

MALAYSIA

YOUR UNPARALLELED BUSINESS DESTINATION




Malaysia
Convention
& Exhibition
Bureau

Meet in 
Malaysia
BE Greater, Together.

7 REASONS

**MALAYSIA IS THE PERFECT STAGE
FOR YOUR NEXT EVENTS MEET**

SEAMLESS & EFFICIENT WORLDWIDE LINKS

Located at a strategic position, opening towards South-east Asia and between China and India, Malaysia offers unrivalled connectivity for business events (MICE). More than 60 international airlines reaching over 100 destinations link Malaysia directly to the world.

WORLD-CLASS INFRASTRUCTURE & STRONG TRACK RECORD

Constantly building and improving infrastructure to meet the modern world's ever-evolving wants and needs, Malaysia boasts world-class convention centres in all major cities including Kuala Lumpur, Penang, Langkawi, Selangor, Melaka, Putrajaya, Johor, Sarawak and Sabah. Numerous international trade exhibitions and conventions have drawn diverse industries to the country, including the 9th World Urban Forum 2018 which hosted over 24,000 delegates, SEMICON Southeast Asia 2018 which saw over 6,000 attendees, Asia Pacific Conference on International Education (APAIE 2019) which welcomed more than 2,500 delegates, and POWERGen Asia 2019 which hosted more than 11,000 visitors.

VIBRANT CULTURE, SOOTHING NATURE

Home to a melting pot of cultures comprising of Malay, Chinese, Indian and 47 indigenous ethnicities, Malaysia is where you can experience Asia all at once. Cities may be modern but each still holds firm its heritage and natural charms – such as Penang's UNESCO World Heritage City George Town, Sarawak's traditional Iban Longhouses; and Langkawi, the country's only UNESCO-designated Global Geopark.



PENANG

- Penang International Airport
- Setia SPICE Convention Centre
- Straits Quay Convention Centre

RECOGNISED GLOBAL ECONOMY

Malaysia is ranked #25 as the most competitive economy among 64 countries, according to IMD World Competitiveness Yearbook 2021 by the Institute for Management Development (IMD).

Strengthening its position is the perceived ease of doing business, for which Malaysia is recognised at #12 in ranking among 190 countries in the Doing Business 2020 Report by the World Bank.

LANGKAWI

- Langkawi International Airport
- Mahsuri International Exhibition Centre
- Langkawi International Convention Centre

KUALA LUMPUR

- Kuala Lumpur International Airport
- Malaysia International Trade & Exhibition Centre
- Kuala Lumpur Convention Centre
- World Trade Centre Kuala Lumpur

MALAYSIA

FEATURED DESTINATIONS



SABAH

- Kota Kinabalu International Airport
- Sabah International Convention Centre

SARAWAK

- Kuching International Airport
- Borneo Convention Centre Kuching

BUSINESS COMES WITH EASE

English is widely spoken within the tourism and business events industry, enhancing the ease of doing business in Malaysia. The country has proven itself in network infrastructure readiness, surpassing neighbouring Indonesia, Thailand and the Philippines in providing consistent telecommunications quality – an important factor in business meets and events.

UNWAVERING SUPPORT

For qualified meetings and event organisers, MyCEB provides impartial and complimentary support for your needs in bidding, promoting, planning and hosting your event successfully, in collaboration with the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), Tourism Malaysia (TM), Ministry of International Trade and Industry (MITI), Malaysia External Trade Development Corporation (MATRADE), Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and other pivotal organisations.

BUSINESS FRIENDLY & VALUE FOR MONEY

Since 2014, the Economist Intelligence Unit's business environment rankings have placed Malaysia among the world's top 20 friendliest countries to do business in. In addition, Malaysia currently takes the 25th spot out of 140 countries in World Economic Forum's 2018 Global Competitiveness Report, and boasts the 19th best business environment for global companies.

KUALA LUMPUR: CAPITAL CHARM

A pro-business, metropolitan destination that expertly manages investments and tourism developments, coupled with direct air access to major cities worldwide, as a global city for travellers, Malaysia enjoys a #6 position in MasterCard's 2019 Global Destination Cities Index, moving up one spot from the previous year's index. With a well-balanced experience of cultural wonders, heritage charms, vibrant nightlife, mega malls, fine dining and luxury accommodation, on top of a progressive events infrastructure, the dynamic Kuala Lumpur sits high on business planners' lists.



MEET

With KL's **Malaysia International Trade & Exhibition Centre (MITEC)**, the country boasts South-east Asia's third-largest venue for large-scale events, perfect for larger groups hosting up to 47,700 guests in theatre setting or 28,300 guests in banquet arrangement.

Right in the city's heart is the **Kuala Lumpur Convention Centre** which overlooks the Petronas Twin Towers. Divided among eight exhibition halls with mobile rigging grids is 33,659sqm of space for imaginative setups, ballroom, banquet hall and conference halls fitted with state-of-the-art technology for all meeting types. The Plenary Hall, spanning two floors, can host 3,000 delegates.

World-class venues such as the 16,000sqm World Trade Centre Kuala Lumpur (WTCKL), formerly known as Putra World Trade Centre, reinforces Malaysia's reputation as a preferred destination for business events. WTCKL is poised to push the boundaries of MICE with a visionary new leader at the helm and a transformative rebranding exercise in the works.



FAST FACTS

Over 60 airlines – including national carrier Malaysian Airlines – provide direct flights from **over 100 global destinations to Kuala Lumpur International Airport (KLIA)**. KLIA 2 is the purpose-built terminal for Air Asia Group, the world's best low-cost carrier for 11 straight years.

