



**ALWAYS AIMING  
FOR THE BEST**

ANNUAL REPORT 2019

**Malaysia**   
**Convention  
& Exhibition  
Bureau**



## ALWAYS AIMING FOR THE BEST

.....

To mark our 10th year anniversary, we renew our pledge to put Malaysia at the forefront of high-yield business tourism to the best of our abilities.

With the Kuala Lumpur skyline as a representation of Malaysia, perched on the arrowhead, this year's Annual Report cover illustrates our aspiration to always be the best in the industry.

The arrow also embodies our forward march towards new boundaries of excellence and setting higher limits for ourselves.




## CELEBRATING A DECADE OF EXCELLENCE

.....

Leveraging on international business events and major events proved to be an effective strategy for Malaysian tourism throughout the years.

Thus, after a decade of hard work and perseverance, it is time to celebrate our achievements by aiming even farther.

Hence, we shall not rest on our laurels and will continue to strive for more brilliant years of stellar services and offerings.



# CONTENTS

## MESSAGES

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

## ABOUT US

- 7 Malaysia Convention & Exhibition Bureau
- 8 Board of Directors
- 10 Senior Management
- 12 Vision and Mission
- 12 Organisational Structure
- 14 Overseas Representatives
- 15 Key Economic Growth Sectors
- 16 A Decade of Achievements

## 2019 REVIEW

- 19 2019 Achievements
- 20 2019 Highlights



## BUSINESS EVENTS

- 23 Review
- 24 Association Development
  - Association Development Programme
  - Kesatria Malaysia Programme
  - Kesatria Programme Highlights
- 25 Conventions
  - Business Development
  - 2019 Business Events Leads
  - Sales
  - 2019 Bids Won
- 27 Corporate Meetings and Incentives
  - Malaysia Like Never Before
  - 2019 Events Won
  - Malaysia Twin Deal V
  - 2019 Malaysia Twin Deal V Secured Events
  - Key Event Highlights
- 29 Exhibitions
  - 2019 Events Won
  - Key Event Highlights
  - New Initiatives
- 30 Event Support
  - Key Events Supported in 2019
  - Total Number of Events Supported in 2019

## INTERNATIONAL EVENTS

- 33 Review
  - Events Secured and Supported

## MARKETING AND COMMUNICATIONS

- 35 Review
- 36 Brand Marketing
- 37 Industry and Product Development
- 40 PR, Communications and Digital
- 40 Market Research
- 40 Government Relations

# MESSAGE

WHILE THE MINISTRY IS PLEASED THAT LEISURE TOURISM REMAINS AS ONE OF THE KEY CONTRIBUTORS, WE CANNOT DENY THE FORCE OF BUSINESS EVENTS AND THE BENEFITS IT YIELDS FOR MALAYSIA. IT IS A SECTOR THAT PROFOUNDLY INTEGRATES MEETINGS, CORPORATE INCENTIVE GROUPS, CONFERENCES AND EXHIBITIONS. THE MARK BUSINESS EVENTS LEAVE IS BEYOND JUST DOLLARS AND CENTS, INSTEAD LEGACIES ARE LEFT.

**There are many ways for a country to be opened to the world, whether through diplomatic relations, trade, common goals and many more. But what truly exposes the world to a country is the destination and its people.**

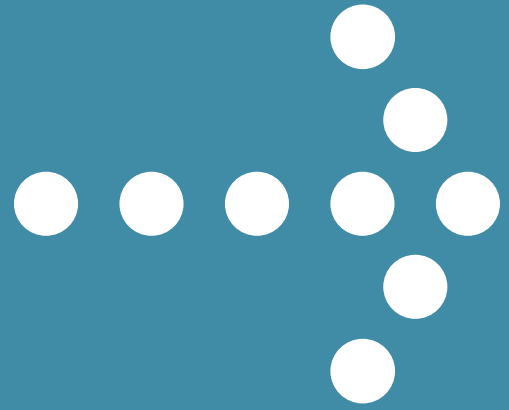
Being in the heart of South East Asia, Malaysia is indeed the gateway to Asia. In the first half of 2019, Malaysia saw positive growth in the tourism sector boosted by stronger international tourist arrivals which accounted for 20,109,203 tourist arrivals between January and September. This is an increase of 3.7 percent, compared to 19,386,115 visitors during the same period last year. As for tourist receipts for the same period in 2019, we have achieved RM66.14 billion compared to RM61.85 billion for the same period in 2018, indicating an increase of 6.9 percent.

With main contributors from Singapore, China, Indonesia, Thailand and India, the Ministry of Tourism, Arts and Culture (MOTAC) Malaysia also found that per capita expenditure for the period of January to September grew by 3.1 percent from RM3,190.5 to RM3,289.3.

While the ministry is pleased that leisure tourism remains as one of the key contributors, we cannot deny the force of business events and the benefits it yields for Malaysia. It is a sector that profoundly integrates meetings, corporate incentive groups, conferences and exhibitions. The mark business events leave is beyond just dollars and cents, instead legacies are left.

This is where Malaysia Convention & Exhibition Bureau (MyCEB) played its instrumental role for the past decade in nurturing the business events industry. Purely looking at 2019's Key Performance Index, the bureau did an exceptionally outstanding job in locking in business events for the next six years.





MyCEB, together with industry partners have nailed 49 association conventions/conferences with an estimated delegate arrival of 66,107 and is expected to generate approximately RM856 million in estimated economic impact. We remain strong in the medical field with upcoming Congress of the International Society of Blood Transfusion 2022, SICOT Orthopaedic World Congress 2022 and is also proving our capabilities in hosting other industries such as the Offshore Technology Conference Asia 2020 and many more.

For corporate meetings and incentive groups, Malaysia can expect to welcome 88 groups for a segment worth RM684 million in estimated economic impact and 48,556 international delegates arriving to our shores. They are from Japan, China, Korea and others, covering industries of finance, beauty, telecommunications and education, amongst the list.

We are also looking to host eight major exhibitions with more than 66,000 delegates and RM304 million in estimated economic impact.

Collectively, for the next six years, we will be looking at 145 business events, with 180,669 delegate arrivals, spending approximately 489,732 days for international delegates and generating RM1.844 billion in estimated economic impact.

MyCEB has overachieved its 2019 KPI by 19 percent for international delegates and 37 percent for delegate days. This is indeed a crystal-clear picture of how MyCEB is 'Always Aiming for the Best' and with that belief in mind, they will always forge ahead and build the momentum.

There is no doubt that these astounding numbers are contributing to the overall tourism number, which will support the Visit Malaysia Year 2020 (VM 2020) which targets to achieve 30 million visitors earning tourist receipts of RM100 billion.

Being in office for the first year, I am thoroughly grateful for all assistance from my capable colleagues. Your expertise and diligence in ensuring my navigation in this portfolio has undoubtedly given me the utmost confidence to reciprocate with my full commitment.

I thank the Board of Directors of MyCEB, the management of the bureau with its fittest team, business events' champions including Kesatria ambassadors, associations and honourable players for their hard work. I have the fullest faith that the business events industry will continue to prove itself time and time again that Malaysia is, indeed, Asia's Business Events Hub.



#### **DATUK MOHAMADDIN BIN KETAPI**

MINISTER OF TOURISM, ARTS AND CULTURE  
MALAYSIA

# MESSAGES



**Business events is an industry that requires constant engagement with stakeholders, be it the global markets we penetrate, or the local venue operators, professional conference organisers (PCO), destination management companies (DMC), local associations, government authorities and other numerous parties we work with.**

For ten years, this is what Malaysia Convention & Exhibition Bureau (MyCEB) has done. Our continuous attainment for higher standards has us constantly reaching out to new parties to ensure growth; while our strive for betterment pushes us to keep an eye on global knowledge and stakeholders in order to uphold the success of the business events industry.

When we reached our 10th year milestone in 2019, I took pride as the Chairman overseeing the strategic directions of MyCEB together with the Board of Directors, in witnessing the remarkable returns to what the Bureau has invested in.

Looking into the organisation, I am proud to note that Datuk Zulkefli and his team at MyCEB persevered in their pursuit for continuous industry engagements; hence the theme 'Always Aiming for the Best' justly describes how MyCEB operates.

Throughout the years, MyCEB initiated various dialogues with the business events community. Our Industry Partner Programme (IPP) established in 2011 is a platform to help companies profile themselves to the lucrative international market. It opened avenues through co-operative sales and marketing activities, professional development, business-to-business networking, market intelligence, and product profiling in MyCEB's online and print publications. IPP started with only a group of 100 convinced members, but have now grown to 408 strong.

When the bureau was inceptioned, there was also a need to approach and bring together local associations – giving birth to our Association Development Programme. It was set up primarily to support the development of Malaysia's national associations and their potential in hosting international conventions.

