawak)
- Penang Convention & Exhibition Bureau (PCEB)
- Sabah Tourism Board (STB)
- Johor Convention Bureau (JCBE)
- Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS)
- Business Events Council Malaysia (BECM)
- Malaysia Society of Association Executives (MSAE)
- Malaysia Association of Hotel (MAH)
- Arts, Live Festival and Events Association (ALIFE)
- Malaysian Association of Tour and Travel Agents (MATTA)

PERFORMANCE HIGHLIGHTS

Bid Wins

Throughout the year, MyCEB together with the local societies has successfully won 27 bids from conventions. This is proof that Malaysia is capable of hosting business events, be it conferences, exhibitions, meetings or programmes.

Some of the main bids won during the year include:



PERFORMANCE HIGHLIGHTS

Despite the ongoing nationwide lockdown due to COVID-19, business events improved as the nation reopened to allow certain events in 2021. A total of 73 business events, including conventions, corporate incentive group and trade exhibition with a substantial number of international delegates were held in 2021.

Event Format	Total	Convention	Corporate & Incentive	Exhibition
Physical	18	14	2	2
Hybrid	6	5	0	1
Virtual	49	42	0	7
	73			



16,977

Total
Delegates
number



4,916

International
Delegates
number



RM69.7mil

Estimated
Economic
Impact

International Symposium on Radiation Physics 2021



Date:
13 – 14 November 2021



Venue:
Grand Hyatt Kuala Lumpur



Format:
Physical



Attendee:
500 delegates

5th International Building Control Conference 2021



Date:
25 – 26 November 2021



Venue:
Pullman Kuala Lumpur
Bangsar



Format:
Hybrid



Attendee:
250 delegates

2nd International Medical Aesthetic Conference & Exhibition - IMACE 2021



Date:
25 – 26 November 2021



Venue:
World Trade Centre
Kuala Lumpur (WTCKL)



Format:
Physical



Attendee:
550 delegates

Asian and 3rd Global Wound Conference 2021



Date:
3 – 5 December 2021



Venue:
Sunway Convention Centre



Format:
Hybrid



Attendee:
511 delegates and
56 Exhibitors

The Second Combined ASEAN Hand Society Meeting



Date:
10 – 12 December 2021



Venue:
Kuala Lumpur
Convention Centre



Format:
Physical



Attendee:
172 delegates

1st International Conference on Design for Sustainable Living (ICDeSL) 2021



Date:
14 – 15 December 2021



Venue:
Borneo Convention
Centre Kuching



Format:
Physical



Attendee:
240 delegates



PERFORMANCE

- 29 Business Events
 - 31 Conventions
 - 32 Corporate Meetings & Incentives
 - 33 Exhibitions
- 35 International Engagements
- 36 Membership, Affiliations & Alliances
- 37 Destination Achievement And Accolades

BUSINESS EVENTS



Sales and Promotion Activities

MyCEB's Conventions Sales team is focused on strategising and carrying out bids as well as providing the necessary consultations to facilitate bids. The Conventions Sales team also attends international trade shows, facilitates site inspections, and recommends Malaysia's products, facilities, and services in order to secure international conventions and generate quality business events.

A few key highlights for 2021 include:

 **38** bids
projects executed

 **17** virtual
sales calls conducted, involving organisations across the Asia Pacific, Europe, Latin America and North America.

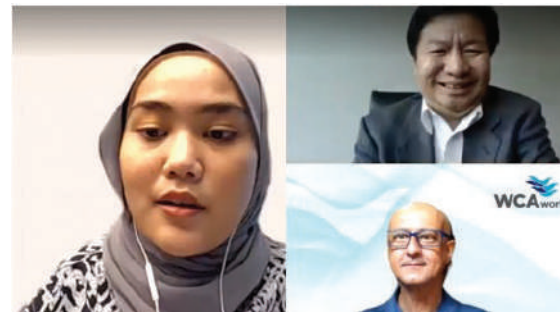
BUSINESS EVENTS

MyBE Knowledge: Innovative Bid 2021

The 7th Bid Workshop entitled MyBE Knowledge: Innovative Bid 2021 was held on 10 and 11 November 2021, targeting industry players actively involved in securing business events through lead generation and bidding processes. Attended by 107 virtual participants, the two-day programme consisted of sharing sessions by YBhg. Prof. Dato' Dr. Hanafiah Harunarashid, the Consultant Vascular and Endovascular Surgeon at Universiti Kebangsaan Malaysia (UKM) Medical Centre, and Douglas Archer, the Conference Manager of World Cargo Alliance (WCAworld). Both speakers shared their vast experiences in the industry and their direct knowledge of bidding in their respective fields.



MyBE Knowledge: Innovative Bid 2021,
10 – 11 November 2021



The IBTM World takes place annually in Barcelona and is the leading global event for the meetings, incentives, conferences and events industry. IBTM World aims to inspire the events world to deliver exceptional experiences for their customers. The IBTM World 2021 took place from 30 November 2021 to 2 December 2021 at Fira Barcelona, with 72 countries represented. The breakdown of 70% agencies, 20% corporate entities and 10% association buyers gave further foresight into the global event market.

2021 marked the 11th year of participation of MyCEB at the IBTM World 2021, paving the way for MyCEB to continue promoting Malaysia's top experiential locations for corporate meetings and incentive travels via the Meet in Malaysia (MIM) Campaign to the European market. The Malaysian team shared new product details and developments in the country, increased Malaysia's visibility as a preferred business events destination and connected with key players in the business events industry, thereby propelling Malaysia's business events industry to the forefront.