Kuala Lumpur moved up four spots to **#33** in worldwide ranking and took the #9 spot in Asia Pacific for international meetings, according to International Congress and Convention Association (ICCA)'s 2019 report.

There are

71 4-star and 5-star hotels with meeting facilities located around the Kuala Lumpur City Centre precinct as well as Bukit Bintang shopping and entertainment district.



STAY

Kuala Lumpur boasts several international hotel brands – like **Hilton, Westin, Le Meridien, and Marriot** – that are equipped with top-notch meeting facilities. **W Kuala Lumpur** took residence right opposite the Twin Towers in 2018, and was joined by **Four Seasons Hotel Kuala Lumpur** next to the Kuala Lumpur City Centre (KLCC) precinct.

For larger groups looking for an all-encompassing venue, the **St. Regis Kuala Lumpur** in the Sentral Precinct offers over 10,000sqm of events space. Over at the fashionable Bukit Bintang zone, new luxury hotelier names like Pavilion Hotel, Banyan Tree, The RuMa, and EQ, are five minutes away from retail heaven.

To catch incredible views of the Twin Towers, check out hotels circling the KLCC Park like **Mandarin Oriental, Grand Hyatt** and **Traders**. Stay for the KLCC Lake Symphony Light and Sound Water Fountain – a dazzling display of 150 dramatic animations – happening nightly outside the Suria KLCC mall.





FEAST

Kuala Lumpur is home to authentic Malaysian cuisine such as *Nasi Lemak* (rice cooked in coconut milk, enjoyed with deep-fried anchovies and chilli paste), *Satay* (skewered meat) and *Roti Canai* (Indian flatbread).

Old-world enclave **Kampung Baru** still houses some of KL's traditional wooden stilt houses surrounded by concrete jungle, an ideal place to feast on authentic Malay fare. **Jalan Alor** dishes out oriental delicacies aplenty, or go to **Brickfields** for Indian cuisine.

Satisfy your palates at any of KL's fine-dining establishments, including Italian favourite **Marini's on 57**, which sits on the 57th floor of Petronas Tower 3. One floor down is **Nobu KL**, first South-east Asian branch of the Michelin-starred stalwart, serving up Japanese cuisine with Peruvian influences. To admire KL's iconic skyline by night, head to the revolving restaurant **Atmosphere 360**.



EXPLORE

For a full-day immersion into scrumptious local food, endless retail therapy and cultural attractions, head to what locals call the "Golden Triangle". Plot your time around **Bukit Bintang** shopping district; the city's pulse line **Kuala Lumpur City Centre (KLCC)**; and the bustling bazaars at **Chinatown – Petaling Street**. For souvenir-hunting, try the **Central Market** or **KL Craft Complex**.

For a peek at KL's history, stop by **Masjid Jamek Mosque**, the city's century-old Islamic place of worship. Or take in the romantic Moorish-style architecture of **KL's Old Railway Station** - once the main railway hub until Kuala Lumpur Sentral took over in 2001. Doubling as a unique event venue for groups, be surrounded by Victorian-style interior and elegant Indian-style chhatris (dome-capped exterior) of this 1910-built piece of history. Other unique venues include the **Islamic Arts Museum**, **Merdeka Square**, **Sultan Abdul Samad Building**, and **Royal Selangor Pewter Visitor Centre**.



PLAY

KL Forest Eco Park is one of Malaysia's oldest protected rainforests, offering trekking, nature trails and a herbal garden. Be rewarded with peaceful views of the treetops with a short climb onto the 200m-long canopy walk. Nature lovers can also explore **Tun Abdul Razak Heritage Park**, or **KL Bird Park**, home to over 200 species of birds. Or join **Mike Bike Tours** on a unique ride around some of KL's oldest quarters.

Come sunset, visit the skybridge of the 88-storey Petronas Twin Tower for amazing views of the city skyline while standing 170m above ground. Night revelers can check out **TREC** – a mix of F&B and clubs in one space, or KL's resident party area at **Changkat Bukit Bintang**.

THINK UNIQUE

For an unforgettable memento, grab a mallet and create your own pewter dish at the **School of Hard Knocks** at the Royal Selangor Visitor Centre. Also, just 25 minutes' drive from the city centre is **Batu Caves**, where the limestone caves are one of KL's most iconic and photographed spots. One can even host your event here, with the natural rock formation offering a magnificent backdrop.

PENANG: LEGACIES KEEPER, FORWARD THINKER

Only in Penang can one pop into cultural temples, café hop, conquer nature trails, catch a beach sunset and visit a bustling night market on the same day. The oldest of Malaysia's British Straits settlements - endorsed by UNESCO as a World Heritage City - is teeming with rich heritage in every corner; yet a fresh breath of modernity shines in the form of boutique hotels, hipster coffee joints and its status as a world-class medical, engineering and life sciences hub. Together, old and new coexist to leave business event planners enthralled by this "Pearl of the Orient".



MEET

Penang hosted 233 events in 2018, with 2020 set to welcome even more international meets – including the World Congress on Information Technology that will host 4,000 delegates from 100 countries.

The venue of choice is **Setia SPICE Convention Centre**, the world's first hybrid solar-powered building. It offers business event planners a massive 10,000-seat arena, aquatic and sports centres, plus a lifestyle and retail village (Setia SPICE Canopy) all rolled into one. Alternatively, the **Straits Quay Convention Centre** (SQCC) accommodates 2,000 delegates while offering breathtaking sea views. In the pipeline for 2023 is the Penang Waterfront Exhibition and Convention Centre.

