

BE Greater, Together  
THROUGH RESILIENCE & VIGILANCE

annual report  
2020



**Dato' Sri  
Hajah Nancy  
Shukri**

Minister of Tourism,  
Arts and Culture  
Malaysia



*Ministry of Tourism, Arts and Culture Malaysia strongly supports MyCEB's initiatives to boost Malaysia's business events industry as it recovers from the global pandemic. By working together, I am confident that we can reach new heights in the future.*



## BE Greater, Together THROUGH RESILIENCE & VIGILANCE

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

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

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

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

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

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



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





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# Minister of Tourism, Arts and Culture Malaysia



**DATO' SRI HAJAH NANCY SHUKRI**

Minister of Tourism, Arts and Culture Malaysia

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

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

“

*I SHALL REAFFIRM THAT THE MINISTRY THROUGH MyCEB WILL CONTINUE TO SHOW SUPPORT IN ENSURING THAT WE ARE PRIMED TO FACILITATE OTHER STAKEHOLDERS TO BRING LOCAL AND INTERNATIONAL BUSINESSES TO OUR GREEN BELT. TOGETHER, LET US AID EACH OTHER TOWARDS REACHING GREATER SUCCESS WITH LIMITLESS BOUNDARIES.*

”

MyCEB has recorded tremendous achievements throughout the year 2020 by successfully supporting a total number of 21 events that translated to RM186.2 million estimated economic impact. One of the significant key events supported include the Ottawa Conference 2020 that serves as an international forum for medical and other healthcare professions educators to exchange ideas and developments on all aspects of the assessment of competence.

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

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

*Let's Meet in Malaysia, Truly Asia.*

# Chairman

## **DATO' DR. NOOR ZARI BIN HAMAT**

**Secretary General**

Ministry of Tourism, Arts and Culture Malaysia

**Chairman**

Malaysia Convention & Exhibition Bureau



*MyCEB HAS SUCCESSFULLY EXECUTED THE NECESSARY MEASURES IN ORDER TO ENSURE THE COUNTRY IS EVER READY TO WELCOME INTERNATIONAL DELEGATES WITH OPEN ARMS ONCE THE WORLD HAS HEALED FROM THE GLOBAL PANDEMIC WHILE MAXIMIZING THE DOMESTIC BUSINESS EVENTS POTENTIAL THROUGHOUT THE YEAR 2020*



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

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

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

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

[Let's Meet in Malaysia.](#)



# Chief Executive Officer

## DATO' SRI ABDUL KHANI DAUD

Chief Executive Officer

Malaysia Convention & Exhibition Bureau



MyCEB WILL CONTINUE TO STRIVE AND PLAY AS AN ACTIVE BRIDGE BETWEEN THE MALAYSIAN GOVERNMENT AND THE INDUSTRY PARTNERS TO REACH GREATER HEIGHTS IN THE BE INDUSTRY.



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

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

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

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

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

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

**BE Greater, Together.**



# ABOUT US

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Malaysia Convention & Exhibition Bureau (MyCEB) was established in 2009 by the Ministry of Tourism, Arts and Culture Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development.

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

*Meet in  Malaysia*

**#BEGreaterTogether**



@MyCEB



@MyCEB Info

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

# Board of Directors



**DATO' DR. NOOR  
ZARI BIN HAMAT**

**Secretary General**  
Ministry of Tourism, Arts and  
Culture Malaysia

**Chairman**  
Malaysia Convention &  
Exhibition Bureau

**Appointed on**  
30 June 2020



**DATO' SRI ABDUL  
KHANI DAUD**

**Chief Executive Officer**  
Malaysia Convention &  
Exhibition Bureau

**Appointed on**  
1 March 2017



**DATO' VINCENT  
LIM HWA SENG**

**Appointed on**  
3 October 2014



**DATO' WAN  
KAMARUZAMAN  
BIN WAN AHMAD**

**Appointed on**  
14 December 2020





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**TAN SRI YONG  
POH KON**

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**Appointed on**  
14 December 2020



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**DATUK MARK  
VICTOR ROZARIO**

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**Appointed on**  
14 December 2020



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**DATUK CHE  
MOKHTAR BIN  
CHE ALI**

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**Appointed on**  
24 December 2020



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**MDM. UNG  
YIU LIN**

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**Appointed on**  
24 December 2020