BUSINESS EVENTS

Bid Analysis

MyCEB is known for its proactive mindset. To improve on the ensuing years' performance, the analysis of the overall bids in Malaysia has been carried out.

Highlights include:



71%
win

from bids resulted in 2021, based on a total of 38 bids.



27 won + **11** lost



Based on win analysis, strong local host organisations have contributed to a total of 12 winning bids. Government support is also a deciding factor that appeals to the associations for selecting Malaysia to hold their future meetings.

The top **3**

segments are



Medical /
Pharmaceutical



Communications
Technology /
Telecommunications



Science and
Technology

Due to the global pandemic, associations adjusted their events pipeline and rescheduled events, causing a drop in terms of the number of bids. Out of the 27 bid wins, 11 bids fall under the meeting size of below 1000 delegates, 8 bids under 500 delegates and 4 bids each for below and above 2000 delegates.

BIDS SECURED

During the year under review, a total of 40 bids were secured, further boosting Malaysia's capabilities in hosting various categories of business events, including exhibitions, incentive programmes, meetings and conferences.

CONVENTIONS

MyCEB's Convention Sales team are passionate, professional and highly motivated individuals, tasked to carry out bid strategies and consultations to facilitate bids. Their outstanding performance is continually fueled by working closely with association clients to host international conventions in Malaysia. The team incorporates a diverse spectrum of specialised resources and regularly attends international trade shows to keep abreast of the latest trends and to anticipate future developments in the business event industry.



27

Bids Won



25,580

Estimated
Number of
Delegates



86,185

Estimated
Number of
International
Delegates



RM455mil

Estimated
Economic Impact

BUSINESS EVENTS

CORPORATE MEETINGS & INCENTIVES

To create successful and memorable business events, one has to include value-added offerings. MyCEB excels at providing value-added offerings given that Malaysia is made of several exotic cultures and has a lot to offer - be it an innovative event itinerary creation, experiential familiarisation programmes or cultural and environmental attractions.

List of 2021 Activities



"The Jewel of Kedah", Langkawi welcomed 60 participants from Forward Realty Sdn. Bhd., one of the leading real estate agencies in Malaysia, for its incentive trip between 8 - 10 November 2021. This is the first incentive group supported under Malaysia Convention & Exhibition Bureau's Meet in Malaysia Campaign after the interstate travel restrictions were lifted.



LONDON

1. MH London Webinar @ 20 - 22 April 2021
2. Be our guest - Destinations Alliance @ 22 January 2021 & 30 March 2021



HONG KONG

Virtual Sales calls Hong Kong
12 Aug 2021 & 24 August 2021



THAILAND

Thailand MICE Virtual Expo @
24 - 25 February 2021



VIETNAM

Add in Virtual Meeting and
Presentation with Tourism Malaysia
Vietnam office on 18 May 2022



TURKEY

MTA Aeromeet 2021 Virtual Event @
16-18 November 2021



INDIA

1. Virtual Sales Call with SOTC India and Thomas Cook India @ 29 January 2021
2. Virtual Sales Call with FCM India @ 24 February 2021
3. JTB India MICE Engage 2021 @ 28 April 2021
4. Virtual Sales Call with Ambuja Cement India @ 14 October 2021
5. Virtual sales calls - Akhbar Holidays @ 10 Mar 2021
6. Kesari MICE @ 30 Mar 2021