Heritage buildings, such as the 1786-built **Fort Cornwallis**, is now a perfect venue for events of about 60 guests. There's also **The Majestic Theatre** built in 1929, a versatile contemporary 26,000sqm venue. For a unique setting, **Khoo Kongsi's** grand Chinese clan compound accommodates 800. Or try **Hin Bus Depot**, now a creative space that is perfect for 1,500 guests, cocktail style.

Adding to the city's allure is Penang Convention & Exhibition Bureau's (PCEB) Penang 2020: BE Unfiltered campaign, which offers planners support and grants worth up to MYR92.3 million.



STAY

Lining Batu Ferringhi's beachfront are international hotel brands like **Hard Rock**, **PARKROYAL**, and **Rasa Sayang by Shangri-La**. Downtown Penang offers more options including brands such as **The Wembley Hotel** – **A St Giles Hotel** and **Jen Hotel**, hipster boutique favourites such as **Muntri Mews**, as well as luxury hotels built on heritage grounds, like the **Eastern & Oriental Hotel**. For a taste of Peranakan heritage, book a stay at **Cheong Fatt Tze** - **The Blue Mansion**, a boutique hotel restored from its 19th century past.

There are over 3,000 rooms located within a 3km radius of the Setia SPICE Convention Centre, including **Hotel Equatorial Penang**, **Eastin Hotel Penang**, and **Olive Tree Hotel Penang**. The **Amari Hotel Penang** will be completed by 2022, with the 453-room tower conveniently linked to SPICE.



FAST FACTS

Penang offers over

40 properties

ranging from 4-star to 5-star hotels
to luxury resorts with meeting facilities.

It takes

50 minutes

from Kuala Lumpur

by flight to Penang International Airport, which is directly accessible from Thailand, Vietnam, Myanmar, Hong Kong, Singapore, Indonesia, China, Taiwan, as well as major Middle Eastern and European cities.



FEAST

The renowned Penang cuisine is heavy on Malay, Chinese, Indian and Western influences. Plot your time to cover the wide array of street stalls and morning markets offering tantalising local dishes such as *Char Kway Teow* (stir-fried flat rice noodle), *Asam Laksa* (spicy-sour fish broth with noodles), *Rojak Pasembur* (spicy fritters and vegetable salad) and *Nasi Kandar* (Indian-Muslim mixed rice), before ending the meal with refreshing *Cendol* (shaved ice with coconut milk). **Gurney Drive** and **Padang Kota Lama Food Court** are popular venues for these delicacies.

The 1870s-built **Farquhar Mansion Fine Dining & Lounge** exudes colonial charm, serving seasonal French fare with a contemporary twist for up to 78 guests. For Asian palates, the 13,000sqm **Grand Imperial Restaurant** serves seafood and Cantonese favourites both outdoors and in its nine private rooms.



EXPLORE

Plenty of Penang's Portuguese roots from the 16th century remain. Be intrigued by the city's traditional businesses at the **Pulau Tikus district** of George Town, where one can find the city's oldest trishaw maker in Hup Huat Tricycle and Bicycle Repair, unique traditional biscuits at Ban Joo Lee grocery store, as well as vintage medical halls and sundry shops.

Known as Malaysia's **street art capital**, incentive participants can go on a half-day adventure discovering Penang's numerous wall murals and cartoon steel art pieces. Head to the **Pinang Peranakan Mansion** which pays tribute to the Baba Nyonyas ethnic group.

Enjoy Penang's natural wonders, which are just five minutes away via a funicular train ride from George Town to the 130 million-year-old rainforests of **The Habitat Penang Hill**. Enjoy the eco-park's 1.6km trail dotted with canopy bridges and zip line adventures.



PLAY

Away from bustling George Town, take a 30-minute drive towards Penang's famous **Batu Ferringhi** area, which is lined with luxury beachfront resorts offering endless options to host team building activities, receptions and private barbecues.

Just 10 minutes away by car is **Teluk Bahang** – a serene stretch overlooking the Straits of Malacca that is abounding in activities for nature-seekers, adrenaline junkies and corporate incentives participants. There is the **ESCAPE Theme Park** with zip lines, fancy slides and bungee jumping stations; **Craft Batik** offering curated classes on the unique art form; and the **Tropical Spice Garden**, an eco-tourism wonder that offers fascinating trails, cooking classes and nature education programmes.

THINK UNIQUE

Go on a **trishaw heritage trail** and turn this exploration into a team-bonding session. Delegates can search for historical treasures while experiencing local life and stopping at iconic areas like Armenian Street, home to hip street art within George Town.



LANGKAWI: RECHARGE IN ISLAND ESCAPADES

Poised to become one of the world's top 10 eco-tourism hotspots, Langkawi Island – in Kedah state – is Southeast Asia's first Global Geopark designated by UNESCO. It comprises 99 islands that make up the idyllic Langkawi Archipelago. Nature's rolling hills, beautiful white sandy beaches and charming traditional Malay villages co-exist harmoniously with the island's robust plans towards becoming a world-class destination for meetings, conventions and exhibitions, upping the island's appeal for incentive programs.



MEET

For many business events planners, the **Mahsuri International Exhibition Centre (MIEC)** remains the top choice for large-scale events. The island's biggest facility is conveniently located adjacent to Langkawi International Airport. The PATA Travel Mart 2018 was held there, covering three halls with a total of over 1,400 delegates from 70 global destinations. Conference organisers who wish to organise events may opt for the multi purpose-built **Langkawi International Convention Centre (LICC)**, a stunning modern 34,195sqm facility set amidst a tropical rainforest.



