

Meet in 
Malaysia
BE Greater, Together.

AT A GLANCE
BUSINESS EVENTS
IN MALAYSIA

**MALAYSIA CONVENTION
& EXHIBITION BUREAU**

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

    @MyCEB

 **MyCEB Info**



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FOCUS ON BUSINESS EVENTS



CONVENTION



EXHIBITION



CORPORATE
MEETING



INCENTIVE
TRAVEL



INTERNATIONAL
SPORTING
EVENTS

ABOUT MyCEB

- MyCEB is the national convention and exhibition bureau for Malaysia
- A Company Limited By Guarantee (CLBG)
- Established in 2009 under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC)

OBJECTIVES

- To position Malaysia at the forefront of international business events
- To place business events as the leading driver of Malaysia's economic
- To strengthen Malaysia's international profile as knowledge capital destination
- To bring in economic & legacy impact by the hosting of international business events activities

MyCEB's achievements 2010-2020



2,600+
EVENTS



1.3 MILLION
DELEGATES



RM8.4BIL
DELEGATES
EXPENDITURE



RM16.7BIL
ECONOMIC
IMPACT

***GLOBAL ECONOMIC VALUE OF BUSINESS
EVENTS
IN DIRECT DELEGATE EXPENDITURE**

\$ RM 7.1 TRILLION

FUTURE EVENTS SECURED 2021-2030



EVENTS

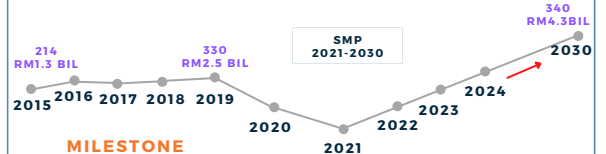


DELEGATES



ECONOMIC
IMPACT

2022	50	120,148	RM1.39 bil
2023	20	22,183	RM333 mil
2024	8	9,870	RM178 mil
2025	2	4,400	RM101 mil
2026	2	2,600	RM30 mil
2030	1	1,000	RM13 mil



AFFILIATIONS

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

MALAYSIA BUSINESS EVENTS

STRATEGIC MARKETING PLAN

2021-2030

OPTIMISATION

- **OPTIMISING OPPORTUNITIES**
- **STRENGTHENING THE DOMESTIC MARKET**
- **DEVELOP CAPACITY-CONSTRUCT INITIATIVES**

FORESIGHT

- **EFFICIENT FORECAST**
- **CONSTRUCT & CURATE SALEABLE CONTENTS**
- **EMPOWERING RESEARCH UNIT**

COMPETITIVENESS

- **STAY ABSOLUTELY ROBUST GLOBALLY & DOMESTICALLY**
- **CONSTANTLY EVALUATE & TRAIL**
- **INTRODUCE DIFFERENTIATION & UNIQUE APPROACH**
- **CRAFT CREATIVE BELEISURE ELEMENTS & PACKAGES**
- **ESTABLISH 'MEET IN MALAYSIA (MIM)' AS AN EXTRAORDINARY GLOBAL BRAND**

WHY MALAYSIA FOR BUSINESS EVENTS?

- 1**



STRATEGIC LOCATIONS
Located between China and India, and at the heart of ASEAN
- 2**



EASY ACCESS
60 direct international airlines from more than 100 destinations
- 3**



SEAMLESS CONNECTIVITY
Six international airports, 16 domestic airports, efficient road and rail infrastructure
- 4**



VALUE FOR MONEY
First-class accommodations, venues and services at a competitive price
- 5**



UNIQUE CULTURAL DIVERSITY
An amazing variety of cultures, lifestyle, cuisines and arts. Malaysia, Truly Asia
- 6**



WORLD CLASS VENUE & SERVICE
Purpose-built or unique venues, we have dedicated professionals to support our product
- 7**



STABILITY
Politically stable and geographically sheltered from natural disaster
- 8**



BUSINESS FRIENDLY
English is widely spoken, making business transaction a breeze
- 9**



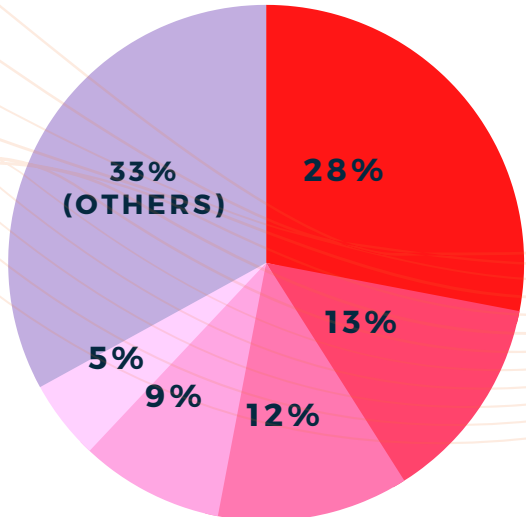
VIBRANT ECONOMY
18th most competitive country - World Economic Forum's Global Competitiveness Report
- 10**



STRONG LOCAL SUPPORT
Professional and expert services from MyCEB and our experienced industry partner

TOP 5 MARKET SEGMENTS

- MEDICAL - 28%**
- EDUCATION - 13%**
- SCIENCE & TECHNOLOGY - 12%**
- AGRICULTURE - 9%**
- SOCIAL SCIENCE - 5%**



ACCOLADES

BEST CONFERENCE & EXHIBITIONS DESTINATION (ASIA) 2020



M&C Asia Stella Awards, 2020

1ST "THE CHEAPEST 5-STAR HOTELS IN THE WORLD" -



Business Traveler Asia Pacific, 2019

ICCA RANKING 2019



33th for Worldwide ranking

9th for Asia Pacific ranking

UNWTO BAROMETER 2018



11th for international tourist arrivals
19th for international tourism receipts.

1ST FOR WORLD'S BEST COUNTRIES TO INVEST/DO BUSINESS 2019



CEOWORLD Magazine, 2019

3RD IN ASIA



Education First,
English Proficiency Index, 2020

PURPOSE BUILT CONVENTION CENTERS IN MALAYSIA

TOTAL NUMBER OF CONVENTION CENTRES : 28
TOTAL SQM : >351,000 SQM
TOTAL CAPACITY : >600,000 DELEGATES

TOP 10 VENUES IN MALAYSIA BY SQM

		TOTAL SQM	TOTAL CAPACITY
1	MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE (MITEC)	51,175	> 100,000
2	MALAYSIA AGRO EXPOSITION PARK SERDANG (MAEPS)	42,000	> 80,000
3	KUALA LUMPUR CONVENTION CENTRE (KLCC)	33,647	> 60,000
4	WORLD TRADE CENTRE KUALA LUMPUR (WTCKL)	30,604	> 60,000
5	MINES INTERNATIONAL EXHIBITION & CONVENTION CENTRE	16,722	> 30,000
6	PUTRAJAYA INTERNATIONAL CONVENTION CENTRE (PICC)	12,541	> 20,000
7	SABAH INTERNATIONAL CONVENTION CENTRE (SICC)	12,317	> 20,000
8	PERSADA JOHOR INTERNATIONAL CONVENTION CENTRE	7,196	> 10,000
9	SETIA SPICE CONVENTION CENTRE	6,500	> 10,000
10	BORNEO CONVENTION CENTRE KUCHING (BCCK)	4,616	> 8,000