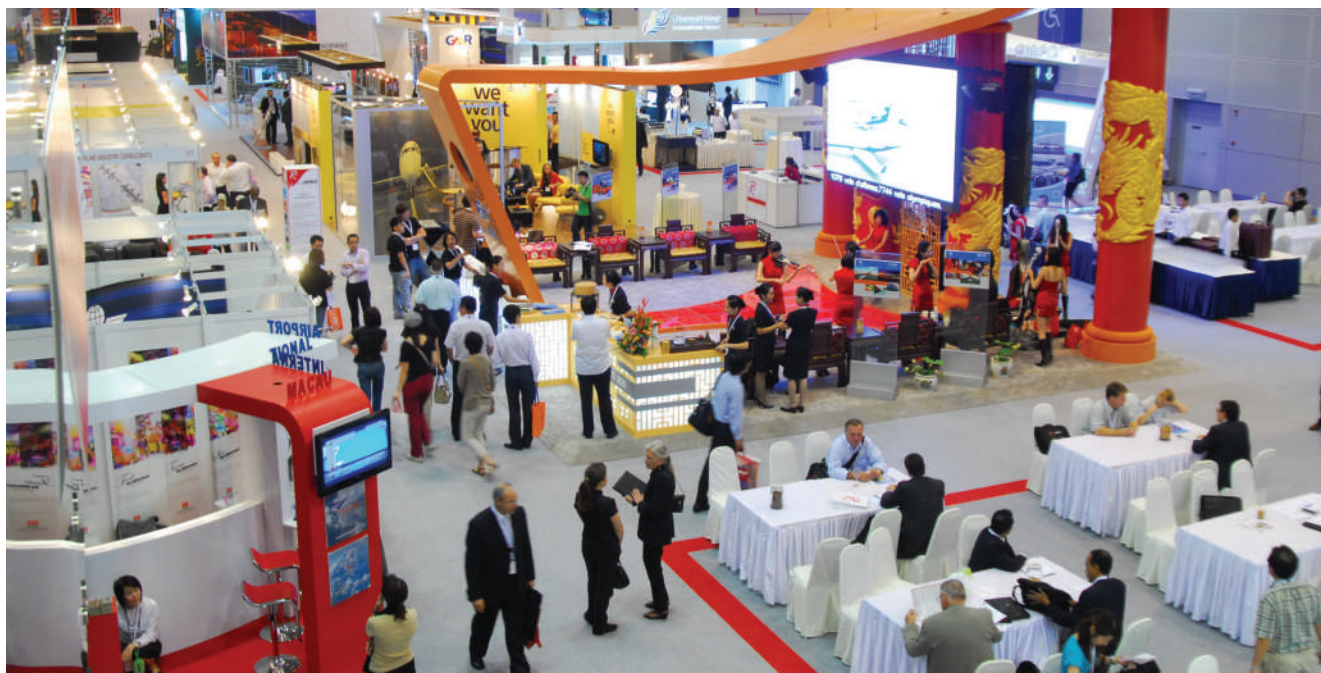


INDONESIA

1. TM Jakarta Hybrid Seminar I @ 24 June 2021
2. TM Jakarta Hybrid Seminar II - Surabaya Market @ 29 July 2021
3. TM Jakarta Hybrid Seminar III - Semarang @ 1 October 2021
4. TM Jakarta Hybrid Seminar IV - Pontianak @ 25 November 2021
5. TM Jakarta Hybrid Seminar V - Makassar @ 6 December 2021

BUSINESS EVENTS

EXHIBITION



The Exhibition Unit is responsible for bidding, securing and supporting local and international trade exhibitions in Malaysia. Despite stiff competition, the unit has consistently excelled at its craft. Throughout the years, the unit managed to secure numerous international events, increased the number of international trade exhibitors and significantly upgraded the standards of Malaysian organisers.



2021 SECURED EVENTS



13
Events
Secured



49,099
Estimated
Number of
Local Delegates



25,052
Estimated
Number of
International
Delegates



RM282,046,323
Estimated Economic
Impact

INTERNATIONAL ENGAGEMENTS

International and Local Professional Association

Smart Partnership

Collaboration and Partnership is one of Key Enables for Malaysia to raise credible value proposition in positioning Malaysia as a popular top-tier business events destination in Asia.

To further establish Malaysia as the go-to spot for business events, MyCEB supports relevant industry associations to strengthen resources and provide collaborations.

In 2021, the associations supported by MyCEB include:



ICCA - The 60th Annual ICCA Congress
(ICCA 2021)



MyCEB participated physically in the 60th Annual Congress of the 'International Congress and Convention Association' (ICCA) held from 24 to 27 October 2021 in Cartagena de Indias, Colombia.

The program discusses setting new standards for the business event industry with the theme "Forward to our Future". This congress has lasted for more than 100 hours, involving sharing knowledge from 120 international professional speakers more than 1,200 participants from 83 countries.

Malaysia was represented by Y.Bhg. Dato' Sri Abdul Khani Daud, Chief Executive Officer, MyCEB, who is also a Board Member. At this Congress, BESarawak won the 'Best Marketing Award 2021: Outstanding Recognition in Communication'.



UFI - 88th UFI Global Congress

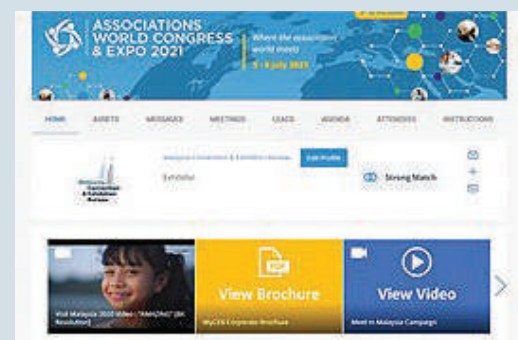


The 88th UFI Global Congress took place in Rotterdam, the Netherlands, with an attendance of 350 UFI members from 40 countries. This congress is the first opportunity to bring together the exhibition industry community face-to-face since the closure of international borders due to the COVID-19 pandemic. The congress has provided an opportunity for members to share knowledge on strategic topics, current industry trends and solutions to the challenges facing the exhibition industry.

Malaysia was represented by Y.Bhg. Dato' Sri Abdul Khani Daud, Chief Executive Officer, MyCEB, to interact with representatives of the world's exhibition organising companies.