FAST FACTS

The island boasts

**more than
8,600 rooms**

and suites from a range of 4-star and 5-star hotels and luxury resorts, many of which offer meeting facilities.

By flight, Langkawi Island is a mere

1 hour 15 minutes

from **Kuala Lumpur**. Its international airport is well-connected to countries such as Australia, China, Indonesia, Japan, Singapore and Thailand.

The Langkawi Development Authority's Tourism Division provides support for business events of **80 or more delegates** with at least three nights' stay.



EXPLORE

Three conservation areas enchant with their geological beauty: the **Machinchang Cambrian Geoforest Park**, **Dayang Bunting Marble Geoforest Park**, and **Kilim Karst Geoforest Park**. For Kilim Karst, the visual experience begins the moment visitors sail towards the mangroves and bat cave, experience eagle feeding, then carrying on the journey amongst formidable rock faces.

Delegates at Machinchang can also consider buckling up for a **zip line adventure** with Umgawa. Sky rangers will be at hand to lead the way through the **Geoforest Park**, explaining its natural wonders while maneuvering teams through 12 zip lines, sky bridges and the Seven Wells Waterfalls.

For stunning aerial views, ride the **Langkawi SkyCab**. Touted as the "longest free span mono-cable car", the gondolas hover at a precariously steep incline over emerald jungles beneath, but it's all worth the adrenaline rush once the ride reaches the **SkyBridge**. The massive curved bridge is built above two Machinchang Mountain peaks, suspended on a single pylon 100m above ground, offering breathtaking vistas of the island.



STAY

As a further sign of its burgeoning appeal and international presence, Langkawi is flush with luxury hotelier names also offering meeting facilities, including **Four Seasons Resort**, **Meritus Pelangi Beach Resort & Spa**, **The Westin**, **St Regis**, **The Datai** and the sea-facing **Resorts World**. For stays within Langkawi's virgin rainforest, opt for **The Andaman**, under the Marriott group.

New international players **The Ritz-Carlton**, **Dash by Ri-Yaz Group** and **Aloft Hotels** entered the scene between 2017 and 2018, and with **PARKROYAL Langkawi Resort** slated to open its doors by 2022 – there's definitely an abode to suit a group's needs and style, all while remaining true to Langkawi's island roots.



FEAST

Surrounded by the Andaman Sea, it's especially common here to smell the amazing aroma of barbecued fresh seafood over outdoor restaurants and street food stands.

For meals in a kampung (Malay village) setting, **Bon Ton Restaurant & Resort** takes up to 167 guests. Langkawi's food spots include **Langkawi Fish Farm** located at Penarak area and **Wonderland Seafood Store**, open air dining concept. To enjoy traditional feasting in comfort, **Ikan-Ikan** at Four Seasons Langkawi was built to resemble a native Malaysian home, as guests tuck into centuries-old village recipes. For unbeatable views, **Panorama Langkawi** takes the spot, catering for up to 100 guests on its top-deck platform, offering 360° scenery above lush forest canopies and the sea.



PLAY

Sail along Langkawi's islands, feasting over a barbeque dinner prepared on board before clinking cocktails as your catamaran sails into gorgeous sunset cruising views. For a tranquil day, there's the picturesque white sandy beaches of Tanjung Rhu and Cenang, or opt for golfing at **The ELS Club** at Datai Bay which offers postcard forest and shoreline backdrops.

For larger incentive groups, Langkawi even offers an entire island at your disposal – **Paradise 101**. This is the perfect ground for high-octane water sports, an aqua park, zip line and parasailing, while 18 chefs fire up the stoves so everyone may move from adventure to dinner in a breeze.

For a cultural spin, the **Langkawi Craft Complex** allows visitors a chance at painting batik and weaving straw bags, before shopping for handicrafts such as handmade ceramics, textiles and batik. Further shopping can be done anywhere on this duty-free island, with visitors typically stopping by ZON Duty Free, where prices of liquor, chocolates and tobacco have been slashed to entice.

THINK UNIQUE

For your themed event, how about going back in time? **Kampung Tok Senik** or **Bon Ton Resorts** welcome visitors into its kampung (traditional Malay village) settings, where groups can join in native celebrations over the sound of hand drums, tucking into a **Kenduri** (communal feast) – one of the many expressions of Malaysian culture.

SARAWAK:

EXPLORE MULTI-ETHNIC EXOTIC CULTURES

Located on Borneo Island is Sarawak, the “Land of Hornbills” teeming with abundant natural assets, exotic wildlife and rich cultural heritage. As Malaysia’s largest state, Sarawak has been earmarked by the federal government for her potential in business tourism. It is fast emerging as Asia’s next destination to watch in the international meetings industry in addition to gaining traction and appeal to incentive groups in the region and beyond.



MEET

The driving force responsible for elevating the state’s presence in the MICE scene is Business Events Sarawak (BESarawak), which has been actively positioning Sarawak as one of the leading second-tier destinations in Asia Pacific. In 2018, Sarawak won 59 business events that packed the state’s calendar till 2022.

Currently taking the 32nd spot on ICCA’s global city rankings, infrastructure for business events has grown from strength to strength to match demands. For many planners, the award-winning **Borneo Convention Centre Kuching (BCCK)** remains top of choice, having hosted esteemed events such as the 55th ICCA Congress in 2016. Perched among the tranquility of the rainforest, smaller groups can book one of the 14 meeting rooms, or pack 5,000 into the 2,793sqm Great Hall.

Business event planners are now also able to include neighbouring cities, Sibü and Miri, into their incentives experience, following BESarawak’s 2019 announcement to expand destination coverage.



