

# CASE STUDY

## FAST FACTS



### Event

84<sup>th</sup> IFLA General Conference and Assembly

24-30 August 2018

### Venue

Kuala Lumpur Convention Centre



### Host Organisation

Librarians Association of Malaysia



### Attendance

3,500 delegates



### Economic Contribution to Malaysia

RM44.4 million

## AN OUTSTANDING SUCCESS: IFLA WORLD LIBRARY AND INFORMATION CONGRESS 2018 IN KUALA LUMPUR REGARDED AS THE BEST IN 25 YEARS



## BACKGROUND

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession.

Founded in 1927 in Edinburgh, Scotland at an international conference, IFLA celebrated its 90th birthday in 2017. The association now have more than 1,400 members in over 140 countries around the world. IFLA was registered in the Netherlands in 1971 and The Royal Library, the national library of the Netherlands in The Hague, generously provides the facilities for its headquarters.

The IFLA World Library and Information Congress (IFLA WLIC) is the international flagship professional and trade event for the library and information services sector. Held in August or early September in a different city each year, it brings together over 3,500 delegates from more than 120 countries.

## OBJECTIVES

IFLA WLIC sets the international agenda for the profession and offers opportunities for networking and professional development to all delegates such as the exchange of experience, debate professional issues, see the latest products of the information industry, conduct the business of IFLA and experience something of the culture of the host country.

Further, it is an opportunity for the host country to showcase the status of libraries and information science in their country and region as well as to have their professionals experience international librarianship and international relations in a unique way. The Congress also offers an international trade exhibition for exhibitors. At last count, the combined buying power of all delegates can be estimated at more than USD 1.2 billion.

## MALAYSIA AS HOST OF IFLA WORLD LIBRARY AND INFORMATION CONGRESS (IFLA WLIC) 2018

Supported by Malaysia Convention & Exhibition Bureau (MyCEB) and organised by Librarians Association of Malaysia, IFLA WLIC 2018 was successfully held at Kuala Lumpur Convention Centre (KLCC) from 24 to 30 August, 2018.

“It was an outstanding conference in KL. The very best I have seen in my 25 years in IFLA.” That was how Madam Gloria Perez-Salmeron, President of the International Federation of Library Associations and Institutions (IFLA) described the IFLA WLIC 2018. This same sentiment was also shared by many of the participants. With ‘Transform Libraries Transform Societies’ as its theme, the Congress was attended by 3,500 delegates from over 112 countries. Moreover, there were over 270 professional sessions and 600 speakers that contributed to the success of the Conference.

Roberta Odebrecht, Account Director at K.I.T. Group GmbH, said, “We would like to thank the Malaysia Convention & Exhibition Bureau (MyCEB) for the great support in organizing the World Library and Information Congress 2018 in Kuala Lumpur. The professional guidance provided was outstanding from the very first site visit until up to the congress. The financial support was crucial in order to make this a successful Congress for our mutual client IFLA. We are confident to convince other clients to host their congresses in Malaysia as well”.

K.I.T. Group GmbH Association & Conference Management is the Professional Conference Organizer appointed by IFLA for the IFLA World Library and Information Congress in Kuala Lumpur, Malaysia. The organizer leads the Congress Secretariat and is responsible for registration services, hotel accommodation, sponsorship opportunities, exhibition management and the logistics for social events.

The opening ceremony included a special message from YAB Tun Dr Mahathir bin Mohamad, Prime Minister of Malaysia via a three minute video. In his message to welcome the delegates of IFLA, he said nowadays libraries no longer serve as repositories of books but also central entity to the acquisition of information and knowledge.

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**Roberta Odebrecht**

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“We saw libraries have evolved considerably. With the rapid development in research and information technologies, libraries worldwide have changed not only its role and functions but in terms of contents and appearances”.

The video of the opening ceremony was streamed live and watched by more than 100,000 librarians all over the world via the link <https://youtu.be/YsVUVUW8B2s>

## EVENT LEGACIES

### **New Industry – New Opportunities and Transfer of Knowledge**

True to its theme, the annual Conference is expected to open new horizons as it focuses on providing invaluable information to specialists with a forum as a platform. The Forum is known to productively provide a stage for ideas exchange, promotion of international cooperation, refining research and development in all fields of library activities as well as other up-to-date information services.