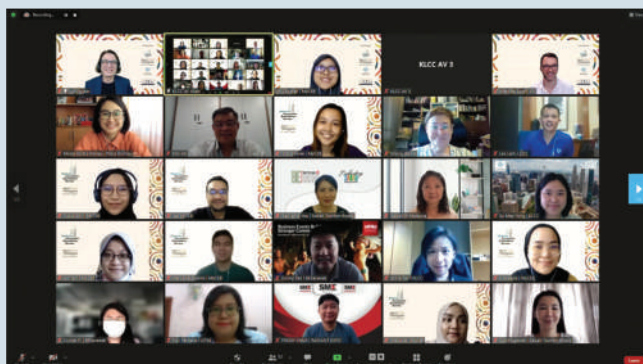
AAE - Associations World Congress 2021



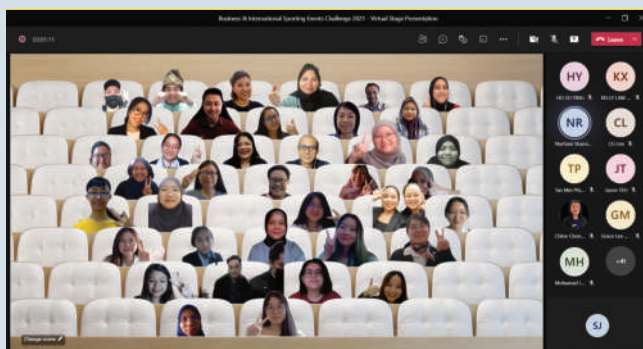
INTERNATIONAL ENGAGEMENTS



IAPCO - IAPCO Edge Malaysia Seminar 2021



AFECA - AFECA Asia MICE Youth
Challenge 2021



Lead Generation Workshop, 5-7 May 2021



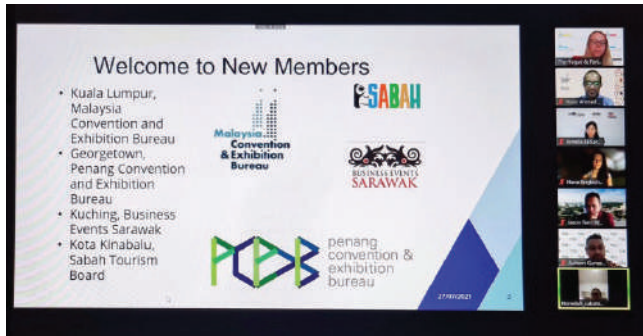
Human Capital Development

The Business & International Sporting Events Challenge 2021 was organised by the Business & Major Events Academic Council (BMEAC). MyCEB, together with the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS) supported the event that was held on 9 September 2021.

Nine teams from 5 Malaysian universities participated in the challenge. Students were given an opportunity to showcase their creativity and present fresh and unique ideas for the industry. It was also a chance for students to learn the fundamentals of a bid process and its technical requirements to win a bid.

MEMBERSHIP, AFFILIATIONS & ALLIANCES

Hybrid City Alliance



The Hybrid City Alliance creates marketing propositions is to help clients deliver hybrid events regionally and internationally. A non-exclusive club yet a solution for international event organizers, the Hybrid City Alliance helps event planners by connecting relevant cities together as staging posts for their hybrid events.

By being part of the Hybrid City Alliance, MyCEB achieves the following:

1. To provide a multiple hub city solution to clients as an option, where appropriate.
2. To act as a coordinator between a client(s) and other relevant city/cities from the Hybrid City Alliance as appropriate, and to collect and compile propositions and present them to the client.
3. To act in a professional and timely manner by providing complete information to other Hybrid City Alliance partners or to the client(s).
4. To market the Hybrid City Alliance through social media channels and website.
5. To provide marketing material, such as pictures and text, to be made available to all Hybrid City Alliance partners through The Hybrid City Alliance Toolkit.
6. To commit to a high quality of delivery and therefore propose only partners within the city with the required experience, good infrastructure and high level of professionalism.
7. To provide suggestions for improvements, within the scope, for further development of the propositions.
8. To treat all data according to the General Data Protection Regulation (GDPR).

Asia Convention Alliance



An initiative of the Thailand Convention & Exhibition Bureau (TCEB) and Thailand Incentive & Convention Association (TICA), the Asia Convention Alliance aims to restore the region's convention industry, strengthen relations between member countries and facilitate knowledge exchange.

The Asia Convention Alliance's members comprised of Thailand Convention & Exhibition Bureau, Thailand Incentive and Convention Association, Taiwan External Trade Development Council, Seoul Tourism Organization and MyCEB. A Memorandum of Understanding Signing Ceremony took place virtually on 2 September 2021 to seal the alliance.

Activities under the Asia Convention Alliance include:

1. Collaboration among Asian convention bureaus to drive the alliance
2. Creating an alliance for Asia's Professional Conference Organisers
3. Introducing the concept of joint conventions where member countries take turns hosting a convention
4. Create an Asian or regional edition of a global event

Local Stakeholders

MyCEB believes in supporting local stakeholders to mobilise business owners and further impact the business events industry.

Key highlights of MyCEB's support include:

- Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
- Malaysian Society of Association Executives (MSAE)
- BE Sarawak for the Meet in Malaysia Roadshow
- Sabah Tourism Board for the Meet in Malaysia Roadshow

DESTINATION ACHIEVEMENT AND ACCOLADES

MyCEB at Global Presence

MyCEB was awarded several accolades and achievements in 2021, proving that it has successfully grasped the trust and confidence of the global market. Some of its best achievements include:

DESTINATION ACHIEVEMENT AND ACCOLADES

MyCEB has continuously worked to earn accolades and awards globally. For the year in review, we received the following awards:



Expat City Ranking 2021 - Kuala Lumpur is crowned the World's Best City for expatriates by InterNations in their Expat City Ranking 2021



Airport Service Quality (ASQ) 2021 - KLIA and LIA are among World's Best Airports for the year 2021 in the global Airport Service Quality (ASQ) survey by Airports Council International (ACI)



Travel & Tourism Development Index 2021 - Malaysia ranks 38th in the Travel & Tourism Development Index 2021 by World Economic Forum



World's Top 100 Airports 2021 - Kuala Lumpur International Airport (KLIA) ranks 55th on the annual World's Top 100 Airports 2021 list by Skytrax



Global Peace Index 2021 - Malaysia ranks 23rd in the Global Peace Index 2021 by Institute for Economics & Peace



World's Best Airport Immigration Service 2021 - KLIA ranks 4th in World's Best Airport Immigration Service 2021 by Skytrax.



Education First 2021 English Proficiency Index - Malaysia ranks 3rd among Asian countries in Education First 2021 English Proficiency Index.