STAY

Right next to BCCK is **UCSI Hotel Kuching**, an alternative for planners who prefer more intimate settings such as the 16-storey building’s infinity pool overlooking the iconic Sarawak River. Delegates can also easily hop on post-conference arranged shuttle rides to the tourism belt of old Kuching city centre, which houses international chain hotels the likes of **Pullman** and **Hilton**. For stunning sunset views overlooking the Sarawak River, **Grand Margherita Hotel** and **Riverside Majestic Hotel Astana Wing** are popular choices. To keep your events and accommodation under one roof, the **Hotel Pullman Kuching** hosts up to 3,000, while **Riverside Majestic** (right next door to its Astana Wing) accommodates 1,400.



FAST FACTS

In 2018, Sarawak hosted 39 bid wins and supported 22 business events.

Its capital Kuching ranks 32nd in Asia Pacific based on ICCA’s 2018 report. This places Kuching as the highest-ranked city in Malaysia as a second-tier destination.

Sarawak offers **over 3,500 rooms** through 24 business and luxury hotels with meeting facilities mostly around its capital city Kuching.

Kuching is only **1 hour 45 minutes** from Kuala Lumpur by flight.



FEAST

Mention Sarawak and its iconic *Laksa* immediately comes to mind. The tasty dish features a unique blend of heavy spices, *Sambal Belacan* (chili shrimp paste), rice noodles, topped with prawns, chicken and egg. Other local favourites include *Mee Kolok* (sweet and savoury egg noodles), *Kek Lapis* (layered cake) and *Terubuk Masin* (salted herring). These are readily available at traditional coffee shops centred along **Jalan Carpenter**, **Padungan Road** and **Main Bazaar**, or the open-air market **Jalan Khoo Hun Yeang**. Enjoy the nightlife along **Jalan Tabuan**, home to hipster bars and restaurants like The Junk, Cha Bo and The Wayang.

For formal settings, soak in Sarawak's colonial past at the **Sarawak Court House**, formerly the Court House complex in 1871. Today, its majestic grounds serve as an opulent backdrop for trendy F&B outlets, arts & culture, entertainment and events space. To go further back in time, head to the **Sarawak Cultural Village** and join the tribe to witness the indigenous hunting ways in the rainforest, then tuck into a lavish meal featuring ancestral delicacies.



EXPLORE

For fascinating trips back in time to the city's indigenous history, culture and arts and crafts, visit the **Sarawak Museum** and **Kuching South City Hall**. The best way to enjoy the rich history of Sarawak's historic capital, Kuching, is via a **walking heritage tour** covering key attractions like Chinatown, ancient temples and old shophouses of Carpenter Street.

Also visit Sarawak's world-famous longhouses, with **Annah Rais** being the closest to Kuching. Or take the river safari to explore **Batang Ai and Lemanak long houses**. About an hour's drive from the city centre, generations of local tribal families still live there, the peaceful enclave comes alive with celebrations and visitors during *Gawai Dayak* (Harvest Festival). Groups may even opt to fly to Kampung Semadang for a cultural immersion and forest trekking, via programmes with the **Sarawak Biodiversity Centre**.



PLAY

It is the adventures into the wild that showcase the state's true attractions – whether it's to the **Semenggoh Nature Reserve** to see orangutans in their natural habitat, proboscis monkeys at the lush **Bako National Park**, or to the **Kuching Wetlands National Park** in search for rare Irrawaddy dolphins.

Caving at **Gunung Mulu National Park** is another popular activity. This UNESCO World Heritage Site offers the world's largest cave chamber with over 200 entrances. Add a touch of corporate social responsibility by **building homes with the tribal community**, or lend an active hand in orangutan rehabilitation efforts over a one-day **Heart 2 Heart with Orangutan** programme, which seeks to save these gentle giants from extinction.

THINK UNIQUE

Join seven native tribes at **Sarawak Cultural Village** – home to no less than 28 ethnic groups – and learn traditional dancing, how to use a blowpipe, and enjoy food straight from the jungle. The UNESCO-approved **Bung Bratak Heritage Centre** is not just an eco-tourism spot with its virgin jungles and abundant wildlife trails, but also in remembrance of the Bidayus – a collection of indigenous groups – whose ancestors used to live there.



MEET

Sabah is linked to almost 100 direct international air routes within the Asia Pacific region, further connecting to major airports worldwide. To capitalise on its strategic location, the **Sabah International Convention Centre (SICC)** is located in the city centre, just 15 minutes from the Kota Kinabalu International Airport.

With a waterfront address across 92,000sqm, SICC offers world-class infrastructure and amenities. Within, pick from a column-free convention floor that can be divided into three halls, hosting up to 2,000 people per section. For simultaneous events, a separate floor offers 5,300sqm of flexible space aided by six meeting rooms and a private lounge; or the 12 private rooms on the top floor.

For performances and talks, the two-tier performing arts hall seats 1,250 people comfortably. Outdoors, a 7,000sqm plaza area with F&B outlets lend convenience to delegates who want it all in one space.



STAY

Depending on itinerary, it is possible to stay in the city for meetings and events, before shifting out to stay closer to the coastal zones for island hopping and sea activities, or towards the Bornean rainforest for a night of glamping – making the incentives experience truly exhilarating.

Key business-equipped city hotels include the **Hilton Kota Kinabalu** with 1,140sqm of meeting spaces, **Hyatt Regency Kinabalu** offering 924sqm of events space, and **Mercure Kota Kinabalu** fitting a cosy meeting area for up to 170 people.