Touching upon the international bidding and affiliation initiatives, we cannot deny the invaluable contributions of our Kesatria ambassadors. With 40 members since the establishment of the conference ambassador programme, Malaysia has managed to attract some of the most prestigious congresses into the country, including the Asian Congress of Surgery and the World Congress on Falls and Postural Stability.

As we progressed in bringing people together, MyCEB organised the 5th Malaysia Business Events Week (MBEW) 2019, a platform for stakeholders to learn, debate, exchange ideas, explore business opportunities, network and innovate. MBEW 2019 was attended by 202 participants including 19 international and local speakers.

MyCEB also works on regional policies to collectively elevate the business events industry. As part of the efforts from ten countries in South East Asia, the ASEAN Tourism Standards created seven tourism standards to enhance the quality of tourism products and services in the region. The bureau spearheads the ASEAN MICE Venue Standards (AMVS) which provides all member countries the guidelines to make their property attractive – with the ultimate objective of making ASEAN a competitive MICE region by providing quality business events venues to visitors. AMVS covers three categories namely, Meeting Room, Exhibition Venue and Event Venue. The current focus is the Meeting Room category in the following settings – Hotel/Resorts, Convention/Exhibition Centres and Public/Private Sectors. There are currently 41 AMVS certified venues in Malaysia from 2018 until 2022.

It is truly a pleasure for me to be one of the governing positions of a bureau that has highly contributed to the development of the country. I express my gratitude to the Ministry of Tourism, Arts and Culture (MOTAC) Malaysia for their unwavering support, the Board of Directors, all players of the industry, and the very heart of the bureau, the MyCEB team.

Let the next decade be as great as the last one and that we continue to carry the baton of our positioning as Asia's Business Events Hub.

**DATUK ISHAM ISHAK**  
CHAIRMAN





**A decade of existence and operations speaks loudly – from locking in the right team, setting up a bureau with limited resources, connecting and bringing together players, educating stakeholders, to strong growth of both the internal team and the entire industry as a whole.**

With the establishment of Malaysia Convention & Exhibition Bureau (MyCEB) in 2019, came the awareness for the coined term for the industry, namely business events, under the business tourism sector.

It may sound like a standard evolution but upholding an industry that has been around without public exposure is something I can proudly boast of MyCEB team and the champions that are on board with us, especially from the very start. Hence which is the theme of this year's Annual Report of 'Always Aiming for the Best', also a mantra that we have always lived by.

Since our inception, Malaysia has collectively secured 1,255 events, generating RM10.4 billion in estimated economic impact for the country and seen the traffic of almost 840,400 business events delegates to the country.

The bureau also does not fall short when it comes to event support. We recorded some 2,608 supported events, which generated RM16.5 billion in estimated economic impact and delegate arrivals of 1,295,889 delegates.

We have welcomed some of the region's best, with participation from industry game changers, experts, royals, politicians and society leaders. I can recall some of the most prominent ones, not by financial boost but by purposefulness. We were the first Asian country to host the 3rd Women Deliver Conference in 2013 which was graced by many powerful women around the world including Melinda Gates of the Bill & Melinda Gates Foundation and HRH Crown Princess Mette Marit of Norway. Malaysia is one of the preferred countries for medical conferences, whereby we have received the Urological Association of Asia Congress (UAA) 2019,

the 6th Asia Pacific Congress of Interventional Oncology (APCIO) 2019 and the ANZ College of Anaesthetists Annual Scientific Meeting. Additionally, Malaysia hosted the Asia Pacific Conference on International Education (APAIE) 2019 attended by 2,518 delegates, followed by the 62nd ISI World Statistics Congress 2019 (ISI WSC) attended by 1,818 delegates and the 21st Soroptimist International Convention (SI) 2019 attended by 1,150 delegates.

Looking back at MyCEB's achievements for the past ten years, it certainly has inspired our team to win more bids for the country, get more involved in new product development with our partners and contribute to the tourism industry in ways that can also spill over to other sectors.

In the short term, some impressive conferences will land on our shores as we anticipate business events such as the Offshore Technology Conference Asia 2020, Conference of the International Society of Travel Medicine 2021 and Congress of the International Society of Blood Transfusion 2022. These three conferences will attract over 20,000 delegates and we anticipate their substantial contribution towards our socio economic development and legacy as a whole.

For year 2020, our business strategy is highly skewed towards assisting the country to succeed in bringing in 30 million tourist arrivals to the country in conjunction with the Visit Malaysia 2020. MyCEB will also look towards the direction of sustainable tourism as well as tapping digital opportunities to drive the industry.

I end my message by thanking the Ministry of Tourism, Arts and Culture (MOTAC) Malaysia, our Board of Directors, Kesatria ambassadors, industry partners, associations, our international counterparts for the endless knowledge and resources sharing and last but not least, my team at MyCEB who has work tirelessly in making Malaysia a highly sought after business events destination in the world.

**DATUK ZULKEFLI HJ SHARIF**  
CHIEF EXECUTIVE OFFICER



Malaysia.  
Convention  
& Exhibition  
Bureau



## ABOUT US



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 ACTS AS A CONDUIT FOR NATIONAL PRODUCT DEVELOPMENT.



THE BUREAU CONCURRENTLY FOCUSSES ON IDENTIFYING AND SUPPORTING INTERNATIONAL SPORTING EVENTS THAT STRENGTHEN MALAYSIA'S GLOBAL APPEAL AS A VERSATILE EVENT CENTRE STAGE.



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



# BOARD OF DIRECTORS



**DATUK ISHAM ISHAK**

**Chairman**

Malaysia Convention & Exhibition Bureau

**Secretary General**

Ministry of Tourism, Arts and Culture, Malaysia



*Appointed on 26 August 2019*



**DATO' SRI ABDUL KHANI BIN DAUD**

**Deputy Director General (Promotion)**

Tourism Malaysia



*Appointed on 1 March 2017*



**TAN SRI DR. ONG HONG PENG**



*Appointed on 13 August 2009*



**DATO' ASRI BIN HAMIDON**

**Deputy Secretary General (Investment)**

Ministry of Finance, Malaysia



*Appointed on 9 November 2010*

**DATUK ZULKEFLI HJ. SHARIF**  
Chief Executive Officer  
Malaysia Convention & Exhibition Bureau  
.....  
*Appointed on 13 August 2009*



**DATO' VINCENT LIM HWA SENG**  
President  
MACEOS  
.....  
*Appointed on 3 October 2014*

**DATUK WIRA HJ. AB. GHAFFAR BIN A. TAMBI**  
.....  
*Appointed on 1 March 2017*



**DATUK IR. (DR.) ABDUL RAHIM BIN HASHIM**  
Vice-Chancellor  
University of Malaya  
.....  
*Appointed on 15 October 2018*



# SENIOR MANAGEMENT

**NIK AZLAN NIK ABDULLAH**



**Director**  
Corporate Services



**TAN MEI PHING**



**Director**  
Business Events





**MOHAMMAD ISA ABDUL HALIM**

Director  
Marketing and Communications

**DATUK ZULKEFLI HJ. SHARIF**

Chief Executive Officer





## VISION

.....

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

## MISSION

.....

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

## ORGANISATIONAL STRUCTURE

.....

MyCEB's staff strength as at 31 December 2019 stands at 41 personnel. 16 are in Business Events, 12 in Marketing and Communications, nine in Corporate Services and four in Corporate Office. Post rationalisation exercise, the role and portfolio in respect of International Events have been placed under the Marketing and Communications Division.





## BOARD OF DIRECTORS

### CEO

#### CORPORATE SERVICES

Finance  
Human Resource, Administration,  
Procurement and Information Technology  
Legal,  
Corporate Secretarial and Integrity

#### MARKETING AND 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



# OVERSEAS REPRESENTATIVES

MyCEB's overseas representatives are instrumental in bridging the gap between Malaysia and the global business events industry players in 2019. They were strategically appointed to oversee businesses coming from both the Eastern and Western regions, with bases set up in China and Europe respectively.