## Board of Directors

# Welcome Onboard MyCEB Board of Directors

**DATUK MARK  
VICTOR ROZARIO**

**DATO' DR. NOOR  
ZARI BIN HAMAT**  
Secretary General  
& Chairman

**DATO' VINCENT  
LIM HWA SENG**

**DATO' WAN  
KAMARUZAMAN  
BIN WAN AHMAD**

**MDM. UNG  
YIU LIN**

**DATUK CHE  
MOKHTAR  
BIN CHE ALI**

**DATO' SRI  
ABDUL KHANI  
DAUD**  
Chief Executive  
Officer

**TAN SRI YONG  
POH KON**



# Senior Management Team

## MOHAMMAD ISA ABDUL HALIM

Director  
Marketing & Communications

## DATO' SRI ABDUL KHANI DAUD

Chief Executive Officer

## NIK AZLAN NIK ABDULLAH

Director  
Corporate Services

## TAN MEI PHING

Director  
Business Events







# MISSION



# Organisational Structure

MyCEB's staff strength as at 31 December 2020 stands at 41 personnel. 16 are in Business Events, 12 in Marketing and Communications, nine in Corporate Services and four in Corporate Office.

## BOARD OF DIRECTORS

### CEO



#### CORPORATE SERVICES

- Finance
- Human Resource, Administration & Procurement
- Legal, Corporate Secretarial and Integrity



#### MARKETING & COMMUNICATIONS

- Brand Marketing
- PR, Communications and Digital
- Industry and Product Development
- Market Research
- Government Relations
- International Events



#### BUSINESS EVENTS

- Convention Sales
- Corporate Meetings and Incentive Sales
- Exhibition Sales
- Association Development
- Event Support



# 2020 REVIEW

- 15 Business Events
- 16 Bids Won 2020
- 18 Postponed & Cancelled Events



## BUSINESS EVENTS



Business Events  
Secured

**60**



Estimated Total Number  
of Delegates

**90,750**



Estimated Total Number  
of International Delegates

**56,855**



Estimated Total  
Number of International  
Delegate Days

**271,547**



Estimated Total  
Economic Impact

**RM1.1 billion**



## 2020 Review

During the year under review, MyCEB successfully won 60 bids. This impressive win catapulted Malaysia's capabilities to host business events of all categories, including conferences, exhibitions, meetings and incentive programmes. We are pleased to feature some of the secured business events below. Please visit [www.myceb.com.my](http://www.myceb.com.my) for more details.



### BIDS WON IN 2020

1

#### International Medical Exhibition & Conference (IMEC) 2021



##### TRADE EXHIBITION



**ESTIMATED NUMBER  
OF DELEGATES**  
5,000



IMEC serves as a platform to promote the latest healthcare products and services as well as developments in healthcare systems

2

#### International Coffee & Beverage Show 2021 (ICBS 2021)



##### TRADE EXHIBITION



**ESTIMATED NUMBER  
OF DELEGATES**  
2,000



The ICBS offers suppliers an unrivalled opportunity to engage, network and market their products and services to key industry players present at this world class exhibition

3

#### Asia Fence Expo 2021



##### TRADE EXHIBITION



**ESTIMATED NUMBER  
OF DELEGATES**  
2,000



AFE inaugurated since 2019 aims to drive forward the fence industry in the ASEAN region

4

#### Subsea Asia 2021



##### TRADE EXHIBITION



**ESTIMATED NUMBER  
OF DELEGATES**  
2,000



Subsea Asia brings together subsea experts to share latest insights on underwater engineering, subsea technology for oil & gas and alternative energy technology

5

#### CoreNet 2022 APAC Summit



##### CONVENTION WITH EXHIBITION



**ESTIMATED NUMBER  
OF DELEGATES**  
680



CoreNet 2022 APAC Summit is a regional event that provides educational and networking opportunities for the corporate real estate industry

6

#### International Surgical Wound Complication Advisory Panel ISWCAP and 3<sup>rd</sup> Global Wound Conference 2021



##### CONVENTION



**ESTIMATED NUMBER  
OF DELEGATES**  
600



ISWCAP is an inaugural event that aims to promote collaboration among peers in reducing the occurrence in surgical wound complication through advocacy, awareness and education