For delegates who would like to arise to sea-facing mornings, Sutera Harbour Resort offers two hotels: **The Magellan Sutera Resort** and **The Pacific Sutera Hotel**. Otherwise, Shangri-La's **Tanjung Aru Resort & Spa** is set on a white sandy bay and its private nature reserve is bound to please.

Or, experience an unforgettable night out at the **Borneo Rainforest Lodge**, a high-end resort within the forest's Danum Valley Conservation Area. Other unique venues include the **Inanam** and **Balong Eco River Resort** in Tawau, and **Mari Mari Cultural Village** in Kionsom.

SABAH:

NATURE'S TREASURE TROVE

Sabah is the second Malaysian state on Borneo island, and home to the country's highest peak: the UNESCO World Heritage Site of Mount Kinabalu. Known as the "Land Below the Wind", the state and its capital – Kota Kinabalu – enjoys stable weather all year around, thanks to its favourable position under the typhoon belt. With 241 business events conducted here in 2018, plus the allure of 130 million-year-old rainforests, wildlife, island hopping, diving adventures, tribal communions, and even glamping (glamorous camping), Sabah is one all-rounder that's hard to resist.



FAST FACTS

Kota Kinabalu, the capital city of Sabah, has

29

business and luxury hotels with meeting facilities.

Sabah is connected to major airports in Kuala Lumpur, South Korea, China, Singapore, Indonesia, Taiwan, Philippines and Brunei, via more than

100 direct international flights.

Kota Kinabalu is **2 hours 35-minutes from Kuala Lumpur** by flight.



THINK UNIQUE

Meet the great apes – and save them too. In Sandakan, the **Sepilok Orangutan Rehabilitation Sanctuary** has been working hard to prevent the apes from extinction since 1964, its programmes enabling visitors to witness up close and personal how orphaned orangutans are rescued, nursed and released back into the wild. Get first-hand experience of ancient local traditions at the **Monsopiad Heritage Village** or at homestays in Sandakan such as the **Miso Walai** and **Moido Walai**, or **The Misomporu** in Kudat.



FEAST

Be sure to relish local favourites *Tuaran Mee* (handmade egg noodles), *Hinava* (raw fish salad), *Ambuyat* (sago palm starch), before washing the meal down with a cup of local tea or *Tenom* coffee. A good place to taste a variety of street food is **Kota Kinabalu's Night Food Market**.

To go tribal, schedule a trip to the village of Sukau, Sandakan – the gateway to eco-tourism hotspots. There, tuck into a grand **Kadazan-Dusun tribal feast** with the indigenous people dressed in traditional garbs, the old tribal way of life in full vivid display.



EXPLORE

It is impossible to miss the capital's majestic **Mount Kinabalu** rising up at 4,095m, where delegates can hike to **Kinabalu Park** and conquer one of the two picturesque trails — via ferrata up the summit. Lucky ones might just catch a glimpse of the exotic **Rafflesia** – the world's largest flower.

For something more relaxing, there's always golfing, shorter nature trails, an orchid conservation centre, a trip to the butterfly farm, canopy walks, photography trails, and stargazing too. Stretch these activities over a few days, since there are mountain resorts and luxury glamping vendors to book stays at.

Sitting on Borneo's east coast is Sabah's second largest city, **Sandakan**. It's well worth a trip especially for wildlife enthusiasts, and those who are keen to lend a hand for animal conservation efforts. Eco-tourism destinations include the **Sepilok Orangutan Sanctuary**, **Sukau Proboscis Lodge**, **Wildlife Sanctuary of Kinabatangan River** and a day-trip to the **Gomantong Caves**.



PLAY

A two-hour car journey away from Kota Kinabalu is **Kiulu River**, the site of white-water rafting adventures, while **Sipadan Island** comes highly recommended for diving enthusiasts. Alternatively, the **North Borneo Railway** steam train offers social-media worthy scenery, at a more sedentary pace.

For groups with more time, plot a team-bonding itinerary to **Tunku Abdul Rahman Park**, a cluster of five tropical islands, each with its unique allures. To experience island life in limited time, pick **Gaya** and **Sapi** islands – connected via a 235m zip line, the longest island-to-island zip line in the world.

Another nature adventure to choose is **Kellybays**, about 31km away from the capital. Suitable for up to 200 people, the mangrove forest setting allows crab catching, kayaking, batik painting and cooking demonstrations – followed by sumptuous buffet lunches.

MALAYSIA'S WINNING BUSINESS EVENTS FORMULA



CASE STUDY 1: *Inspiring incentives*

Creating a distinctive experience for 3,860 top performers from one of China's most successful direct selling companies.

YOFOTO (China) Health Industry Co. Ltd., one of China's most eminent direct selling companies, sent 3,860 of its top performers on an incentive trip to Malaysia from June 11-17, 2019.

The Ningbo-headquartered health and consumer products company chose Malaysia for its six-night incentive programme based on factors such as its diverse mix of destination attractions, state-of-the-art facilities and services. Also helpful were aspects such as favourable currency exchange and that Mandarin is a widely-spoken language.

It was an opportunity for the country to offer the group a distinctive experience as compared to the company's previous incentive trips. The company has held incentive trips for groups ranging from 700 to 15,000, exploring destinations in the region such as South Korea, Cambodia, Bali, Macau and Thailand.

The appointed destination management company, Majestic Express Holidays, meticulously customised the itinerary according to the needs of Chinese visitors, who arrived in two groups from various points in China. The itinerary also included many opportunities for shopping, dining and cultural visits.