Amongst others, they have been tasked to heighten the country's visibility in the space of international business events via the following:

- To promote and market Malaysia as a leading international business events destination
- To source, research, identify, prioritise and maintain client relationships
- To act as MyCEB's representative for trade shows, promotions and events as well as conduct face-to-face sales calls
- To provide support and assistance for bid activities, events, promotional activities, local communications, business development activities, media enquiries and relations

## EUROPE

ANETTE PALM

**Director**

Email: [anette@worldwideconventions.com](mailto:anette@worldwideconventions.com)

Phone: +49 (0) 6307 401103

Fax: +49 (0) 6307 401104

## CHINA

### Beijing

GRACE QU

**Business Development Manager**

Email: [beijing@myceb.com.my](mailto:beijing@myceb.com.my)

Phone: +8610 6430 1838

Fax: +8610 6430 1519

Room 412

Lido Office Tower Building

6, Jiangtai Road

Beijing, 100004, China

### Chengdu

FREDA HUA

**Business Development Manager**

Email: [chengdu@myceb.com.my](mailto:chengdu@myceb.com.my)

Phone: +86 28 6132 6795

Fax: +86 28 6132 6795

Room 1603B

Tower 1, Plaza Central

8, Shuncheng Dajie, Chengdu

Sichuan, 610016, China

### Guangzhou

JANET HUANG

**Business Development Manager**

Email: [guangzhou@myceb.com.my](mailto:guangzhou@myceb.com.my)

Phone: +8620 8735 6717

South Tower, Guangzhou World Trade Centre

Huan Shi Dong Road

Guangzhou, 510095, China

### Shanghai

EASON GU

**Business Development Manager**

Email: [shanghai@myceb.com.my](mailto:shanghai@myceb.com.my)

Phone: +8621 6385 8586

Fax: +8621 6385 9200

Room 1512

Shui On Plaza

333, Huai Hai Road

Shanghai, 200021, China

# KEY ECONOMIC GROWTH SECTORS

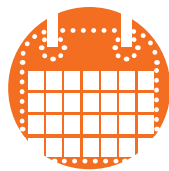
Business events and international events, especially the renowned ones, tend to bring forth multiple rewards to the host nation. Apart from being a global billboard for national branding, it also serves as an economic booster that will create ripple effects in other related engagements, activities and job creations.

Such international gatherings will also open our minds as well as windows of opportunities via new business ventures, idea generations and relationship building, regardless the industry or subject matter.