## BIDS WON IN 2020

7

### Asian Conference on Lactic Acid Bacteria - ACLAB 2022



#### CONVENTION



#### ESTIMATED NUMBER OF DELEGATES

500



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

8

### World Conference on Marine Biodiversity - WCMB 2023



#### CONVENTION



#### ESTIMATED NUMBER OF DELEGATES

400



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

9

### Asian Symposium on Process Systems Engineering - PSE Asia 2024



#### CONVENTION WITH EXHIBITION



#### ESTIMATED NUMBER OF DELEGATES

260



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

10

### BMES Incentive Trip to Langkawi 2021



#### INCENTIVE PROGRAMME



#### ESTIMATED NUMBER OF DELEGATES

200

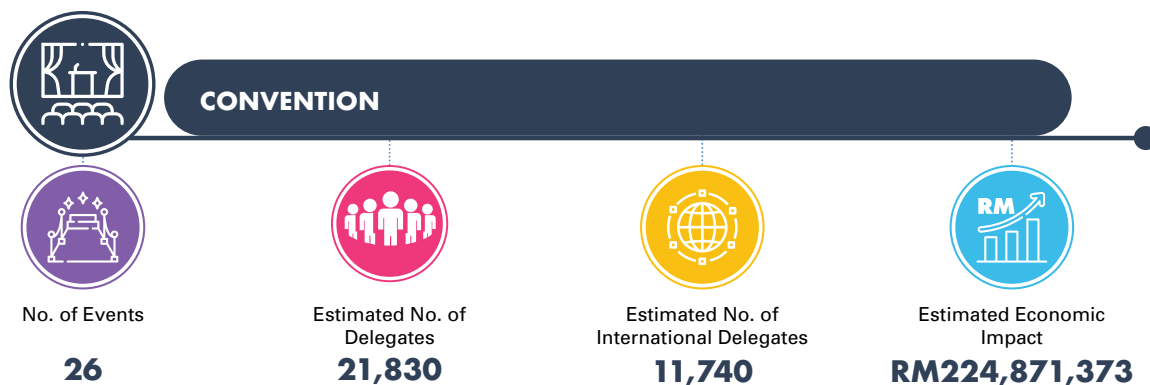


BMES is a local facility management company that has rewarded its excellent service staff for a 3days/2nights incentive programme to Langkawi

## 2020 Review

### POSTPONED & CANCELLED EVENTS

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





### THE CANCELLED EVENTS IN 2020



No. of Events

**60**



Estimated No. of  
Delegates

**257,973**



Estimated No. of  
International Delegates

**60,491**



Estimated Economic  
Impact

**RM1,448,375,965**



#### CONVENTION



No. of Events

**12**



Estimated No. of  
Delegates

**11,713**



Estimated No. of  
International Delegates

**7,206**



Estimated Economic  
Impact

**RM195,247,001**



#### CORPORATE MEETING & INCENTIVE



No. of Events

**21**



Estimated No. of  
Delegates

**12,010**



Estimated No. of  
International Delegates

**12,010**



Estimated Economic  
Impact

**RM133,817,112**



#### EXHIBITION



No. of Events

**27**



Estimated No. of  
Delegates

**234,250**



Estimated No. of  
International Delegates

**41,275**



Estimated Economic  
Impact

**RM1,119,311,852**



# 2020 HIGHLIGHTS

- 21 Key Highlights For Business Events 2020:  
Meet In Malaysia Campaign
- 22 Event Snapshots

# 2020 Highlights

## KEY HIGHLIGHTS FOR BUSINESS EVENTS 2020: MEET IN MALAYSIA CAMPAIGN

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

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

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

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

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

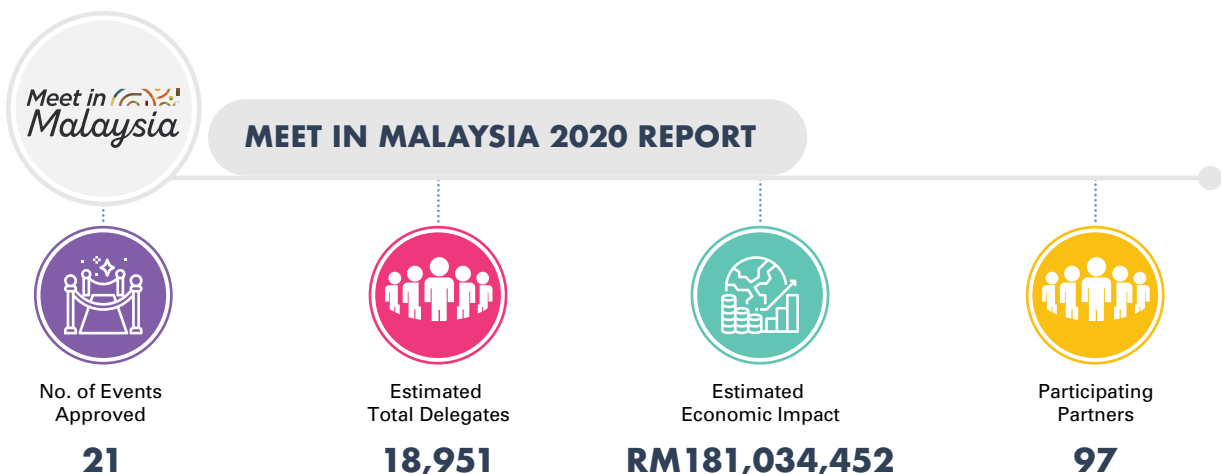


The Let's Meet Tomorrow initiative promotes collaboration with venues to develop competitive and attractive campaign packages. It involves industry stakeholders such as professional conference organisers, local associations, event management companies and destination marketing companies.