From a tour of Kuala Lumpur's urban cityscape to the historical city of Melaka, the itinerary also showcased Malaysia's cultures and warm hospitality. The trip also



included stops to see the ancient limestone caverns and cave temples of Batu Caves and at the Royal Selangor Visitor Centre, where they had a hands-on experience of the design and craftsmanship of pewter and how it was integral to Malaysia's economy. A high point of the trip was a grand gala dinner held at the Setia City Convention Centre.

The successful trip, it was estimated, generated a positive economic impact of MYR68.7 million for Malaysia.



FAST FACTS

**YOFOTO (China) 2019 'Malaysia
Passion' Incentive Trip**

Venue: Kuala Lumpur, Putrajaya & Melaka

Date: June 11-17, 2019

Event size: 3,860 participants



CASE STUDY 2:

Kuala Lumpur stages record-breaking exhibition

Global electronics association found the right fit for its 8,500-strong Southeast Asia expo.

When SEMI – a global electronics association was looking for the right city to host its fast-growing Southeast Asia expo, it found in Kuala Lumpur an optimal mix of venue capabilities, industry expertise and organisational support.

SEMICON Southeast Asia, the region's premier gathering for the global electronics manufacturing supply chain, attracted a record turnout of more than 8,500 delegates in Kuala Lumpur from May 22-24, 2018. Held at the new Malaysia International Trade & Exhibition Centre (MITEC), the event showcased IoT, smart manufacturing, autonomous driving, virtual reality and other smart technologies.

The expo was organised by SEMI, a non-profit industry association for the micro- and nano-electronics industries, and supported by Malaysia Convention & Exhibition Bureau (MyCEB). The association has a membership of 2,100 companies, and operates from its global headquarters in San Jose, USA and offices in Beijing, Berlin, Brussels, Grenoble, Moscow, Seoul, Shanghai, Singapore, Tokyo and Washington DC.

With Malaysia's thriving electrical and electronics industry, it's no surprise that the exhibition has been based in the country for the past four years. The sector contributes 44% of the country's total manufacturing output and 26% of the region's total GDP. In 2018, it employed 2.1 million people in jobs throughout Southeast Asia and generated approximately US\$382 billion in exports.

Secretary General of Ministry of International Trade and Industry (MITI), Datuk Seri J. Jayasiri said: "The E&E industry will continue to spearhead and dominate export earnings for Malaysia as global demand in electronics content is driven by advancement in technology and emergence of the Fourth Industrial Revolution. To remain relevant and competitive, many businesses are embracing Industry 4.0, utilising the cyber-physical system holistically."

The three-day expo featured 380 exhibitors, three themed pavilions, four global pavilions, keynote presentations and a host of technology forums addressing key issues in the electronics manufacturing supply chain. Highlights also include the popular Supplier Search Programme, business matching sessions, industry VIP networking and the Southeast Asia Investment Forum (SAIF).

An interactive experience awaited delegates at the World of Internet of Things (IoT) pavilion, one of three themed pavilions, where they experienced how semiconductor innovations powered autonomous driving, smart AI devices, VR and other leading-edge technologies.

Given SEMICON Southeast Asia's growing visitor and exhibitor numbers, the move to Kuala Lumpur from previous host city Penang increased accessibility for international delegates and a larger venue to accommodate the conference's expanding scope.

The event is expected to create an economic impact of approximately MYR20 million annually for the next three years.



FAST FACTS

SEMICON Southeast Asia 2018

Venue: Malaysia International Trade & Exhibition Centre (MITEC)

Date: May 22-24, 2018

Event size: > 8,500 visitors

MALAYSIA BUSINESS EVENTS WEEK:

RAISING THE BAR OF INDUSTRY PROFESSIONALISM

First launched in 2014, the Malaysia Business Events Week (MBEW) has been one of the most anticipated events on Malaysia's meetings calendar. Since its inauguration, MBEW has grown and collectively welcomed more than 1,000 participants.

Organised by the Malaysia Convention & Exhibition Bureau (MyCEB), the annual gathering of elite business events (MICE) industry professionals in Malaysia and beyond offers attendees opportunities of education, networking and insight, as well as learn how Malaysia – as a destination – could help them meet their business goals.

The key purpose of MBEW is to create a platform for all stakeholders of the business events industry to converge, communicate and debate issues that impact on the future growth and sustainability of the business events industry.

At the heart of the event is a series of seminars, workshops, dialogue sessions, product showcase, networking and a CEO forum that engages all levels and segments of the business events industry.

The upcoming MBEW will be significant, even better and more impactful as MBEW will be incorporating the inaugural Business Events Award Malaysia (BEAM) to recognise high achievers and industry best practices. The event will also include business matching sessions, trade show and familiarisation trips for clients and media professionals.

MyCEB believes that a collaborative and united industry will serve to strengthen Malaysia's international profile and standing in a highly competitive international business events market. And MBEW is the tool to continuously raise the bar of industry professionalism.

For elite business events professionals, the MBEW is an event not to be missed.

WHY ATTEND MBEW?

- Strong, focused and custom-designed education programme by industry practitioners
- Series of talks are conveyed by professional industry experts
- A great way to maximise your brand
- Self-development
- It can expose you to new ways of conducting your business and help you discover how to be more productive
- Be exposed to a variety of points of view, ideas and trends that can impact future results
- Discovering innovative products and services for your business through our invited industry partners
- Collaboration and networking opportunities
- Develop a reputation as an expert to your peers and your clients

WHO SHOULD ATTEND?