# A DECADE OF ACHIEVEMENTS

## TOTAL BUSINESS EVENTS SECURED (2010 – 2019)



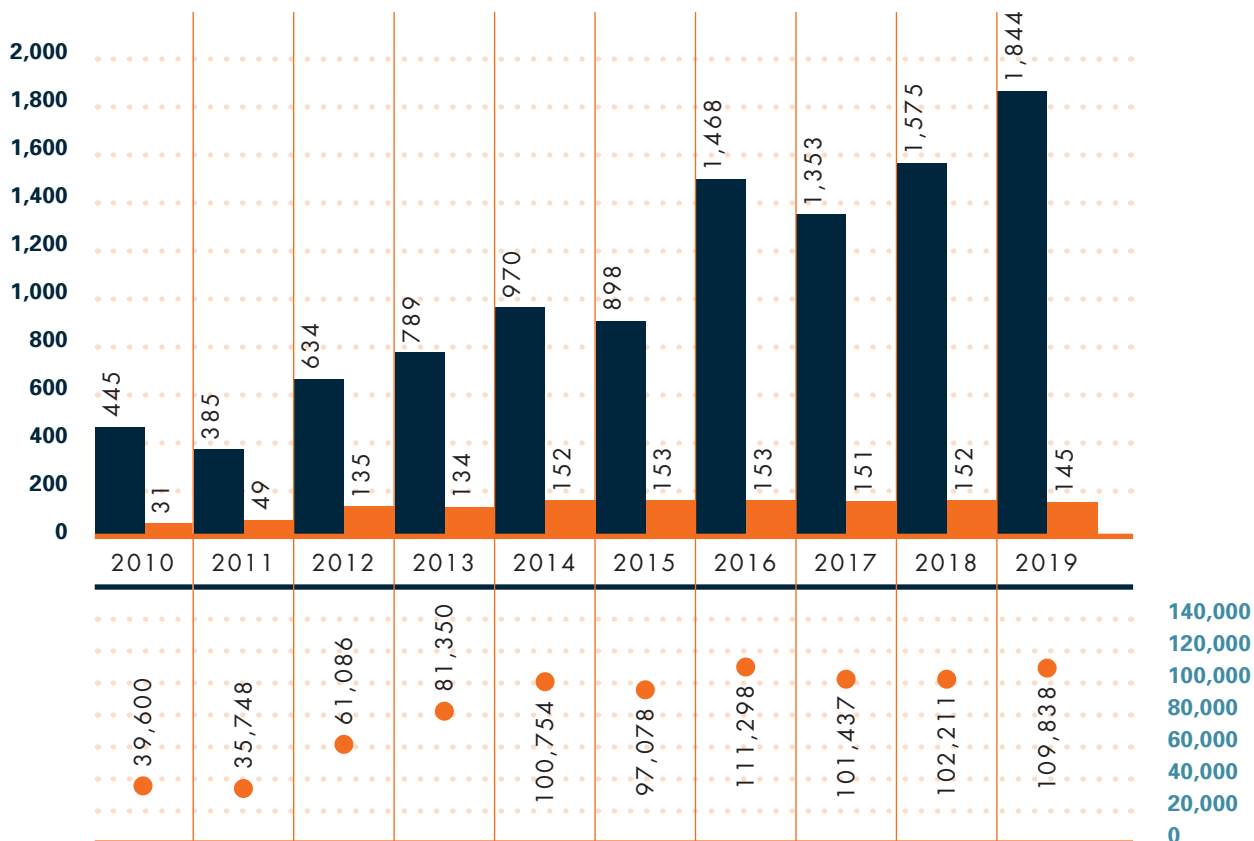
**1,255**  
EVENTS



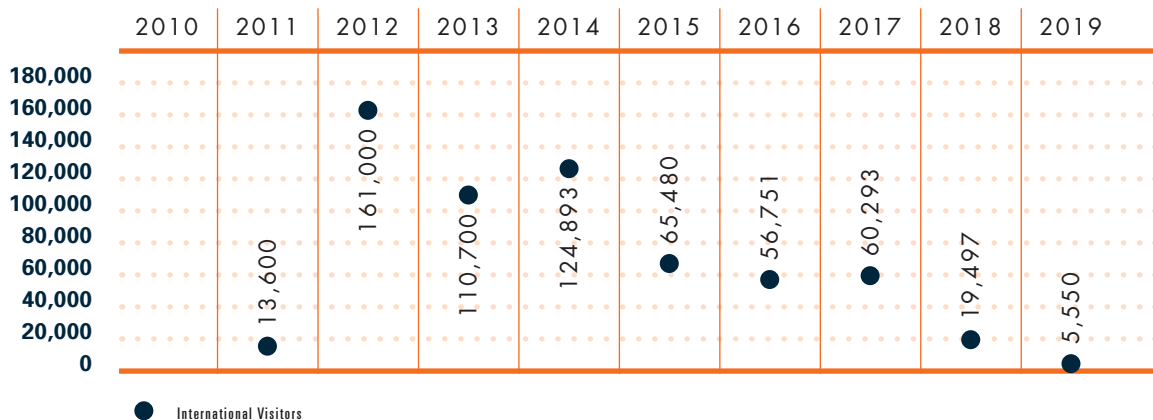
**840,400**  
DELEGATES



**RM10.4B**  
ESTIMATED  
ECONOMIC IMPACT

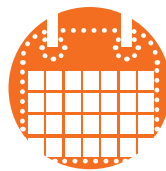


## INTERNATIONAL EVENTS VISITORS (2011 – 2019)





## TOTAL BUSINESS EVENTS SUPPORTED (2010 – 2019)



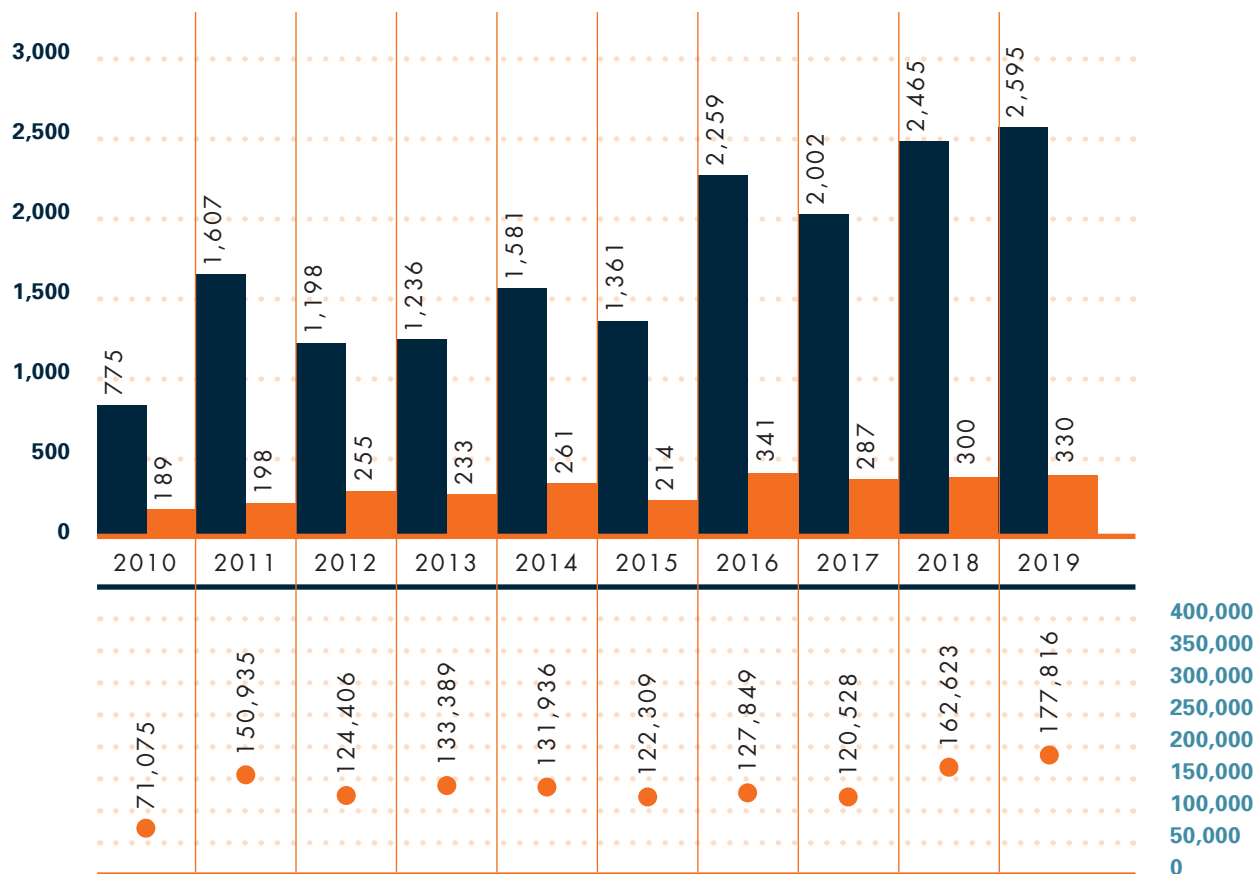
**2,608**  
EVENTS



**1,322,866**  
INTERNATIONAL  
DELEGATES



**RM16.5B**  
ESTIMATED  
ECONOMIC IMPACT



## BUSINESS EVENTS AND INTERNATIONAL EVENTS ACHIEVEMENT OVERVIEW (2010 – 2019)

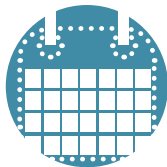




# 2019 REVIEW

## BUSINESS EVENTS

**145**  
BUSINESS EVENTS  
SECURED



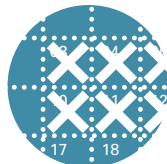
**180,669**  
ESTIMATED TOTAL NUMBER  
OF DELEGATES



**109,838**  
ESTIMATED TOTAL NUMBER  
OF INTERNATIONAL DELEGATES



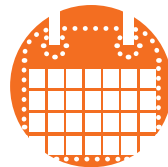
**489,732**  
ESTIMATED TOTAL NUMBER OF  
INTERNATIONAL DELEGATE DAYS



**RM1.8 BILLION**  
ESTIMATED  
ECONOMIC IMPACT



## INTERNATIONAL EVENTS



**5**  
EVENTS SECURED  
AND SUPPORTED



**13,850**  
TOTAL ATTENDEES



**5,550**  
INTERNATIONAL  
ATTENDEES



**RM40.6 MILLION**  
TOTAL TOURIST  
EXPENDITURE

**BUSINESS  
EVENTS**

# 2019 HIGHLIGHTS



**ASIA PACIFIC CONFERENCE ON INTERNATIONAL  
EDUCATION 2019 (APAIE 2019)**  
25 – 29 March 2019  
Kuala Lumpur Convention Centre



**YOFOTO (CHINA) INCENTIVE TRIP TO MALAYSIA**  
11 – 16 June 2019  
Kuala Lumpur, Genting Highlands and Melaka



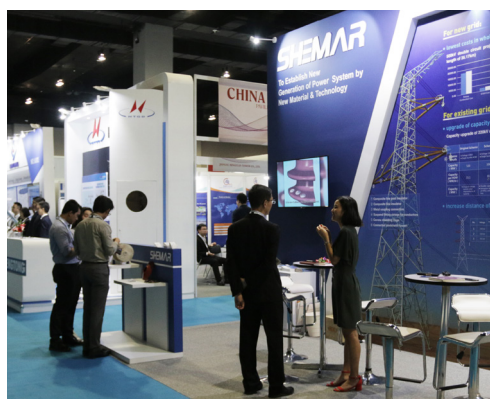
**SOROPTIMIST INTERNATIONAL CONVENTION  
2019 (SI 2019)**  
19 – 21 July 2019  
Kuala Lumpur Convention Centre



**UNIVERSITY SCHOLARS LEADERSHIP  
SYMPOSIUM 2019 (USLS 2019)**  
1 – 7 August 2019  
Setia City Convention Centre



**62ND ISI WORLD STATISTICS CONGRESS 2019  
(ISI WSC 2019)**  
18 – 23 August 2019  
Kuala Lumpur Convention Centre



**POWERGEN ASIA 2019**  
3 – 5 September 2019  
Malaysia International Trade and Exhibition Centre



## INTERNATIONAL EVENTS



**11TH FISH TALES CUP CHINA PRO CHALLENGE**  
23 – 27 August 2019  
Kuala Rompin, Pahang



**IRONMAN 70.3 LANGKAWI**  
26 October 2019  
Langkawi, Kedah



**2019 IWWF WORLD WATERSKI OPEN CHAMPIONSHIPS**  
13 – 18 August 2019  
Putrajaya



**GIVI RIMBA RAID 2019**  
26 – 28 July 2019  
Janda Baik, Pahang



**PERAK TRIATHLON 2019**  
23 June 2019  
Marina Island Pangkor, Perak



# BUSINESS EVENTS



## REVIEW

### CONVENTIONS



Estimated Economic Impact from Bids Won

**RM856.1 MILLION**

### CORPORATE MEETINGS AND INCENTIVES

Estimated Economic Impact from Events Won

**RM684 MILLION**



### EXHIBITIONS



Estimated Economic Impact from Events Won

**RM304.6 MILLION**

### EVENT SUPPORT

Estimated Economic Impact from  
Total Number of Events Supported

**RM2.6 BILLION**







## Association Development

### ASSOCIATION DEVELOPMENT PROGRAMME

The Association Development Programme aims to develop local associations as professional hosts for renowned international conventions and conferences, through training initiatives as well as financial and non-financial support.

For 2019, the programme hosted the Malaysia Association neXt (MyNext), an annual conference focusing on governance and leadership in education, at the Kuala Lumpur Convention Centre. The event drew in 110 attendees representing industry professionals, as well as trade and professional associations across all sectors.

Apart from that, this programme also supported the attendance of two Malaysian association professionals at international conventions, enabling engagements with global experts and promotion of Malaysia as a trusted host for international events.

Through the programme this year, eight convention leads were generated for future bids.

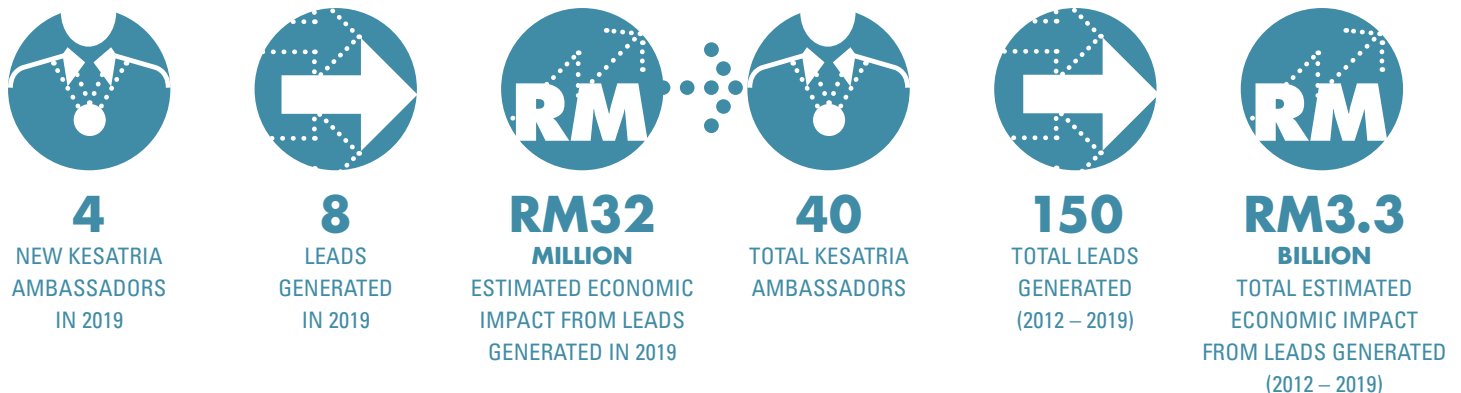
### KESATRIA MALAYSIA PROGRAMME

Kesatria Malaysia Programme was initiated by MyCEB since 2012, with the objective of raising Malaysia's potential to host international conventions. Amongst others, the programme appoints Kesatria ambassadors to assist MyCEB in encouraging local associations bid for and stage international conventions in the country.