Global Talent Competitiveness Index 2021 - Malaysia ranks 34th in the Global Talent Competitiveness Index 2021



Climate Change Performance Change Index 2021 - Malaysia ranks 56th on the Climate Change Performance Index 2021



Cost of Living City 2021 - Kuala Lumpur ranks 152nd in the Cost of Living City 2021 by Mercer



Countries with the Best Health Care System 2021 - Malaysia ranks 34th on the Countries with the Best Health Care System 2021 by CEOWORLD Magazine Health Care Index



World Competitiveness Yearbook 2021 - Malaysia ranks 25th in the World Competitiveness Yearbook 2021 by IMD World Competitiveness Center



World's Best Low-Cost Airline 2021 - AirAsia wins World's Best Low-Cost Airlines 2021 at Skytrax 2021 World Airline Awards 2021



Global Innovation Index 2021: Malaysia ranks 36th in the Global Innovation Index 2021 by World Intellectual Property Organization



Asia's Leading Low-Cost Airline 2021 - AirAsia awarded Asia's Leading Low-Cost Airline 2021 at Skytrax 2021 World Airline Awards 2021



2021 Index of Economic Freedom - Malaysia ranks 22nd in the 2021 Index of Economic Freedom by The Heritage Foundation



World's Leading Low Cost Airline Cabin Crew - AirAsia wins World's Leading Low Cost Airline Cabin Crew at the World Travel Awards (WTA) 2021



World Happiness Report 2021 - Malaysia ranks 81st in the World Happiness Report 2021



Top 100 City Destinations Index 2021 - Kuala Lumpur ranks 74th in the Top 100 City Destinations Index 2021 by Euromonitor



Top 19th Cheap Hotels: Five Star Luxury Under \$50 A Night - Dorsett Kuala Lumpur listed in the Top 19th Cheap Hotels: Five Star Luxury Under \$50 A Night at Forbes



KEY RECOVERY ACTIVITIES

- 39 Malaysia Business Events Strategic Marketing Plan (SMP) 2021 - 2030
- 43 PR & Communications
- 45 Digital Marketing
- 46 Key Recovery Activities
- 48 CEO Profiling / Thought Leadership

MALAYSIA BUSINESS EVENTS STRATEGIC MARKETING PLAN (SMP) 2021 - 2030

Overview

The Malaysia Business Events Strategic Marketing Plan (SMP) 2021 - 2030 is in line with Malaysia's 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 plan paves the way for the business event industry to grow and move aggressively, with emphasis placed on three main axes or pillars of optimisation, foresight and competitiveness.

The goal of the SMP is to act as a guideline for MyCEB and relevant players in the industry to strategise effectively, collaborate and enhance Malaysia's position as a competitive and compelling global business and sporting events destination.

The SMP 2021-2030 underlines 6 strategic goals:



1

Malaysia to increase its significant share of hosting business and international sporting events taking place in Asia.

2

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

3

The business events industry will contribute significant economic impact, direct contribution to the economy and national GDP.

4

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

5

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

6

Business events to connect and boost investment



MALAYSIA BUSINESS EVENTS STRATEGIC MARKETING PLAN (SMP) 2021 - 2030



Meet in Malaysia Campaign

Meet in Malaysia @ Sabah

Organised in conjunction with the Lawatan Rasmi Menteri Pelancongan, Seni dan Budaya Malaysia ke Sabah dan Sesi Jerayawara (Roadshow) Dasar Pelancongan Negara (DPN) 2020 - 2030, the Meet in Malaysia @ Sabah was a collaborative initiative by the Ministry of Tourism, Arts and Culture (MOTAC) and MyCEB. MyCEB coordinated the full programme with its roadshow objectives being fulfilled, namely:

- To create awareness and deliver various government incentives under MOTAC to the tourism and business events industry stakeholders, including sharing information on National Tourism Policy 2020 - 2030.
- This is a collaborative initiative by MOTAC involving all its relevant agencies.
- To create better awareness in positioning Malaysia as a tourism destination
- To garner new industry partners in Sabah
- To discover, familiarise, and collaborate with new products and services of the Meet in Malaysia Campaign offerings
- To be part of initiatives that will allow participants to get a closer insight into the social fabric of local communities and contribute in one way or another to make it better.



GOVERNMENT



Total Pax:
53 pax



Total Organisation
3



AGENCIES



Total Pax:
41 pax



Total Organisation
10



MEDIA



Total Pax:
33 pax



Total Organisation
26



PRODUCT SHOWCASE



Total Pax:
6 pax



Total Organisation
3



INDUSTRY PLAYERS & ASSOCIATIONS



Total Pax:
110 pax



Total Organisation
82



MyCEB STAFF



Total Pax:
14 pax



Total Organisation
1



PHOTOGRAPHERS / PERFORMERS



Total Pax:
33 pax



Total Organisation
26

TOTAL PAX

276

TOTAL ORGANISATION

127

MALAYSIA BUSINESS EVENTS STRATEGIC MARKETING PLAN (SMP) 2021 - 2030

Meet in Malaysia @ Sarawak

Hosted by YB. Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts & Culture Malaysia, on 22 October 2021 and officiated by YAB Datuk Patinggi (Dr) Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg, Chief Minister of Sarawak, Meet in Malaysia @ Sarawak was also attended by YB. Dato Sri Haji Abdul Karim Rahman Hamzah, Minister of Tourism, Arts and Culture & Minister of Youth and Sports Sarawak, YB. Datuk Sebastian Ting Chiew Yew, Assistant Minister of Tourism, Arts and Culture, Sarawak and Y.Bhg. Datuk Wira Dr. Noor Zari bin Hamat, Secretary General, Ministry of Tourism, Arts & Culture Malaysia at Grand Ballroom, Imperial Hotel, Kuching.

Held on 22 and 23 October 2021, the programme was held in collaboration and support of the Chief Minister of Sarawak Office, Ministry of Tourism, Arts and Culture Sarawak (MTACS), BE Sarawak formerly known as Sarawak Convention Bureau (SCB) and Ministry of Tourism, Arts & Culture Malaysia (MOTAC) Sarawak Office.

