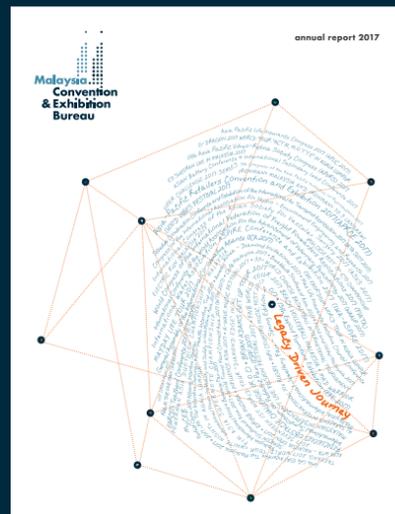




## Legacy Driven Journey



The Legacy Driven Journey, as depicted by an image of a thumbprint with connecting dots surrounding it, which symbolises Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysia Major Events (MME) great achievements and the legacy impacts that will help to power Malaysia's continued development as a knowledge and creative society.

MyCEB and MME work closely with our partners to secure and support international business and major events which are catalyst for socio-economic growth. The impact from hosting international events not only stretches to direct spending and job creation, it also amplifies the benefits beyond tourism.

For us, legacy driven mindset means we must strive to secure and support international business and major events, as well as maximise yield for Malaysia. It is proven that these events raise Malaysia's profile, knowledge transfer, stimulate trade and investment, enhance network, contribute to social development, and ultimately leave lasting legacy for future leaders in Malaysia.

### MESSAGES

Minister of Tourism and Culture Malaysia  
Chairman  
Chief Executive Officer

### ABOUT US

Malaysia Convention & Exhibition Bureau  
Malaysia Major Events  
Board of Directors  
Senior Management Team  
Vision and Mission  
Organisational Structure  
Overseas Representatives  
Economic Transformation Programme (ETP)  
NKEA - Tourism

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2017 Achievements  
• Business Events  
• Major Events  
2017 Highlights

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• Kesatria 1Malaysia Programme  
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# MESSAGES



“ Business Events expose Malaysians to global experts in their field to enhance knowledge and professional development ”

## Minister of Tourism & Culture Malaysia

**YB DATO' SERI  
MOHAMED NAZRI  
ABDUL AZIZ**  
Minister of Tourism  
and Culture Malaysia



The tourism industry continues to be a significant economic component in Malaysia's journey as a sustainable and dynamic nation by showcasing the tremendous economic, social, cultural, environmental and heritage value that the sector delivers. Through the National Key Economic Area's (NKEA) tourism platform, the Ministry of Tourism and Culture has affirmatively pursued the private-public partnership strategy to help ensure Malaysia's position as a leading tourist destination, focusing on leisure and business tourism.

Indeed, the next three years are an important period for our country's tourism as a lead up to the much-awaited Visit Malaysia Year 2020 with Malaysia hosting a series of high-level international meetings, namely the Asia-Pacific Economic Cooperation (APEC) Leaders' Summit in 2020, the 22nd World Congress on Information Technology (WCIT) 2020, and the Commonwealth Heads of Government Meeting (CHOGM) 2020, among others.

Malaysia's Transformasi Nasional (TN50), a long-term development blueprint announced by YAB Prime Minister Dato' Seri Mohd Najib Tun Abdul Razak in his 2017 Budget speech is a bold new style to policy making: listening to the public's aspirations and ideas, namely young adults, in a bottom-up approach; and formulating quantified goals and milestones leading up to 2050. In this regard, I am pleased to announce that several TN50 dialogues and engagements have been successfully conducted with various segments by the Ministry for the tourism and culture sector. The feedback has been shared with the policy makers for consideration and implementation.

The Cabinet Committee on Tourism continues to adopt strategic measures on boosting the tourism industry especially in penetrating new and high-potential markets. By focusing on building a knowledge and creative economy, the business events industry will also be able to deliver transformative results in terms of increased spend and economic impact. The appointment of focal point officers at every Ministry to act as facilitators for seamless inter-Ministerial collaboration is set to attract even more business events in line with TN50 aspirations.