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

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

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





# Event Snapshots



**FEB**  
2020

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

**JULY**  
2020

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



**AUG**  
2020

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



## AWARDS 2020

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

### 1. Malaysia – Asia's Best Conference & Exhibitions Destination

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

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

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

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





# BUSINESS EVENTS

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



# Association Development



## ASSOCIATION DEVELOPMENT PROGRAMME

The mission of the Association Development Programme (ADP) is to spur the development of Malaysian associations and to enhance their potential for hosting international conventions. Through this initiative, the Malaysian Society of Association Executives (MSAE) was established in 2017 to serve Malaysian association professionals.

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

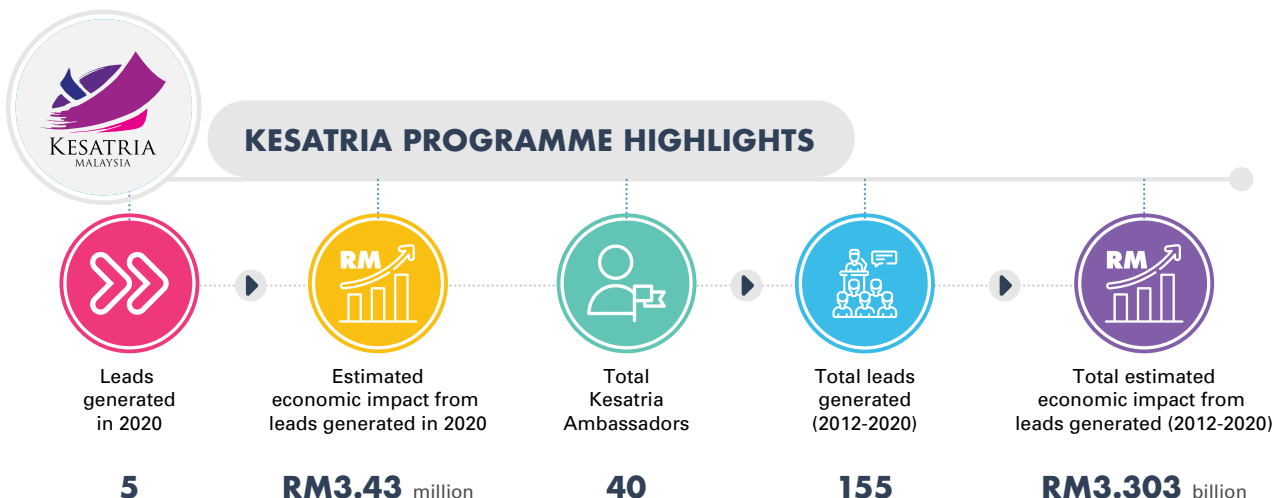
This year, a survey titled 'Impact of COVID-19 on Associations in Malaysia' was conducted to gather feedback on the consequences of the COVID-19 pandemic on the operations and sustainability of associations in Malaysia. A total of 142 individual samples were collected from over 100 associations in different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

## KESATRIA MALAYSIA PROGRAMME

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

Kesatria achievements and international recognition:

- Prof. Ir. Dr. Zuhaina Hj. Zakaria was appointed as a member of the Institute of Electrical and Electronics Engineers (IEEE) Admission and Advancement (A&A) Committee and the IEEE Power & Energy Society Long Range Planning (LRP) Committee. She is the first IEEE committee member to be appointed from Malaysia.
- Prof. Ir. Dr. Dominic Foo was elected as the President of the Asian Pacific Confederation of Chemical Engineering (APCCChE).
- Dato' Dr. Saunthari Somasundaram, President of the National Cancer Society Malaysia (NCSM) was conferred with the Darjah Datuk Paduka Mahkota Perak Award by His Royal Highness Sultan of Perak.
- Prof. Dr. Nazirah Hasnan, President of the Malaysian Association of Rehabilitation Physicians (MARF) was appointed as the Director of University of Malaya Medical Centre (UMMC).



# Conventions



## BUSINESS DEVELOPMENT

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

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

### Highlights:

- 52% of total handover leads are above 500 pax in event size.
- The medical/pharmaceutical industry remains the top segment in regional/international association meetings, followed by science and technology.
- More than 48% of total handover leads were developed by the MyCEB team through research and development; while the rest are contributed from sales activities, lead referrals by Kesatria and government agencies, and leads initiated by industry partners.



## BUSINESS EVENTS LEADS



New Business  
Events Leads

**112**



Estimated Number  
of Delegates

**65,783**



Estimated Number  
of International  
Delegates

**RM1.07** million



### Highlights:

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

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

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

### SALES

Our passionate and professional Convention Sales team are highly motivated individuals. Their outstanding performance speaks volumes of their business acumen and outstanding capabilities.