In 2019, MyCEB appointed four new Kesatria ambassadors representing pharmaceutical, chemical engineering, wound care and rehabilitation medicine fields. Since its initiation, the programme has generated a total of 150 convention leads, which can contribute to an approximate RM3.3 billion of estimated economic impact upon bid wins.

Significant conventions secured by Kesatria ambassadors were the IUPAC World Congress of Chemistry 2025 for 3,000 delegates, World Polymer Congress IUPAC MACRO 2026 for 1,400 delegates, Congress of the International Society of Blood Transfusion 2022 for 4,000 delegates, and the Asia Oceanian Conference on Obesity 2021 for 400 delegates.

### KESATRIA PROGRAMME HIGHLIGHTS



Our Kesatria ambassadors are recognised locally and internationally through their hard work and dedication, and they are:

- Prof. Dato' Dr. Adeeba Kamarulzaman was elected as President-Elect of International AIDS Society
- Prof. Dato' Sri Dr. Abu Hassan Asaari bin Abdullah was elected as Deputy Master of Academy of Medicine Malaysia
- Prof. Dato' Dr. Hanafiah Harunarashid was elected as President of Asian Surgical Association
- Prof. Dato' Dr. Mohd Hair Bejo was conferred the title of Dato' by Sultan Sharafuddin Idris Shah

## Conventions

### BUSINESS DEVELOPMENT

This unit drives the growth of Malaysia's global portfolio via sourcing, prioritising and generating business event leads. Additionally, the team also assesses viability and economic value of in-view events, with the aim to meet performance targets in line with MyCEB's overall goals and objectives.

#### Highlights include:

- 25% increment of total handover leads compared to 2018
- 38% of total handover leads are below 500 pax in event size
- Medical/pharmaceutical segment contributed the highest number of leads to convention sales, followed by science and technology
- 49% of total handover leads were developed by MyCEB team through research; while the rest are contributed from sales activities, leads initiated by industry partners and other resources



### 2019 BUSINESS EVENTS LEADS



**211**  
NEW BUSINESS  
EVENTS LEADS



**243,358**  
ESTIMATED NUMBER  
OF DELEGATES



**RM4.3**  
BILLION  
ESTIMATED  
ECONOMIC IMPACT



## Conventions

The Conventions Sales team's main task is to carry out bid strategies and consultations to facilitate bids. Additionally, the team also attends international trade shows, facilitates site inspections and recommends Malaysia's products, facilities and services, as supporting services to secure international conventions.

### Highlights include:

- 59% win ratio from bids resulted in 2019, based on a total of 70 bids
- Based on win analysis, strong local host organisations have contributed to the total of 49 winning bids. The proposed destination also appealed to the voters for selecting Malaysia to hold their future association meetings



### 2019 BIDS WON



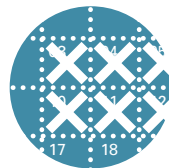
**49**  
BIDS WON



**66,107**  
ESTIMATED NUMBER  
OF DELEGATES



**37,781**  
ESTIMATED NUMBER  
OF INTERNATIONAL  
DELEGATES



**187,700**  
ESTIMATED NUMBER  
OF INTERNATIONAL  
DELEGATE DAYS



**RM856.1**  
MILLION  
ESTIMATED  
ECONOMIC IMPACT

## Corporate Meetings and Incentives

Focusing on corporate meetings and incentive travels, the unit continues to secure regional and international events through strategic efforts that included value-added offerings such as creative event itinerary, experiential familiarisation programmes and promoting Malaysia's diverse cultural and environmental attractions.

### 2019 EVENTS WON



**88**

EVENTS WON



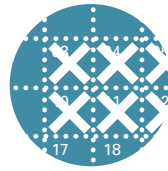
**48,556**

NUMBER OF  
DELEGATES



**48,556**

NUMBER OF  
INTERNATIONAL  
DELEGATES



**230,528**

ESTIMATED NUMBER  
OF INTERNATIONAL  
DELEGATE DAYS



**RM684**

MILLION  
ESTIMATED  
ECONOMIC IMPACT

### MALAYSIA LIKE NEVER BEFORE

The 'Malaysia Like Never Before' campaign was launched in 2015 and was carried throughout 2016 and 2017 to drive international corporate meetings and incentive groups to Malaysia. Starting with five main locations, namely Langkawi, George Town, Kuala Lumpur, Kuching and Kota Kinabalu, the campaign capitalised on the respective destinations' unique features as highlights.

The campaign was revitalised in 2019, with further destination offerings to ensure fresh and memorable experiences for business event visitors. It is supported by a dedicated microsite, [www.likeneverbefore.my](http://www.likeneverbefore.my) and promoted mainly through print and digital marketing, as well as face-to-face engagements.

### MALAYSIA TWIN DEAL V

Complementing the 'Malaysia Like Never Before' campaign, MyCEB launched the Malaysia Twin Deal V or 'MTD V' rewards programme in 2019. 'MTD V' comprises Deal 1 and Deal 2, which provide either value-added support and privileges, or incentive rewards for the groups and programme organisers respectively, depending on group size.

### 2019 MALAYSIA TWIN DEAL V SECURED EVENTS



**40**

GROUPS



**23,207**

ESTIMATED NUMBER  
OF PARTICIPANTS



**RM352.3**

MILLION  
ESTIMATED  
ECONOMIC IMPACT







## KEY EVENT HIGHLIGHTS

### China Roadshow 2019: 15 – 22 April 2019

MyCEB embarked on its 9th China Roadshow. The Roadshow kick-started in Beijing with 29 industry partners travelling to four cities:

- 15 April 2019 • Beijing
- 17 April 2019 • Shanghai
- 19 April 2019 • Chengdu
- 22 April 2019 • Shenzhen

In addition to launching the Malaysia Twin Deal V for the China market, the one-week roadshow included pre-scheduled appointments, in-house workshops and MTDXP award presentation for China meeting planners.

### Sales Mission – Korea: 13 – 17 May 2019

This mission included an award presentation and appreciation dinner organised by MyCEB for the Malaysia Twin Deal XP programme winners. Consequently, the new Malaysia Twin Deal V programme was introduced, while sales calls were made to corporate and meeting planners in Seoul and Busan.

The mission was also attended by representatives from the Sabah Tourism Board and Penang Convention & Exhibition Bureau.

### Sales Calls – Australia: 5 – 9 August 2019

Engagement sessions with meeting and event planners in Melbourne, Brisbane and Sydney in collaboration with Shangri-La Malaysia.

### MICE Presentation at Tourism Malaysia Jakarta Seminar 2019: 18 July 2019

MyCEB presented to an audience of 20 Jakarta-based event organisers and travel agents.

### Sales Calls – Taiwan: 4 – 8 November 2019

Sales calls to meeting and event planners in Taiwan, and presentation of the MTDXP award to Mirage Travel.





## Exhibitions

The Exhibitions unit is tasked to bid, secure and support local and international trade exhibitions in Malaysia. The team also assists local organisers to grow their exhibition potentials by increasing the number of international trade exhibitors and buyers.



### 2019 EVENTS WON



**8**

EVENTS WON



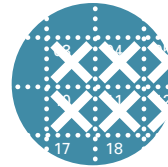
**66,006**

ESTIMATED NUMBER  
OF DELEGATES



**23,501**

ESTIMATED NUMBER  
OF INTERNATIONAL  
DELEGATES



**71,504**

ESTIMATED NUMBER  
OF INTERNATIONAL  
DELEGATE DAYS



**RM304.6**

**MILLION**  
ESTIMATED  
ECONOMIC IMPACT



### KEY EVENT HIGHLIGHTS

#### Highest number of delegates: PowerGen 2019

Touted as the 'world's first end-to-end power and energy show', PowerGen Asia was a must-attend event for all power and energy industry players. Co-located with The Asian Utility Week and Distributech Asia events, PowerGen 2019 attracted 11,000 visitors across Asia with participation of 300 exhibitors.