We continue to be driven by the National Blue Ocean Strategy (NBOS) of low cost, high impact and rapid execution in all our programmes including quick win efforts for MICE segments which has vast potential in spurring growth and luring high-spending tourists to Malaysia.

I am pleased to note that in 2017, Malaysia continued to be feted with international accolades and recognitions. Global news network, CNN voted Malaysia as one of the 17 Must Visit Destinations in the World. Malaysia was also ranked No. 6 among the World's 10 Best Places to Retire in 2017 by Internationalliving.com. For the third consecutive year, Malaysia was named the most popular destination for

Muslim travellers at the MasterCard's Global Muslim Travel Index (GMTI) 2017, which was co-published by a leading authority in halal travel and tourism, CrescentRating, while the US News & World Report ranked Malaysia No. 4 in the Best Countries to Invest in 2017. These accolades augur well for the continued success of the country's tourism and business events industry.

On the business events front, Malaysia Convention & Exhibition Bureau (MyCEB) was named the Best Convention & Exhibition Bureau at the TTG Travel Awards 2017, putting MyCEB firmly on track in pursuing the government's aspirations under the NKEA to position Malaysia as a preferred business events destination in the region, and to complement the target of the Ministry of Tourism and Culture in achieving 36 million tourist arrivals and RM168 billion in tourism receipts by 2020.

The pivotal role played by the Conference Ambassadors or KESATRIA in successfully generating 124 business leads between 2011 and 2017 with an estimated economic impact of RM2.015 billion is highly appreciated and thanked. Their achievements are in line with the aspirations of TN50 in making Malaysia a proud nation state, among the league of top 20 countries in the world.

I would like to extend my utmost appreciation to YBhg. Datuk Wira Ab. Ghaffar A. Tambi, the former Secretary-General of the Ministry of Tourism and Culture Malaysia and former Chairman of MyCEB for his valuable contributions and guidance. Congratulations to MyCEB's board of directors for their guidance and commitment in inspiring and encouraging the team to translate our vision into reality.

I have every confidence that the board of directors, management and staff of MyCEB will rise to the occasion and continue delivering stellar performances to ensure the success of the nation as an outstanding business tourism destination.

## Chairman

**DATUK WIRA AB. GHAFFAR BIN A. TAMBI**  
**Chairman**  
 Malaysia Convention & Exhibition Bureau



The business events sector continues to register exponential growth in the global tourism industry. The establishment of MyCEB under the Economic Transformation Programme (ETP) reinforces the country's priorities towards the development of Malaysia as a high-income country. By 2020, business tourism is forecast to contribute RM3.9 billion to the Gross National Income (GNI) and generate 16,700 jobs.

The year 2017 saw Malaysia securing an impressive number of high-profiled business events. Together with its strategic partners, MyCEB managed to win 151 future events comprising of international conferences, incentive groups, association meetings, and trade exhibition events that will translate into an estimated economic impact of RM954 million and 83,204 international delegates. Some of the winning bids are for the hosting of the World Tunnel Congress (WTC) 2020, the 17th World Congress for Endoscopic Surgery of the Skull Base and Brain (ENDO KL) 2020 and the Congress of the International Board on Books for Young People (IBBY) 2022.

MyCEB also collaborated closely with industry players by supporting 287 business events in Malaysia that included 68 conventions, 192 corporate meetings/incentives and 27 trade exhibitions. These events attracted approximately 120,528 international delegates and yielded RM866 million in visitor expenditure and RM1.413 billion in economic impact.

On the partnership front, MyCEB renewed its Strategic Partnership Agreement (SPA) with Malaysia Airlines Bhd (MAB) for another year. MyCEB and MAB first signed the SPA back in 2016 to brand and promote Malaysia as a preferred destination for business and major events. This collaborative agreement is certainly a win-win situation for both parties as it leverages on each other's inherent strengths and helps reinforce Malaysia's business events brand as well as ensure a competitive edge in bidding for hosting of international business events in the country.