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

To secure international conventions, the team offers:

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

### 2020 SECURED EVENTS



Bids Won

**29**



Estimated Number  
of Delegates

**47,239**



Estimated Number  
of International  
Delegates

**32,247**



Estimated Number of  
International  
Delegate Days

**178,786**



Estimated Economic  
Impact

**RM793.9** million



# Corporate Meetings & Incentives

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

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

## LIST OF 2020 ACTIVITIES

### The Meetings Show London (Virtual)

**Date:**

19 & 20 October 2020

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

### MyCEB China COVID-19 Update to Industry

**Date:**

9 February 2020 - 31 January 2021

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

### Webinar Session with JTB India MICE Team

**Date:**

13 May 2020

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

## 2020 SECURED EVENTS



Events Won

**24**



Estimated Number of Delegates

**24,161**



Estimated Number of International Delegates

**20,473**



Estimated Number of International Delegate Days

**80,221**



Estimated Economic Impact

**RM238 million**

# Exhibitions



The Exhibition Unit's mission is to bid, secure and support local and international trade exhibitions in Malaysia.

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



## 2020 EVENTS WON



Events Won

**7**



Estimated Number  
of Delegates

**19,350**



Estimated Number  
of International  
Delegates

**4,135**



Estimated Number  
of International  
Delegate Days

**12,540**



Estimated  
Economic Impact

**RM43.1** million

# Event Support



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

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

## KEY EVENTS SUPPORTED

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

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

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

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

The successful implementation of WHOLE 2020 is a highly consequential milestone in the development of Penang's business events industry.







## KEY EVENTS SUPPORTED

### The Ottawa Conference 2020

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

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

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

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

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

## Event Support

### TOTAL NUMBER OF EVENTS SUPPORTED IN 2020

NO. OF  
EVENTS

**21**

ESTIMATED NO.  
OF DELEGATES

**44,008**

ESTIMATED NO. OF  
INTERNATIONAL  
DELEGATES

**11,115**

ESTIMATED  
ECONOMIC IMPACT

**RM186,239,019**



#### CORPORATE MEETING & INCENTIVE



No. of Events

**10**



Estimated No. of  
Delegates

**4,880**



Estimated No. of  
International Delegates

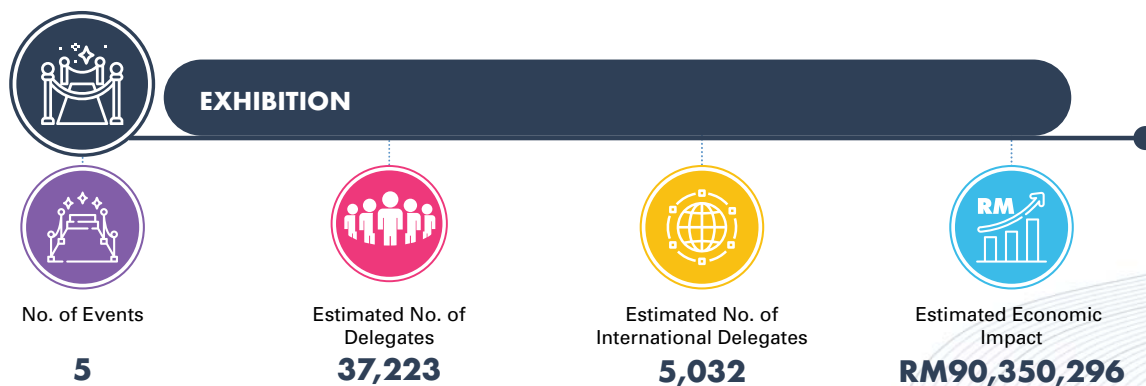
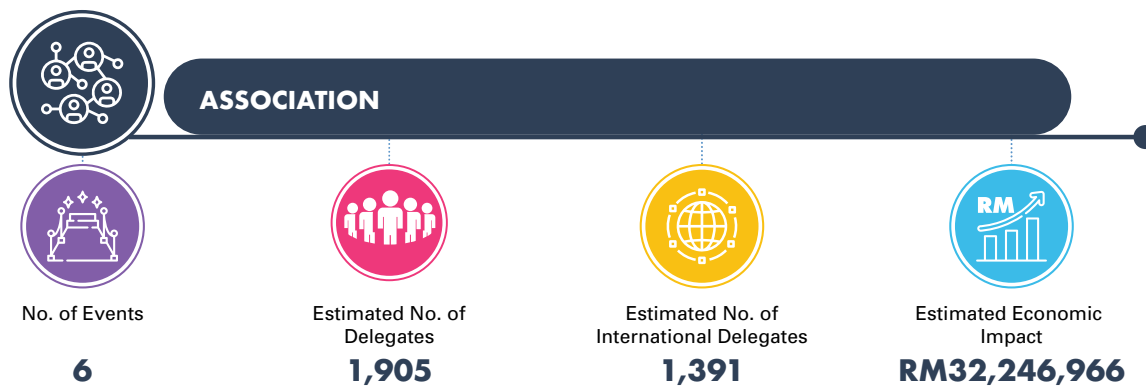
**4,692**