Various engagement programmes with Sarawak industry partners were held, including 'Berambeh' with Industry Players, 'Launching of Kuching - Hybrid City Alliance', presentation on 'Meet in Malaysia' Package and Initiative, 'Inspire & Ignite' Session and MyCSR at Batang Sadong programme.



**CHIEF MINISTER
OFFICE**



Total Pax:
10 pax



**MINISTRY OF
TOURISM, ARTS AND
CULTURE MALAYSIA**



Total Pax:
10 pax



**MINISTRY OF
TOURISM, ARTS AND
CULTURE SARAWAK**



Total Pax:
11 pax



**MALAYSIA CONVENTION
& EXHIBITION
BUREAU**



Total Pax:
7 pax



**BUSINESS
EVENTS SARAWAK**



Total Pax:
11 pax



SPEAKERS



Total Pax:
10 pax



MEDIA



Total Pax:
10 pax



**ASSOCIATIONS &
INDUSTRY PLAYERS**



Total Pax:
11 pax






TOTAL PAX
118

MALAYSIA BUSINESS EVENTS STRATEGIC MARKETING PLAN (SMP) 2021 - 2030

Meet in Malaysia Campaign

In 2021, a total of 22 events with 26,051 delegates were held with the support of the Meet in Malaysia campaign, MyCEB and industry partners. The total estimated economic impact is over RM43 million.

Description	  		
	No. of Events Supported	No. of Domestic Delegates	Total Estimated Economic Impact (Domestic) RM
Convention	16	3655	7,889,770
Corporate Meeting & Incentive	3	296	646,936
Exhibition	3	12100	34,525,600
Grand Total	22	16,051	43,062306



PR & COMMUNICATIONS



PR Highlights

Our PR & Communications unit plays a crucial role in keeping the public informed of our latest developments. The team leverages the power of national, regional and international publications to showcase and promote MyCEB's brand and services. Ultimately, it aims to maintain Malaysia's position as a major business events destination.

PR & Communications unit held several press conferences/media engagements as follows:



PR & COMMUNICATIONS

Publications



34 Press releases

- 1 The Return of Business Events Sector in a Covid-19 World
- 2 Malaysia is Your "Most Expected MICE Destination" for the Year 2020
- 3 Green Lane Reciprocal Travel Bubble with Indonesia to Revive the Tourism Industry
- 4 MYCEB Secures Business Events Despite The 2020 Rough Challenge
- 5 MyCEB Charts Malaysia's Journey with Malaysia Business Events Strategic Marketing Plan 2021 - 2030 Launch
- 6 Developing Malaysian Business Event Professionals
- 7 MyCEB Ends the First Quarter of 2021 by Kickstarting the First Roadshow in Sabah
- 8 MyCEB presents "Let's Meet Now", an Additional Initiative to Uplift the Domestic Business Industry Higher
- 9 MyCEB Announces New Chief Operating Officer, Noor Ahmad Hamid
- 10 Malaysia's Business Events Industry is Gearing Up for a Stronger Reopening
- 11 Malaysia's First Tourism Industrial Vaccination Centre to Accelerate Business Events Recovery
- 12 Taylors University Appoints MyCEB CEO as Adjunct Professor
- 13 JULY onwards
- 14 Saving the Limb and Live, Malaysia Presents Asian Wound Care Association & 3rd Global Wound Conference 2021
- 15 MyCEB initiated the Volunteer Programme to Help Accelerate the National Vaccination Programme
- 16 Developing Malaysian Business Event Professionals
- 17 Taylor's University and Sunway University to Represent Malaysia for AFECA Asia MICE Youth Challenge 2021
- 18 MyCEB Pleas to the Government on the Reopening of the Fully Vaccinated Business Events Industry
- 19 IAPCO press release
- 20 IAPCO post event release
- 21 Hosting ICANN75 Annual General Meeting in 2022, Malaysia is Set to Accelerate Digitalisation
- 22 International Rubber Conference 2030
- 23 MIM @ Langkawi
- 24 MySafe Travel Planner Launch
- 25 BMEAC Challenge
- 26 MyCEB Pleas the Gov on the Reopening of BE Industry
- 27 MyCEB Urged the Gov to Give Due Attention to BE for Budget 2022
- 27 MIM @ Sarawak
- 28 Taylor's University and Sunway University to Represent Malaysia for AFECA Asia MICE Youth Challenge 2021
- 30 MyBE Knowledge: Innovative Bid
- 31 Malaysia Heads to Barcelona to Woo Business Groups to Malaysia
- 32 Incentive Travels Are Making a Comeback
- 33 20th Congress of Asia Pacific Federation of Coloproctology and 14th Asian Society of Stoma Rehabilitation Congress 2025
- 34 Asia Pacific Symposium on Cochlear Implants and Related Sciences 2025



Editorials 26

Editorials across local and international publications such as M&C Asia, TTG Asia, AMI Magazine, M& IT Magazine and MICE in Asia, just to name a few.