“It is indeed an uncharted industry and it is an honour for us to host a near century-old Conference in Malaysia. While Malaysia is well-known to host medical, science & technology and education as well as corporate meetings and incentive trips, MyCEB and its industry partners never stop pushing for a wider target audience because of the destination’s potential and areas of expertise in organising business events” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

Malaysia will also benefit by gaining exposure to potential regional and international business opportunities through the on-going exhibition during the conference. In addition, the conference will lead Malaysia to host prestigious international conferences, workshops and symposiums which are related to library and information management, publication/book and reading.

### **Profiling Malaysia**

In line with the government’s aspiration for year 2020, WLIC 2018 will contribute to the government’s strategy of strengthening the country’s commercial environment to ensure Malaysia is globally competitive. Malaysia believes that education plays a vital role in achieving the country’s vision of attaining the status of a fully developed nation in terms of economic development, social justice and spiritual, moral and ethical strength, towards creating a society that is united, democratic, liberal and dynamic. Therefore, IFLA WLIC 2018 will be able to profile Malaysia among Asia Pacific region as a successful country.

Hosting IFLA WLIC 2018 presents Malaysia with the opportunity to showcase the status of libraries and information science in their country and region as well as to have their professionals experience international librarianship and international relations in a unique way, on top of showcasing the best of what Kuala Lumpur as a city and Malaysia as a country has to offer in terms of tourism.



There were three tours organised throughout the whole event period, namely:

- i. Tours for accompanying persons
- ii. Tours during Conference
- iii. Post Conference Tours

Further, as the Conference were held a week before the country's Independence Day, more than 2,200 international delegates of the total arrivals managed to experience Malaysia at the peak of its patriotism.

It is a timely event for the international delegates to see what is it like to celebrate the National Independence Day, or Merdeka on 31st August. The annual national parade at the Dataran Merdeka, Kuala Lumpur as well as pocket of activities to celebrate this event was witnessed and enjoyed by the delegates who stayed on.

### **Technology**

In the macro point of view, IFLA WLIC 2018 will spur growth for IT sector when it comes to library management systems and best practices. As a result, information services will see an opportunity to progress with the knowledge shared from global experts.

In order to achieve 3.3 million new jobs and Gross National Income per capita of USD 15,000 by the year of 2020, WLIC 2018 will be one of the many conferences that will contribute to achieve the goal.

Malaysia has a well-focused strategy that recognises the potential of IT especially in library management system and embraces it as the enabling technology to sustain its economic growth and to stay competitive in the emerging global economy thus WLIC 2018 provides an important opportunity to bring global perspectives and best practices of library and information services to Malaysia.

It also saw the launch of the Global Vision Call For Actions – a global project which aims to create the biggest ideas store for libraries in providing free and equal access to information and knowledge, supporting literacy and focusing on the advancement of communities.

### **Government support**

YB Datuk Mohamaddin Ketapi, Minister of Tourism, Arts and Culture Malaysia (MOTAC) in his speech at the opening ceremony said that libraries will still be relevant if it can transform to meet the information needs of society.

“From the ministry’s point of view, libraries are important cultural and tourism institutions which are two complex and layered fields of modern civilisation and both sectors are known to bring positive effects on social development. Through digitalisation, libraries further contributed to the progress of social development based on knowledge and run by digital technology”.

Also present at the event were; Chief Secretary to the Government Tan Sri Dr Ali Hamsa; Deputy Minister of Tourism, Arts and Culture Malaysia (MOTAC) Muhammad Bakhtiar Wan Chik; International Federation of Library Associations and Institutions President Gloria Perez-Salmeron, IFLA Secretary-General Gerald Leitner; National Library of Malaysia director-general Datuk Nafisah Ahmad and Kuala Lumpur Mayor Tan Sri Mhd Amin Nordin Abd Aziz.



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**YB Datuk Mohamaddin Ketapi**

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The support shown by the Government towards the event and the messages delivered signals the close cooperation between the public and private sectors in Malaysia in recognising the importance of attaining common goals.

### **Economic Impact**

IFLA WLIC 2018 is estimated to generate RM 44.4 million in economic impact. Not only the figure is a boost to the industry, but the country will see its strategy in moving towards strengthening of commercial environments and remaining globally competitive realized.

The business opportunities generated will also see the Conference being a profound contributor in achieving the goal of creating 3.3 million new jobs for Malaysians with a Gross National Income per capita of USD 15,000 by the year of 2020.