Estimated Economic  
Impact

**RM63,641,757**

## TOTAL NUMBER OF EVENTS SUPPORTED IN 2020







# MARKETING & COMMUNICATIONS

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

# Brand Marketing

## BRAND MARKETING

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

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

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

Brand Marketing Highlights for 2020:

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

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

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

- a. The competition was widely promoted and communicated via:
  - Website – [www.myceb.com.my/competition](http://www.myceb.com.my/competition)
  - Social media – Facebook, Instagram, LinkedIn and Twitter
  - eDirect Mailer and WhatsApp groups
- b. The prize-giving ceremony for the 'The New Norm in Organising Future Business Events' competition was held during the 'Meet in Malaysia' campaign launch. Numerous excellent ideas were presented by the contestants who were allowed to enter any the 3 categories.

**GOOD NEWS!**

## The New Norm in Organising Future Business Events

**Competition entry deadline extended till 9<sup>th</sup> June 2020**

Submission categories

**Convention**

**Corporate Meeting & Incentive**

**Trade Exhibition**

Stand a chance to win prizes and gifts per category

**1<sup>st</sup> PLACE**

**RM3,000**

**2<sup>nd</sup> PLACE**

**RM2,000**

**3<sup>rd</sup> PLACE**

**RM1,000**

Check out details today

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

[competition@myceb.com.my](mailto:competition@myceb.com.my)

\*Terms & conditions apply.



### Category 1: Corporate Meetings & Incentives

**1st place:** Above Creative Event Sdn Bhd



### Category 2: Trade Exhibitions

**1st place:** Rafiuddin Ridzwan  
**2nd Place:** Holiday Tours & Travel Sdn Bhd  
**3rd place:** Sentinel Planet



### Category 3: Conventions

**1st place:** Jake Lee  
**2nd place:** Lee Zhee Xuan  
 Ng Wai Yee  
**3rd place:** Medical Conference Partners

## Brand Marketing

### 2. Meet in Malaysia Campaign

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

Campaign Promotional mediums:

- Website – [www.myceb.com.my/meetinmalaysia](http://www.myceb.com.my/meetinmalaysia)
- Social media – Facebook, Instagram, LinkedIn and Twitter
- eDirect Mailer and WhatsApp groups



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

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

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



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

- Meet in Malaysia @ Malaysia Business Events Week on 24 and 25 August 2020 at the World Trade Centre Kuala Lumpur with almost 345 in-person participants and virtual participants.
- IAPCO Malaysia PCO Professional Development Programme on 27 August 2020 at Kuala Lumpur Convention Centre, attended by 50 delegates comprising professional conference organisers, professional exhibition organisers, event management companies and destination management companies.
- SMP Virtual Workshop session from 4 December 2020 with 118 industry representatives divided into six focus groups which presented respective final inputs on 18 December 2020.

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

### INDUSTRY & PRODUCT DEVELOPMENT

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

Our Industry and Product Development team was involved in the following:

- Co-operative sales and marketing activities
- Professional development
- Business-to-business networking
- Product profiles in MyCEB's online and print publications



# Industry & Product Development

## Industry Partner Programme

Total industry partner programme members as at December 2020 stands at 452 members comprising of:

- Accommodation - 177
- Event Products & Service Provide - 197
- Venue - 31
- Tour & Leisure - 35
- Convention Bureaus & Tourism Organizations - 6
- Transportation - 6



## Meet in Malaysia @ Shangri-La 26 August 2020

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

## Meet in Malaysia @ Malaysia Business Events Week (MBEW) 24-25 August 2020

This sixth edition of Meet in Malaysia @ MBEW 2020 was themed "Rebuilding Confidence". The hybrid event provided a platform for the business events industry to learn, network, debate issues, develop business opportunities, exchange ideas, and innovate. 345 attended the in-person event where both local and international speakers presented various topics addressing a broad range of professions and disciplines over two days.

