



Malaysia Business Events  
Awards of Excellence

**Malaysia Convention & Exhibition Bureau** (868264-K)  
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## BUSINESS EVENTS BENEFIT FROM RAWR AWARDS

### – Award ceremony sets benchmark for business tourism sector to better facilitate the thriving industry

**Kuala Lumpur, 18 September 2013** – Business events players and business visitors are set to benefit from the rAWr Awards ceremony which took place today. Organised by Malaysia Convention & Exhibition Bureau (MyCEB) in collaboration with the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), the rAWr Awards which stands for Recognising Award Winning Results aims to recognise excellence, leadership, professional standards, innovation and best practices within the industry. The ceremony held at the world class Kuala Lumpur Convention Centre was also attended by the Minister of Tourism and Culture, Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz.

rAWr or “ROAR” is associated with the growing voice and recognition of the business events sector amongst the private and public sector as a key contributor the Malaysian economy. The award ceremony consists of 20 categories including the Best International Conference Award, Best Trade Exhibition, Best Incentive Programme, Best Environmental Initiative Award and Best Event as the four main categories. Covering the four main components of meetings and incentives, conventions and exhibitions, winners include Console Communications Sdn Bhd, C.I.S. Network Sdn Bhd and Malaysian Exhibition Services Sdn Bhd, Pacific World Kuala Lumpur, Radius Exhibits & Interiors Sdn Bhd and X2 International Imagix Experts. The main award of the night, which is the Minister’s Award was won by Y.B. Dato’ Seri Dr. Muhammad Leo Michael Toyad, Chairman, Sarawak Convention Bureau for his outstanding performance and contribution to the industry. \* For full list of winners, please refer to end of press release

In his speech, Dato’ Seri Mohamed Nazri said, “Our success as a global business events destination will be determined by how we constantly innovate to improve our product offering. For this reason, I applaud the rAWr Awards initiated by MyCEB and MACEOS. Initiatives such as this are to be encouraged and promoted if Malaysia is to lift its stature and competitiveness in a fiercely thriving environment”.

According to Zulkefli Hj Sharif, Chief Executive Officer of MyCEB, “These wins are set to create a benchmark for business events players to consistently provide the best services and products to meeting and event organizers as well as attendees choosing Malaysia as their business events destination. MyCEB believe that apart from promoting the country internationally, it is also important for us to recognise and honour local industry players. These are the people who are creating an impact to attract our global markets.”



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Zulkefli also commented, “Event planners can expect high quality services from our winners as our judging is based on criteria such as industry best practices, level of clients’ satisfaction as well as overall contribution to the industry. Whether it is a small or large business enterprise, we measure the ability and evidence of a proven track record.”

Jonathan Kan, President of MACEOS commented, “It has always been MACEOS’ objective to promote and encourage growth of the convention and exhibition industry in Malaysia. The rAWr Awards truly advocates this and it is a pleasure for us to work with MyCEB in launching the first business events awards for the country.”

He continued, “We trust that through the rAWr Awards, winners will have the opportunity to leverage from their industry recognition in their own sales and marketing efforts. Business events visitors will also have the confidence in the developments of Malaysia. As a result, we hope that the business events industry will flourish.”

This year, 85 entries were submitted by industry players. Both MyCEB and MACEOS is also looking forward towards organising the next rAWr Awards in 2014.

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## I EXHIBITION

1. Best Trade Exhibition (Gross 15,000sqm and below)- C.I.S. Network Sdn Bhd for Archidex 2012
2. Best Trade Exhibition (Gross 15,001sqm and above)- Malaysian Exhibition Services Sdn Bhd for Oil & Gas Asia 2011
3. Best Consumer Exhibition- C.I.S. Network Sdn Bhd for Homedec 2012
4. Exhibition Organiser Award for Excellence- Elite Expo Sdn Bhd
5. Best Booth Design (36sqm and below)- Innogen Sdn Bhd Pekat Technologies @ IGEM 2012
6. Best Booth Design (37sqm-72sqm)- Innogen Sdn Bhd Schlumberger @ PGCE 2012
7. Best Booth Design (73sqm and above) PICO International (M) Sdn Bhd Panasonic - IGEM 2012

## MACEOS Industry Recognition Award

- Malaysian Exhibition Services Sdn Bhd Food & Hotel Malaysia
- Trade-Link Exhibition Services Sdn Bhd Aseanwood – Woodtech
- C.I.S. Network Sdn Bhd Homedec
- C.I.S. Network Sdn Bhd ITEX International Invention, Innovation & Technology Exhibition
- Elite Expo Sdn Bhd Malaysia International Jewellery Fair



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## II CONVENTION

1. International Conference Award for Excellence (1001 delegates & above)- Console Communications Sdn Bhd for 26th East Asia Insurance Congress 2012
2. National Conference Award for Excellence- Malaysian Institute of Accountants MIA National Conference 2012
3. Professional Conference Organiser Award for Excellence- Console Communications Sdn Bhd

## III INCENTIVES

1. Best Incentive Programme- Pacific World Kuala Lumpur for STRYKER Emerging Market Sales Meeting (EMSM) 2011
2. Destination Management Company Award for Excellence- Pearl Holiday (M) Travel & Tours Sdn Bhd

## IV BUSINESS EVENTS

1. Purpose Built Convention Centre Award for Excellence - Kuala Lumpur Convention Centre
2. Hotel with Meeting Facilities Award for Excellence - Mandarin Oriental Kuala Lumpur
3. Specialty Venue Award for Excellence - Chin Swee Cave Temple @ Genting Highlands
4. Best Event X2 International - Imagix Experts Gala Dinner for World Islamic Economic Forum 2012
5. Event Management Company Award for Excellence - Radius Exhibits & Interiors Sdn Bhd
6. Environmental Initiative Award for Excellence - Radius Exhibits & Interiors Sdn Bhd
7. Business Events Products & Services Award for Excellence - Radius Exhibits & Interiors Sdn Bhd
8. Minister's Award for Business Events Industry - Y.B. Dato' Seri Dr. Muhammad Leo Michael Toyad, Chairman, Sarawak Convention Bureau

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## **NOTE TO EDITORS**

### About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism & 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. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

Malaysia Major Events, previously known as International Events Unit (IEU) is a division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

### **About Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)**

Born in 1990 The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) started its life with the objective of developing and raising standards within the MICE industry nationwide.

Professionally run courses on exhibition and conference management to help raise the standards within the industry in general were conducted in recent years.

Organic growth of membership has grown steadily to over 60 companies encompassing exhibition organisers, conference organisers and suppliers including freight forwarders, stand contractors to name but a few.



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MACEOS will continue to champion the MICE sector here in Malaysia and its Executive Council and its permanent secretariat will seek to build on the excellent platform established in recent years to take the industry to the next level as we look to compete even more effectively with other countries in the region for a bigger piece of the lucrative MICE market.

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