Forewords 11



Newsletters 11

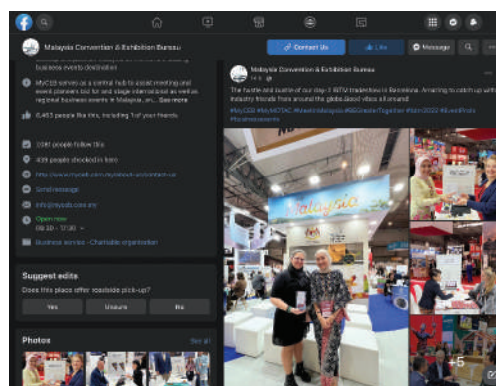
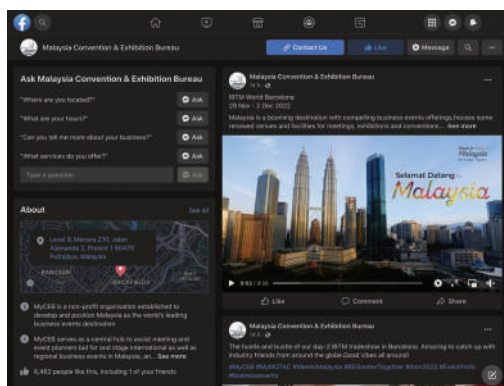


Speeches 38

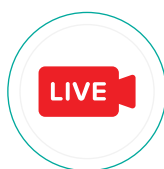
DIGITAL MARKETING

Digital Marketing

Social Media



Facebook
239
posting



LIVE Stream
2
events



Instagram
193 postings
232 postings
on IG Story



LinkedIn
241
posting



Twitter
304
posting

Video Development



12 Video

Website



32 Press release and
newsletter upload
2 Microsite page
development

KEY RECOVERY ACTIVITIES



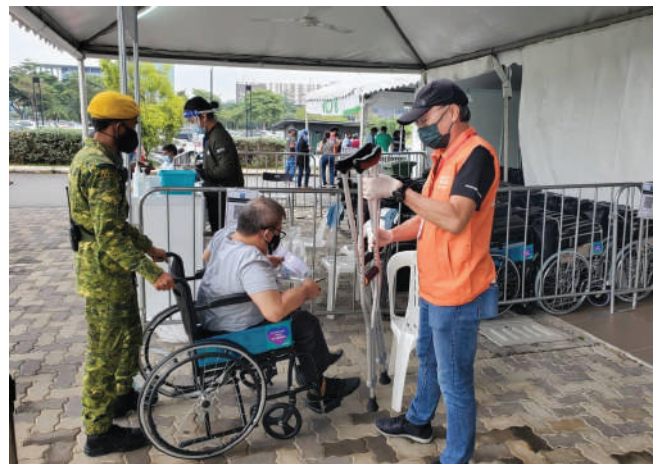
Business Events (BE) Stewards Programme August - September 2021

The Malaysia Convention & Exhibition Bureau has collaborated with The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) to launch the Business Events (BE) Steward Programme. This initiative is to support the National Vaccination Programme by the Ministry of Health Malaysia. More than 15 convention and exhibition centres nationwide have been turned into vaccination centres.

As the vaccination programme progresses, more volunteers are needed to facilitate the vaccination process. MyCEB has decided to mobilize Business Events industry members as the non-healthcare frontliners at nationwide centres. This is significant because it is the first time the business events community came together to help save the nation.

With herd immunity being a cornerstone of economic recovery, business events industry players poured in in multi-channel support for the National COVID-19 Immunisation Programme to facilitate and support the speedy reopening of the country's economy and jumpstart the Business Events industry.

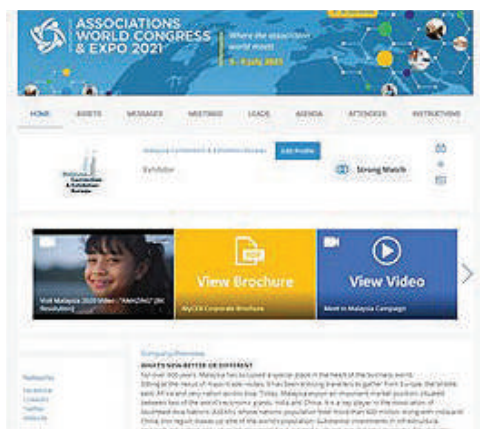
The readiness of the convention centres and volunteer BE Stewards positively impacted Government's immunisation goals. With the BE Stewards' vital events skills, venue capacity and existing facilities, stringent adherence to SOPs and daily deep disinfection procedures, alongside high safety standards, these PPVs have accelerated the immunisation rate in Malaysia while boosting the confidence of the global marketplace.



More than 500 BE Stewards were stationed at the following members' venues:

1. Setia Arena, Penang
2. Malaysia International Trade & Exhibition Centre, Kuala Lumpur
3. Setia City Convention Centre, Selangor
4. Shah Alam Convention Centre, Selangor
5. Austin International Convention Centre, Johor
6. Sabah International Convention Centre, Sabah
7. Langkawi International Convention Centre, Kedah
8. World Trade Centre Kuala Lumpur, Kuala Lumpur
9. Kuala Lumpur Convention Centre, Kuala Lumpur
10. Borneo Convention Centre Kuching, Sarawak
11. Malacca International Convention & Exhibition Centre

KEY RECOVERY ACTIVITIES



Association World Congress & Expo 2021, 5 - 9 July 2021

Associations World Congress & Expo (AWC) is a conference open to associations from Europe, Africa, Asia and the Middle East. The conference serves as an educational platform for association executives, including Chief Executives, Directors, and Senior Managers, to gain industry knowledge in the field of association management, as well as providing opportunities for knowledge exchange among participants throughout the event.

This program is a platform for associations to discuss the market direction and trends for the associated world, especially professional associations and international trade.

Through this participation, MyCEB can interact with associations interested in obtaining information about destinations in Malaysia and it can help the bidding process in the future.