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



## IAPCO Malaysia PCO Continued Professional Development Programme 27 August 2020

The IAPCO Malaysia PCO Continued Professional Development Programme was a half-day programme co-organised by MyCEB and Kuala Lumpur Convention Centre with support from the International Association of Professional Congress Organisers (IAPCO). Attended by 70 participants, the programme discussed the importance of professional development to advance our industry supply chain and Malaysia's competitiveness in the PCO business. In addition to that, participants were introduced to the IAPCO webEDGE Educational Programme.

## Social Media Tourism Conference 26 August 2020

The Social Media Tourism Conference 2020 was a joint programme organised in conjunction with Meet in Malaysia @MBEW by MyCEB, SANTAI Travel Magazine and Malaysia Tourism Council. The programme was attended by 100 participants with the objective of enhancing the role of netizens, particularly social media practitioners, to assist and to ensure that the tourism and business events industry in Malaysia remains competitive.



## Industry & Product Development



### ASEAN MICE Venue Standard (AMVS)

MyCEB spearheads the AMVS category in relation to meeting rooms for conventions/exhibition centres, hotels/resorts the public/private sector. The on-going programme includes AMVS category for exhibition venues. The undertaking of this initiative was mandated to the bureau by the Ministry of Tourism, Arts and Culture Malaysia.



### Tradeshows



### AIME 2020, Melbourne (17 - 19 February 2020)

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

Total pre-scheduled appointments: 29



### IT&CM China 2020, Shanghai (3 - 5 August 2020) - Virtual

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

Total pre-scheduled appointments: 24



### IBTM World 2020, Barcelona (1 - 3 December 2020) - Virtual

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

Total pre-scheduled appointments: 33



# Digital Marketing



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

## Video/Campaign Development:

### 1. ICCA Board of Directors Election Asia Pacific Region

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

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

2. ICCA Video for International Conference Industry CEO Summit, Chengdu
3. ICCA Asia Pacific Summit 2020 in Yokohama
4. ICCA Kaohsiung Congress 2020

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

## Live Stream Activities:



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

## 2020 Hybrid Events:

1. Meet in Malaysia @ MBEW 2020, 24 & 25 August 2020
2. Meet in Malaysia Campaign Launch & The New Norm in Organising Future Business Events competition Winners Announcement, 24 July 2020



# 2020 Webinar & Virtual Event Participations

MyCEB participated in various webinars with industry partners to ensure resilience of the business events industry. This initiative focused on the domestic market, emphasizing efforts to stabilize and support the entire supply chain as well as engaging meeting and event planners.



## Legend:

- Webinar
- Virtual Event

7

### Webinar 4.0 - Opportunities in Crisis



**DATE**  
20 May 2020



**ORGANISER**  
MACEOS

8

### Meeting on COVID-19 with US – ASEAN Business Council



**DATE**  
10 Jun 2020



**ORGANISER**  
MOTAC

9

### Seminar Pasca PKPP Sektor Pelancongan



**DATE**  
30 Jun 2020



**ORGANISER**  
MATA

10

### AFECA Webinar: Get Ready for Reopening



**DATE**  
3 Jul 2020



**ORGANISER**  
AFECA

11

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



**DATE**  
7 Jul 2020



**ORGANISER**  
Taylor's University

12

### Conversation NEXT - Asia Pacific's Business Events Comeback



**DATE**  
18 Jul 2020



**ORGANISER**  
BESarawak

13

### Meet in Malaysia Campaign Launch



**DATE**  
24 Jul 2020



**ORGANISER**  
MyCEB

#### Legend:

● Webinar

● Virtual Event

## 2020 Webinar & Virtual Event Participations

14

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



**DATE**  
14 Oct 2020



**ORGANISER**  
MOTAC

15

ICCA 59<sup>th</sup> Virtual General  
Assembly, Board of  
Members Selection 2020



**DATE**  
19 Oct 2020



**ORGANISER**  
ICCA

16

M&C Asia Stella Awards  
Virtual Ceremony 2020



**DATE**  
20 Oct 2020



**ORGANISER**  
M&C Asia

17

Virtual Session on Asia  
Destination Roundtable  
2020 with Goyang  
Convention Bureau



**DATE**  
22 Oct 2020



**ORGANISER**  
ICCA

18

Opening Ceremony of  
ICCA Congress 2020



**DATE**  
1 Nov 2020



**ORGANISER**  
ICCA

19

Malaysia Tourism Council  
Gold Summit 2020



**DATE**  
11 Nov 2020



**ORGANISER**  
Malaysia Tourism  
Council

20

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





**DATE**  
30 Nov 2020



**ORGANISER**  
IEEE

### Legend:

-  Webinar
-  Virtual Event



# PR & Communications

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

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

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

## 14

### PRESS RELEASES

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



## 19

### EDITORIALS

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

## 10

### NEWSLETTERS

- 1) 'Closed' Encounters in Malaysia
- 2) Malaysia's Best Kept Secrets are Utterly Green
- 3) Five Signature Tastes from Five States in Malaysia
- 4) Getting Around Malaysia's Local Linguistic Minefield
- 5) Meet in Malaysia
- 6) Tactical Malaysia Twin Deal V
- 7) Bids Won for Malaysia's Business Events Industry
- 8) M&C Asia Stella Awards
- 9) IAPCO webEDGE
- 10) Explore Malaysia Like Never Before!