Held at MITEC, Kuala Lumpur, the event showcased the full value chain of the power and energy industry from power generations and renewables, to transmission and distribution, as well as facets on energy efficiency, customer engagement and smart cities development.

#### New show profile: GOiFEX 2019

Malaysia was the first country to host GOiFEX after its origin country, Indonesia. GOiFEX 2019 was held from 8 – 10 November 2019 at the Kuala Lumpur Convention Centre.

The exhibition included certification sessions and workshops by world-class master trainers. The event hosted 100 exhibitors and an estimated of 5,000 visitors from across Asia.

## NEW INITIATIVES

### MyCEB's first participation at IAEE Expo! Expo! 2019, USA

Expo! Expo! IAEE's Annual Meeting and Exhibition 2019 was held in Mandalay Bay Resort and Casino, Las Vegas, Nevada, from 3 – 5 December 2019. The event gathered exhibition and events industry professionals to network and obtain the latest industry trends and technologies.

The face-to-face meeting provided attendees with a diverse marketplace to view and assess the tools needed to plan and manage successful trade shows and events for the future. This participation gave MyCEB the networking opportunities for destination promotion with professional exhibition organisers (PEOs) and trade associations. It also provided Malaysia a presence in the US exhibition industry and bountiful business opportunities.

## 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 IN 2019

### Asia Pacific Conference on International Education 2019 (APAIE 2019)

Each year, the APAIE assembled international education policy-makers, practitioners and experts from across the globe to the Asia-Pacific region to network, improve professional skills and learn about new developments in international education. Being closer to home, APAIE 2019 provided a platform for Malaysia's public and private universities to gain insights and ideas from around the world as input for our tertiary education improvements.

For the international delegates, APAIE 2019 offered a taste of our dynamic multicultural and gastronomic experiences. With more than 2,500 delegates from 60 countries and over 330 booths sold out, APAIE 2019 was the biggest academic conference and exhibition in Malaysia, surpassing the number of delegates of APAIE 2018, held in Singapore, with 2,200 attendees.

### Soroptimist International Convention 2019 (SI 2019)

Soroptimist International, a worldwide service organisation for women, was committed to build a world where women and girls can reach their potential and aspirations, and create strong, peaceful communities worldwide.

2019 marked the first Soroptimist International Convention in Asia. This was made possible with the vigour and tenacity of a group of local female personalities, who have been championing their respective causes over the last two decades.



### University Scholars Leadership Symposium 2019 (USLS 2019)

The USLS 2019 was week-long leadership development training programme comprising networking activities, serving needy communities, and hearing from speakers of the humanitarian world. Amongst others, the symposium hoped to empower young people and inspire youth who are passionate about positive social change.

The KL event gathered 1,000 youth leaders from 80 countries and was open to full time university students. It aimed to develop young leaders and spark a generation of dynamic individuals.

### Urological Association of Asia Congress 2019 (UAA 2019)

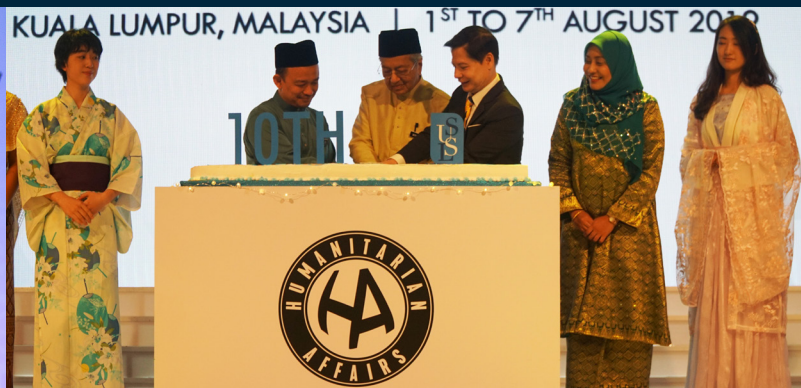
This previously biennial event has grown in stature, prompting it to be held on a yearly basis. Hosting the UAA 2019 for the second time, proved that Malaysia has the necessary features for a successful urology congress.

Spearheaded by the Malaysian Urological Association (MUA), the 2019 congress advocated the utilisation of robot-assisted surgery in Asia, in line with the nation's drive towards a pervasive digital economy.

### 62nd ISI World Statistics Congress 2019 (ISI WSC 2019)

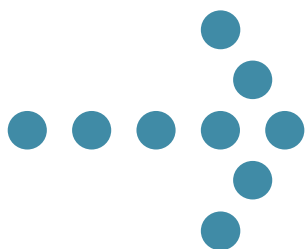
In view of data analytics as the key ingredient to informed decision-making, ISI WSC 2019 provided an unprecedented platform to enhance Malaysia as a credible nation, driven by insights and innovation.

The 62nd ISI WSC brought together approximately 2,500 delegates, comprising statistical researchers, academia, industry practitioners, analysts and policymakers, from all over the world. The event also presented Malaysia the opportunity to present scientific papers in the field of statistical science.



### TOTAL NUMBER OF EVENTS SUPPORTED IN 2019

Event Type	Number of Events	Number of Delegates	Number of International Delegates	Estimated Economic Impact
Corporate and Incentive	208	52,700	52,700	RM788,289,606
Association	92	61,526	39,286	RM780,856,586
Exhibition	30	365,901	85,831	RM1,026,347,961
<b>Total</b>	<b>330</b>	<b>480,127</b>	<b>177,816</b>	<b>RM2,595,494,153</b>





# INTERNATIONAL EVENTS



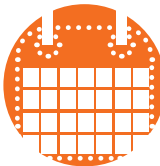
## REVIEW

IN 2019, MALAYSIA HOSTED A TOTAL OF FIVE MAJOR SPORTING EVENTS, SECURED AND SUPPORTED BY THE INTERNATIONAL EVENTS UNIT. THE UNIT PROVIDED INVALUABLE AID TO BRING IN RENOWN EVENTS THAT HOSTED A TOTAL OF 13,850 ATTENDEES.



## TOTAL EVENTS SECURED AND SUPPORTED

**5**  
EVENTS SECURED  
AND SUPPORTED



**5,550**  
INTERNATIONAL  
ATTENDEES

**13,850**  
TOTAL ATTENDEES



**RM40.6 MILLION**  
TOTAL TOURIST  
EXPENDITURE







# MARKETING AND COMMUNICATIONS



## REVIEW



BRAND MARKETING

INDUSTRY AND  
PRODUCT DEVELOPMENT



PR, COMMUNICATIONS  
AND DIGITAL

MARKET  
RESEARCH



GOVERNMENT  
RELATIONS





## Brand Marketing

MyCEB continued to improve Malaysia's pull for business tourism events with strategic brand marketing; and leveraging on our unique destination offerings as strong brand presence, is key when competing against other popular events destinations.

To achieve that, MyCEB carried out efficient and effective communications focusing on the use of print and digital advertising, creative communication materials and promotional items, as well as pitching attractive images as visual appeal.

Ultimately, the end goal is to foster continuous brand loyalty and preference for Malaysia as a compelling business events destination.

Brand marketing initiative highlights for 2019:

### ADVERTISING

Business events advertisements and service listing in print and digital publications:

- Asia Pacific: 11 industry magazines, 1 magazine supplement, 1 business magazine
- Europe: 6 industry magazines
- America: 1 industry magazine
- Global: 3 online directories

### PROMOTIONAL CAMPAIGN

- Revitalisation of 'Malaysia Like Never Before' campaign and 'Malaysia Twin Deal V' rewards programme print and digital collaterals
- Promotional campaigns via sales, marketing, communication and tradeshow programmes

### DESTINATION AND CORPORATE BRAND DEVELOPMENT

- Malaysia-Business Events tradeshow booth:
  - Development of new master design
  - Brand design development and branding consistency quality control
- Endorsements of corporate logo usage for industry and supported events

### EVENT BRANDING AND PROMOTIONAL COLLATERAL DEVELOPMENT

- MyCEB National Roadshows – Johor Bahru and Kota Kinabalu
- Malaysia Business Events Week and MyneXt, Kuala Lumpur
- Kesatria Gala Evening, Kuala Lumpur
- Business Events Roadshow to China – Beijing, Chengdu, Shanghai and Shenzhen
- Philippines MICE Forum, Manila
- Expo! Expo! IAEE, Las Vegas