IBTM World, Barcelona 30 November - 2 December 2021

IBTM World is one of the most important business event trade fairs in the world. This is MyCEB's eighth year participating since it was organised in 2009. This 3-day event offers intensive business meetings, seminar sessions and other official events involving more than 7,000 industry professionals from 70 countries.

Malaysia was represented by MyCEB, BESarawak and Sabah Tourism Board. This small participation is due to limited exhibition space. IBTM World recorded a total of 30,000 business meetings between 1,400 buyers and 900 exhibiting organizations.

CEO PROFILING / THOUGHT LEADERSHIP



Dato' Sri Abdul Khani Daud, Chief Executive Officer

Dato' Sri Abdul Khani Daud is the Chief Executive Officer of the Malaysia Convention and Exhibition Bureau since February 2020. He is also the board member of the Malaysia Convention and Exhibition Bureau (since June 2017), the Islamic Tourism Center (since January 2019), and the International Congress and Convention Association - ICCA (Asia Pacific Region Representative) (October 2020 - October 2022).



He is also a Member of the Advisory Board the Asian Federation of Exhibition Associations (since 4 February 2020), the MATRADE Exhibition and Convention Centre (MECC) (since 1 March 2020) and as an Adjunct Professor at Taylor's University from 1 June 2021 to 31 May 2023.

As an expert in his field with years of experience, Dato' Sri Abdul Kahni Daud has shared his experience with the business events industry at the following events in 2021:

Date	Event Name/ Webinar	Organiser	Venue
25 February 21	Bukit Bintang walking tour on future development	MACEOS	Bukit Bintang area
16 April 21	Sharing Session by MACEOS & MACEOS VIP invitation Ramadhan Iftar	MACEOS	WTC, KL
29 April 21	Invitation as the Guest of Honour For an Official Visit to Home Dec (Home Design & Interior Exhibition)	CIS Network S/B	KLCC
11 May 21	Presentation of 'Meet In Malaysia' Campaign to Industry Partners in Sarawak	BESarawak	Microsoft Team Meeting
20 May 21	Invitation to speak at Maceos webinar: can covid-19 vaccine save business events malaysia?	MACEOS	Broadcast via MACEO Youtube account
18 June 21	2021 Taylor's Future Movement - FSLM Pre-Recording Sharing Session (As a Guest Speaker)	Taylor's College	Microsoft Team Meeting

CEO PROFILING / THOUGHT LEADERSHIP

WEBINAR 5.0
COVID-19 Vaccines
& Safe
Business Events
Can it work?

Date & Time:
20 May 2021, Thursday
3.30pm to 5pm (GMT+8)

Co-organised by:

MACEOS
Malaysian Association of Convention and Exhibition Organisers and Suppliers

PANELISTS

Professor Datuk Dr Zulkifli Ismail
Consultant President/President, Conclongor
Past President of the Malaysian Healthcare Association (MHA)
Chairman of Innomax4U (www.innomax4u.my)

Dato' Sri Abdul Khani Daud
Chief Executive Officer
Malaysia Convention & Exhibition Bureau (MCEB)

Session Moderator:
Ho Chee Quek
Vice President (Conferences)
MACEOS

Q & A
on
YouTube
Submit your questions in the
Youtube chat now.

TAKEAWAYS FROM THIS WEBINAR

With HCD 3.0 upon us, the recovery of the BE industry is further delayed, bringing on new problems as we are still bouncing back from the old ones. It is important for us to focus on the future and take control of what we can do.

In this webinar, Professor Datuk Dr Zulkifli will be taking your questions on COVID-19 vaccines and what are the risks of taking or not taking the vaccine. Dato' Sri Khani will address this challenging period and share his vision of rebuilding business events in Malaysia and how the vaccine can help to speed up full recovery.



BE @ PENANG
6th Edition

BE Connected. BE Inspired. Hybrid

SPEAKER

Dato' Sri Abdul Khani bin Daud
MyCEB – Malaysia Convention & Exhibition Bureau

Organised by: **PCB**
Official Venue Partner: **SPICE**

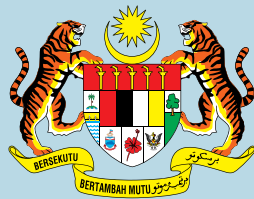
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Date	Event Name/ Webinar	Organiser	Venue
25 Aug 21	Virtual IAPCO Edge Malaysia Seminar 2021	IAPCO	Zoom Meeting
15 Sept - 16 Sept 21	Participating working visits with YB Menteri Pelancongan, Seni dan Budaya to Langkawi, Kedah in conjunction with the reopening of langkawi island as a phase 1 tourism destination	MOTAC	Langkawi
21 Oct - 31 Oct 21	60th International Congress and Convention Association Congress 2021	ICCA	Cartagena, Colombia
1 Nov - 8 Nov 21	88th UFI Global Congress 2021	UFI	Rotterdam, Netherlands
18 Nov 21	Invitation as Keynote Speaker for HEX Talk - Events Series organised by Taylor's University	Taylor's College	Zoom Meeting
9 Dec 21	Invitation: Speaker for BE @ Penang 2021	Penang Convention & Exhibition Bureau	SPICE, Penang
17 Dec 21	Panel speaker (by UTM: program webinar: post covid-19: roles of MyCEB in sustaining malaysia as a popular business events hub)	UITM	Webinar
20 Dec 21	BESARAWAK 15 years of excellence year end gathering	BE Sarawak	Kuching, Sarawak



MINISTRY OF TOURISM,
ARTS & CULTURE MALAYSIA



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Meet in 
Malaysia

BE Greater, Together.

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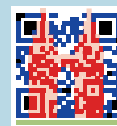
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