## PR & Communications



### MEDIA ENGAGEMENT

- 1) **Meet In Malaysia Campaign Launch**
  - Media attendance: 44 media in total including Astro, Bernama, Utusan, Berita Harian and RTM
  - News Coverages: 35
- 2) **Meet In Malaysia @ Malaysia Business Events Week**
  - Media attendance: 32 media in total including Bernama, The Sun, Astro, M&C Asia and TTG Asia
  - News Coverages: 44
- 3) **Social Media Tourism Conference**
  - Media/Bloggers/Influencers attendance: 61 including Malay Mail, Santai Travel, Free Malaysia Today and Astro Awani
  - News Coverages: 8



### MEDIA PARTNERSHIP



#### BERNAMA

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

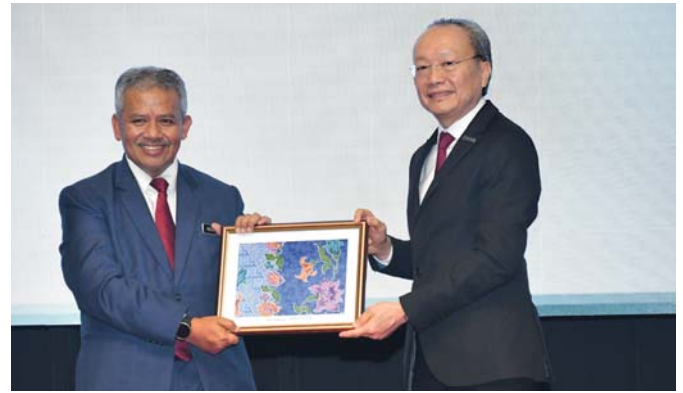


#### FREE MALAYSIA TODAY

- 12 media coverages in FMT channel (English)
- 7 media coverages in FMT channel (Bahasa Malaysia)
- 3 News/Event Coverages



# Government Relations



## 1

### INVOLVEMENT IN THE DEVELOPMENT OF MICE SOP

While MyCEB is charting the way forward for Malaysia's business events industry, it is also collaborating with relevant stakeholders to ensure the long-term sustainability of the industry.

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

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



## 2

### PREPARATION OF INPUT FOR RMKE-12 (2012-2025) RPI (2021) AND RP2 (2022)

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



## 3

### PREPARATION OF DOCUMENTATION FOR MOTAC RECOVERY PLAN BUDGET AND ECONOMIC ACTION COUNCIL

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

## 4

### INVOLVEMENT IN MOTAC STRATEGIC PLAN 2021-2025

As MyCEB is one of the agencies under the administration of the Ministry of Tourism, Arts and Culture Malaysia, the bureau contributed ideas for the development of the ministry's strategic plan and direction.





# CORPORATE SERVICES

47 Operational Milestones

## OPERATIONAL MILESTONES

MyCEB successfully relocated its office from Menara Kembar, Bank Rakyat, Kuala Lumpur to Menara Z10, Putrajaya in December 2020. The impressive infrastructure of our new corporate headquarters provides the impetus for us to reach greater heights.

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

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

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





# Meet in Malaysia

Presents

*Let's Meet  
Locally*

(Support for national  
business events)

*Let's Meet  
Tomorrow*

(Support for regional/international  
business events)



Conventions



Corporate Meetings  
& Incentives



Trade  
Exhibitions

BE Greater, Together.

## Give Your Business Events A Boost!

GET STARTED



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



**Conventions:** [mycebsa@myceb.com.my](mailto:mycebsa@myceb.com.my)

**Corporate Meetings & Incentives:** [mycebci@myceb.com.my](mailto:mycebci@myceb.com.my)

**Trade Exhibitions:** [mycebsalesexhibition@myceb.com.my](mailto:mycebsalesexhibition@myceb.com.my)

\*Terms and conditions apply

Malaysia  
Convention  
& Exhibition  
Bureau

Malaysia  
Truly Asia





“

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

”

**DATO' DR. NOOR ZARI BIN HAMAT**

**Chairman**

Malaysia Convention & Exhibition Bureau

ISSN 2811-4450



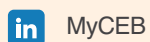
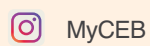
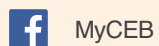
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*Meet in*  
**Malaysia**  
BE Greater, Together.