MBEW is designed for leaders, professionals and personnel from different levels working in the business events industry in Malaysia and Southeast Asia. This includes those working in:

- Ministries and Government agencies
- Convention bureaus
- Regional tourism offices
- National associations
- Event Management Companies, Destination Management Companies, Professional Conference Organisers and Professional Exhibition Organisers
- Airlines
- Venue providers: Hotels, Convention Centres, Specialty and Multipurpose Venues
- Product and service providers

*Stay tuned for more updates via
www.mbew.com.my.*

MyCEB:

A SUPPORTING HAND FOR YOUR COMPLETE BUSINESS EVENTS NEEDS

Since 2009, the Malaysia Convention & Exhibition Bureau (MyCEB) has taken the lead in furthering Malaysia's global appeal as a leading destination for business events (MICE), while fostering national product development. The non-profit organisation under Ministry of Tourism, Arts and Culture Malaysia (MOTAC) connects Malaysia's cities to the world, facilitating planners to stage their business events here. The bureau placed Malaysia in ninth position out of 27 countries within the APAC, according to ICCA's 2019 statistics report.

Here are four direct channels to receive MyCEB's complimentary business events expertise and services:



BIDDING

- Lobbying and hosting of site inspection in Malaysia
- Preparation of presentation/ bid documentation



INTERNATIONAL MARKETING

- International advertisements
- Hosting of international buyers/ media
- International roadshow promotion
- Listings in Tourism Malaysia/ MyCEB event calendar
- Hyperlink in Tourism Malaysia/ MyCEB event calendar
- Usage of MyCEB logo



PLANNING

- Product & service selection
- Promotional materials (sales kit) to assist in overseas marketing
- PCO/PEO contractor selection
- Hosting of international partners/ association on accommodation & airfare for site inspection in Malaysia
- Provision of local government and industry contacts



ON SITE

- On ground transportation (shuttle service from official hotels)
- Registration system
- Onsite auditing service
- Airport Hospitality Desk
- Pre & post event tour programmes (for hosted buyers)
- Pocket shows/ cultural shows

MySafe Business Events Planner



MySafe Business Events Planner incorporates real-time information for event organisers and international delegates which will help them to a pleasant and safe journey to Malaysia. It also provides a hyperlink to relevant websites that are relevant to the business events industry and delegates alike.

Explore details at www.myceb.com.my/MySafeBEPlanner

Endorsed by



Published by



**BUSINESS
EVENTS
COUNCIL
MALAYSIA**



GETTING AROUND MALAYSIA



TIME ZONE & BUSINESS HOURS

Malaysia's time zone is GMT +8. Most states observe Monday to Friday as working days, Saturday and Sunday are rest days. However, in the states of Johor, Kedah, Kelantan and Terengganu, working days are from Sunday to Thursday, while Friday and Saturday are rest days. This applies to all government offices and most private establishments.

Banks follow the above working days, and are open from 9.15am to 4.30pm. In Kelantan and Terengganu, banks are closed on Friday and Saturday. Visit the respective bank's official websites for details on operating hours and closures. Online banking services are available.



CLIMATE

Malaysia enjoys a tropical climate and is warm all year round, with temperatures ranging from 21°C to 32°C. The eastern coast experiences monsoons from November to March, so the best time to visit is from April or May to October, while the northern part of the west coast (Penang and Langkawi) receives the monsoon rains in September and October. Frequent rainfall is expected in January for Sabah and Sarawak.



LOCAL TRANSPORT

Metered taxis are widely available in key cities, and you can hitch a ride with several major ride hailing providers such as Grab within Malaysia. Most cities also enjoy efficient public transport options such as buses and trains.



ENTRY REGULATIONS

All visitors should hold a valid passport or travel document with a minimum validity of six months beyond the intended visiting period. Citizens of most countries do not require visas for social or business visits that are within a three-month time frame.

eVisas are valid for three months from the issued date by the Department of Immigration Malaysia. For more details, visit www.imi.gov.my.



AIRPORT INFORMATION

Malaysia is served by six international airports, located in Kuala Lumpur, Kuching, Kota Kinabalu, Langkawi, Senai and Penang. The country also has 16 domestic airports to accommodate growing passenger demands. Kuala Lumpur International Airport in Sepang serves as the main gateway into Malaysia.



CURRENCY & FOREIGN EXCHANGE

Malaysia's currency code is MYR. The local abbreviation of its monetary unit is Ringgit Malaysia, denoted as RM. Bills are in 1, 5, 10, 20, 50 and 100 ringgit. Coins come in denominations of 5, 10, 20 and 50 sen (cents).

Most foreign currencies can be exchanged at airports, banks, major hotels, and authorised foreign exchange dealers. MYR can be withdrawn at globally networked ATMs.



TIPPING

Tipping is not customary in Malaysia. You can expect a 10% service charge at hotels or high-end restaurants.

LET'S CONNECT

MALAYSIA CONVENTION & EXHIBITION BUREAU – Head Office

Level 9, Menara Z10, Jalan Alamanda 2, Presint 1, 62000 Malaysia.

MS. TAN MEI PHING

Director – Convention & Exhibition

T: +603 8893 4500

sales@myceb.com.my

www.myceb.com.my

STATE BUREAU/TOURISM BOARD

PENANG CONVENTION & EXHIBITION BUREAU

MS. TRICIA LOH

Head of Sales

T: +604 261 6161

tricia@pceb.my

www.pceb.my

SARAWAK CONVENTION BUREAU

MS. ANEDIA KAHAR

Head of Business

Development and Research

T: +6082 242516

anedia@sarawakcb.com

www.sarawakcb.com

SABAH TOURISM BOARD

MS. GEORGINA JINU

MICE Manager

T: +6088 241731

georgina@sabahtourism.com

www.sabahtourism.com



    @MyCEB

For more information, visit www.myceb.com.my

#MyCEB