### PROMOTIONAL MATERIAL PROVISIONS

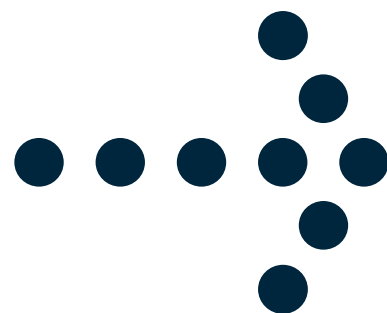
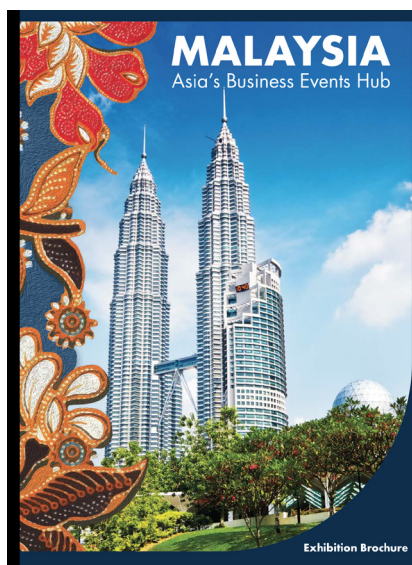
- Business Events Sales Mission to Korea – Seoul and Busan
- UFI Asia Pacific Congress, Tokyo
- 7th UIA Round Table Asia-Pacific, Pattaya
- The Meetings Show, London

### SALES AND MARKETING COLLATERAL PRODUCTION

- Exhibition sales brochure revamp
- Business events services brochure

### CORPORATE PUBLICATION PRODUCTION

- MyCEB Annual Report 2018
- Corporate letterheads, e-greetings and PowerPoint templates





## Industry and Product Development

Throughout 2019, MyCEB's Industry Partner Programme (IPP) continued to raise industry standards and competency levels to ensure that Malaysia lived up to her name for being a trusted destination for the world renowned business events and international sporting events.

Some of the initiatives and platforms managed by the Industry and Product Development team are:

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

The following are the year-round programmes and activities implemented by this unit.

### Industry Partner Programme (as at 31 December 2019)

TOTAL IPP MEMBERS – 408

- Accommodation – 159
- Event Products and Service Provider – 180
- Venues – 30
- Tour and Leisure – 27
- Convention Bureaus and Tourism Organisations – 6
- Transportation – 6

### Bid Workshop 2019 29 – 30 May 2019

The Bid Workshop 2019 was a collaborative programme between MyCEB and the Penang Convention & Exhibition Bureau (PCEB), which hosted 20 local industry partners with the following objective:

To provide the participants with the fundamentals of bid processes and technical requirement fulfilment; thus, enabling them with the right research, planning, preparation and presentation skills to win a bid.

### Future Leaders Day 2019 18 June 2019

The Future Leaders Day 2019 (FLD 2019), an event organised by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) through the Business and Major Events Academic Council (BMEAC), was held for a total of 140 students and lecturers from local universities.

FLD 2019 was organised by a committee of students and received encouraging participation, with programme highlights included updates on the major events industry, market competition and the 'Meet the Experts' sessions.

### AFECA Asia MICE Youth Challenge 2019 10 October 2019

The 2019 AFECA Asia MICE Youth Challenge took place in Manila, Philippines where Malaysia was represented by a group of eight students from Taylor's University and Berjaya University College of Hospitality. The entourage was supported and accompanied by MyCEB and MACEOS.

The challenge aimed to groom future business events industry talents by combining their creative presentation skills and tertiary education knowledge, and applying hands-on industry experience to conceptualise business-testing and organise business events.

Taylor's University won:  
*1st Runner Up*

Berjaya University College of Hospitality won:  
*Special Recognition Award*  
*Best Presenter (Deebann A/L Saravanan)*

## Malaysia Business Events Week (MBEW) 28 August 2019



Organised for the fifth time, the Malaysia Business Events Week (MBEW) was themed 'Progressive Momentum'.

The seminar provided a platform for the business events industry to learn, network, debate issues, develop business opportunities, exchange ideas and innovate.

202 participants were presented with various topics by local and international speakers which addressed a broad range of professions and disciplines.

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

## ASEAN MICE Venue Standards (AMVS)

Supporting the ASEAN MICE Venue Standards (AMVS) advocacy, MyCEB spearheaded the 'meeting rooms for conventions/exhibition centre, hotels/resorts and public/private sector' categories. The on-going standards development also included the exhibition venue category.

The undertaking of the initiative was mandated by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC).

[www.myceb.com.my/about-us/myceb-programmes/asean-tourism-standards#mice](http://www.myceb.com.my/about-us/myceb-programmes/asean-tourism-standards#mice)

## MyCEB Roadshows



The MyCEB Roadshows were carried out as part of state tourism engagements, with participation from state tourism officials, as well as players of the industry and bureaus.

It was aimed at increasing awareness on roles and responsibilities of industry drivers and the efforts in making business events more dynamic.

The programme also intended to increase the involvement of travel agencies, hotels, event organisers and venue providers, amongst others; as well as participation from financial institutions, investments bodies, manufacturing companies, education providers, government agencies and local business associations.

All events were organised with support and participation by respective state officials from Ministry of Tourism, Arts and Culture (MOTAC), Tourism Malaysia, tourism board and the Economic Planning Unit.

- Johor Industry Dialogue  
(26 February 2019, Bangunan Dato' Jaafar Muhammad, Kota Iskandar)
- MyCEB Industry Networking  
(26 February 2019, Fraser Place Puteri Harbour, Johor Bahru)
- Kota Kinabalu Business Events (KKBE)  
(23 April 2019, Hilton Kota Kinabalu)

## Tradeshows

MyCEB with select industry partners participated in various high-yield tourism tradeshows across the globe, with the aim to network, innovate, generate leads and secure businesses.

[www.myceb.com.my/about-us/myceb-programmes/co-operative-industry-programme](http://www.myceb.com.my/about-us/myceb-programmes/co-operative-industry-programme)

### AIME 2019, Melbourne (18 – 20 February 2019)

AIME 2019 gathered MICE industry decision makers to confer on business events ventures across Australia, Asia-Pacific and the rest of the globe.

Each year the exhibition united a community of over 4,000 industry suppliers, as well as meeting and event planners in Melbourne. The high-quality Hosted Buyer® Programme served as the catalyst for over 11,100 face-to-face meetings.

### IT&CM China 2019, Shanghai (19 – 21 March 2019)

IT&CM China has established itself as China's premier international meeting, incentive, convention and exhibition (MICE) business, education and networking event. It is 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 industry players to explore business opportunities on all fronts – inbound, outbound and domestic.

#### **IMEX Frankfurt, Germany (21 – 23 May 2019)**

IMEX Frankfurt provided avenues for exhibitors to do business on a global scale. Run by meeting professionals for meeting professionals, the event presented participants with opportunities to connect face-to-face with the most influential buyers in the world.

#### **IMEX America, Las Vegas (10 – 12 September 2019)**

IMEX America provided quality prospects for exhibitors to do business on an international scale. It was the destination to meet qualified buyers from North America and around the world, offering the chance to schedule up to a year's worth of business ventures.

For 2019, this high-profile event recorded an even bigger participation of buyers and attendees, as well as arranged more appointments and networking sessions than previous years.

#### **IT&CMA 2019, Bangkok (24 – 26 September 2019)**

IT&CMA 2019 is Asia-Pacific's leading international business events show, offering the largest collection of Asia-Pacific MICE suppliers. Held in Bangkok, 2019's IT&CMA hosted a 3-day exhibition showcase coupled with intensive business appointments, seminar sessions, official networking functions and tours.

#### **IBTM World 2019, Barcelona (19 – 21 November 2019)**

IBTM World is one of Europe's main and largest business events tradeshow. The 2019 affair assembled MICE suppliers and buyers from all over the world in a 3-day exhibition showcase. The event also organised business appointments, seminar sessions and official networking functions.

2019 marked MyCEB's seventh year participation in the annual event. With over 15,500 industry professionals coming from 72 countries and over 150 destinations represented, IBTM World provided a truly global marketplace to gain worldwide visibility.

## **MyCSR**

MyCSR was established as a platform to reach out to communities beyond meetings and events. Localised CSR initiatives under this programme enabled targeted participants such as event organisers, meeting planners and delegates, association members and any interested organisation to get closer to select communities or causes and contribute towards making them better.

MyCSR initiatives include:

- Let's Meet and Green
- Cycle of Smiles
- Unwind with a Cause
- Biji-biji Initiative
- Soup Kitchen Initiative

To date, MyCEB has executed 28 MyCSR programmes that included a total of 2,040 tree planted for the 'Let's Meet and Green' initiative.

MyCSR also included collaborations with other organisations or initiatives. For 2019, MyCEB collaborated with the ReGen Rehab Hospital to develop MyCSR's 'A Second Chance' programme. The programme resulted in a donation of five wheelchairs and five commode chairs to the patients of ReGen's 'Wish Upon A Star' CSR programme.

[www.myceb.com.my/mepg/resources/csr-programmes](http://www.myceb.com.my/mepg/resources/csr-programmes)



## PR, Communications and Digital

In order to promote the MyCEB and Malaysia's business event brands, the PR, Communications and Digital unit maintained close working relationships with major national, regional and international media publications.

The unit also banked in on the widely-reached social media by ensuring MyCEB's continuous online presence and varying our integrated digital marketing campaigns. The latter is done through diversified strategic media partnerships.

In 2019, MyCEB was prominently featured in the news for events that includes the Malaysia Business Events Week, the Ironman 70.3 Langkawi and the Sales Mission to Korea, amongst others. All these initiatives have enabled MyCEB to generate a total of RM157.6 million in PR value.

Key activities or events under the PR, Communications and Digital unit throughout 2019 comprise the following:

### MEDIA ENGAGEMENT

#### Press Conferences

- Malaysia Business Events Week 2019
- 2019 Ironman 70.3 Langkawi-Public Private Partnership
- IMEX Frankfurt
- China Roadshow
- Sales Mission to Korea

#### Malaysia Business Events Week Media Partnerships

- BERNAMA
- M&C Asia
- C & IT Magazine
- TTG Asia Media
- Panacea Publishing (MIX)

#### Social Media Campaigns

Campaigns and engagement postings promoting destinations, convention centres and destination offerings via social media channels as follows:

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

Hence, the bureau provided financial support for talent upskilling through the Education Research Grant programme for select Masters and PhD students at both public and private institutions. To date, MyCEB has supported a total of six researchers to publish findings and insights which benefited Malaysia's business events industry.

The Business Events Industry has proven to be a lucrative economic strategy for Malaysia in the past. To further support this fact, MyCEB conducted two surveys as follows in 2019:

- Expenditure by International Delegates
- A Comprehensive Research on Economic Value of Business Events Industry in Malaysia: Comparison with Neighbouring Countries

The first survey found that the rate of expenditure for international delegates (RM9,813) is three times higher than the normal tourist expenditure (RM3,257) – proving that business events industry is significantly contributing to national income. Consequently, the second survey compared Malaysia with neighbouring countries as a bid to find the niche for Malaysia to grow as the preferred business events hub in Asia.

## Government Relations

Roadshows and briefings were organised at selected Malaysian states and locations, beginning with Kuala Lumpur and Tuaran, Sabah in 2016, followed by Kuantan, Pahang and Ipoh, Perak in 2017, and further covered Johor and Penang in 2018.

This year's roadshow and briefings were conducted in Johor once again, in conjunction with the launch of the Johor Convention & Exhibition Bureau (JCEB), which focused on guiding the bureau while engaging state stakeholders, tourism officials and industry professionals. Furthermore, it aimed at enhancing awareness amongst current and potential partners on the roles and responsibilities of industry drivers in pursuing efforts in making the business events industry more dynamic and prolific.

The programme saw a growth in participation of travel agencies, hotels, event organisers, venue providers, investments and event financial institutions, manufacturers and educators, as well as government agencies and local business associations to work with MyCEB.

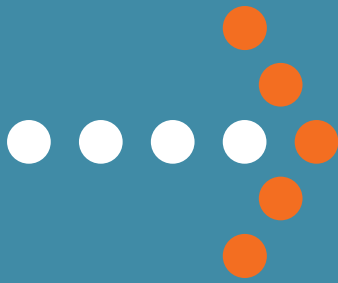
## Market Research

MyCEB understood the value in data analytics and due to that, paid extra attention in obtaining and analysing relevant industry data to bringing greater impact to the nation.

The team did that mainly via MyCEB's Customer Relationship Management (CRM) system and other forms of researches. Through informed decision making, MyCEB was able to optimise activities and initiatives, and choosing events and programmes that will give optimum benefits to the Malaysian economy and society as a whole. MyCEB also placed emphasis on right-skilled human capital as key movers and game changers of the





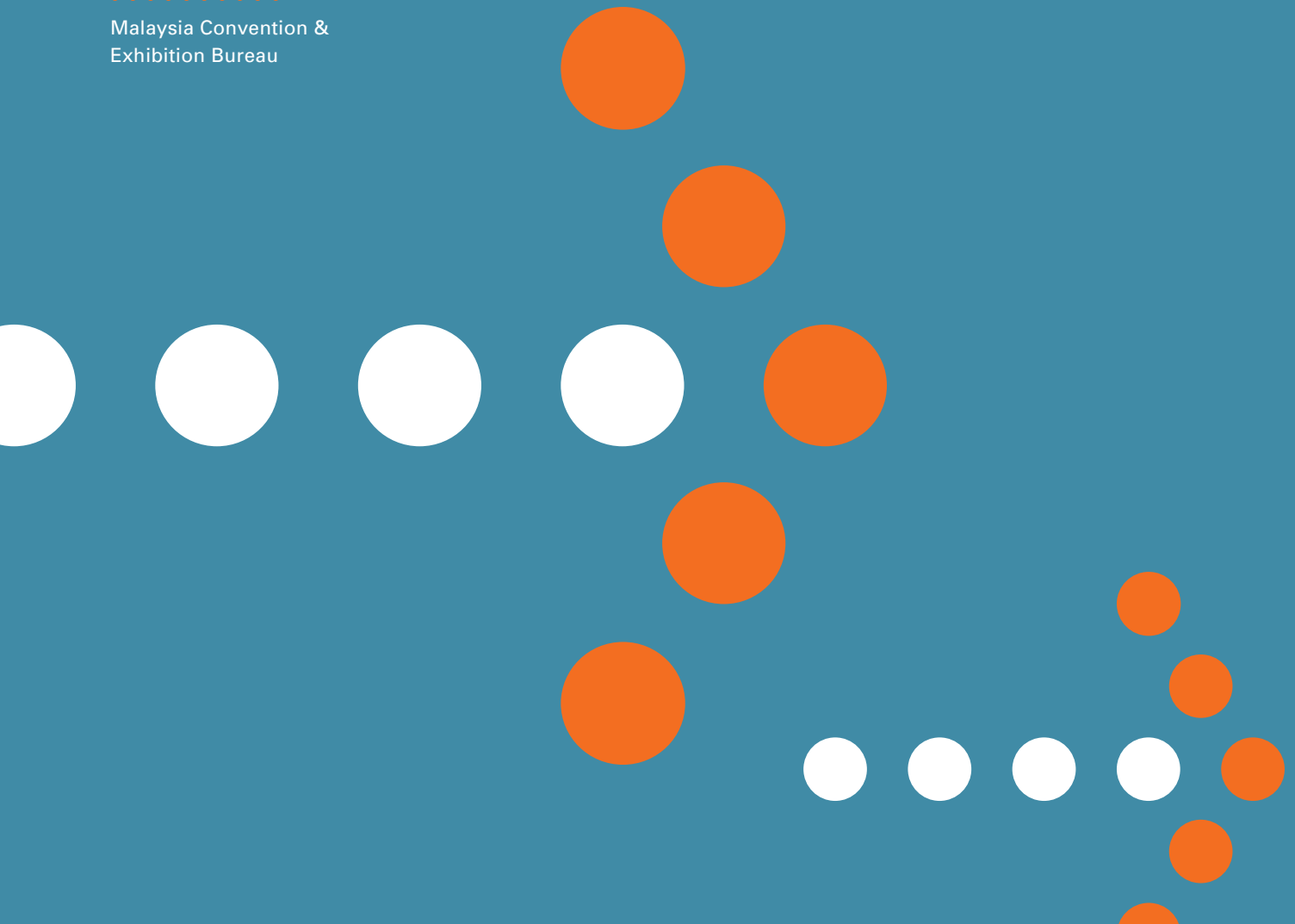


**“OUR CONTINUOUS ATTAINMENT FOR HIGHER STANDARDS HAS US CONSTANTLY REACHING OUT TO NEW PARTIES TO ENSURE GROWTH; WHILE OUR STRIVE FOR BETTERMENT PUSHES US TO KEEP AN EYE ON GLOBAL KNOWLEDGE AND STAKEHOLDERS IN ORDER TO UPHOLD THE SUCCESS OF THE BUSINESS EVENTS INDUSTRY.”**

**DATUK ISHAM ISHAK**  
CHAIRMAN



Malaysia Convention &  
Exhibition Bureau





**Malaysia Convention &  
Exhibition Bureau** (868264-K)

Level 20, Menara 2  
Menara Kembar Bank Rakyat  
No. 33, Jalan Rakyat  
50470 Kuala Lumpur  
Malaysia

T +603 2264 3000  
F +603 2276 4092  
[info@myceb.com.my](mailto:info@myceb.com.my)  
[www.myceb.com.my](http://www.myceb.com.my)



MyCEB



@MyCEB



MyCEB



MyCEB