Malaysia Major Events (MME), continues to surge ahead with impressive high-yield achievements. Set up in 2010, MME focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment, as well as assisting home-grown and home-hosted events. Last year, we secured and supported a total of 38 events, which attracted a total of 282,389 attendees, all of which contributed a remarkable tourist expenditure of RM291.7 million.

I would like to extend my heartiest appreciation and congratulate the board members, management and staff of MyCEB for their selfless commitment and outstanding contribution towards the growth of business tourism and events sector. I also wish to thank all of you for your strong support and kind cooperation extended to me during my tenure as Chairman.

I have every confidence that MyCEB will continue to progress rapidly and achieve its goals in the years to come.

## Chief Executive Officer

I have full faith and conviction that in working together, we will achieve our 2020 targets and establish Malaysia as Asia's and the world's premium and valued Business Events Hub, elevate our global rankings as an international meetings destination, as well as become the preferred destination for major events.

Indeed, over the past eight years, business events in Malaysia has been a thriving sector. To date, Malaysia Convention & Exhibition Bureau (MyCEB) and its industry partners, successfully secured 958 international business events comprising of international conferences, corporate meetings, incentive travel and trade exhibition events which adds an estimated RM6.11 billion into Malaysia's economy.

In 2017, Malaysia played host to significant and highly successful business events. They include the World Congress of the International Federation of Freight Forwarders Associations (FIATA); the 16th Asia Pacific Life Insurance Congress (APLIC) 2017; the 18th Asia-Pacific Retailers Convention & Exhibition (APRCE); the Amway Advance Sales & Marketing Training to Malaysia; Pro-Health Incentive Trip 2017; and Babycare Leadership Summit.

The collective effort between MyCEB and Kesatria continues to further strengthen the potential and highlight the country's capabilities as a thriving knowledge and creative nation in 2017, as the programme contributed to 10 international business events leads, attracting a total of 8,138 delegates with an estimated economic impact of RM68.2 million in helping to achieve the goals set under the Economic Transformation Programme (ETP). The Malaysian Society of Association Executives (MSAE) was also officially launched during the Malaysia Association neXt (MyNext) 2017 conference. Hailed as a strategic move aimed at enhancing Malaysia's association community, we look forward to further advance the industry professionalism and development of associations in Malaysia.

Under the Malaysia Major Events (MME) division, we secured and supported a total of 38 prominent sports, arts, lifestyle and entertainment events including the G-Dragon 2017 World Tour "Act iii M.O.T.T.E"; Ed Sheeran Live in Malaysia; Ironman Malaysia and Ironman 70.3 Langkawi; Viper Challenge Series 2017; and Good Vibes Festival 2017, to name a few, which generated a total tourist expenditure of RM291.7 million and 282,389 in attendees.

I also take pride in my team's hard work and commitment in organising our very own home-grown events, Malaysia Business Events Week (MBEW), a game-changing conference and catalyst for business success in the fast-growing modern digital economy in ASEAN, as well as co-organising the 'AWI' Awards 2017 with our partner, the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS).

**DATUK ZULKEFLI HJ. SHARIF**  
**Chief Executive Officer**  
 Malaysia Convention & Exhibition Bureau



The prestigious award recognises excellence, leadership, professional standards, innovation and best practices within the business events industry.

Our sustained publicity and media coverage has enabled MyCEB to generate over RM311 million in media publicity through various public relations and communications platforms locally and globally for both business and major events.

On behalf of MyCEB, I wish to thank MyCEB Chairman, YBhg. Datuk Wira Ab. Ghaffar A. Tambi for his valuable guidance and dynamic leadership and wish him a happy retirement. I would also like to express my utmost gratitude to MyCEB's board of directors for their strategic guidance and confidence in us.

I convey my deepest appreciation to all industry partners, government ministries, agencies, local councils and our associates for their contribution and commitment. Finally, I wish to pay tribute to the dedication and exemplary work ethics of our entire MyCEB team.

# ABOUT US



“  
  
Business and Major Events create a lasting legacy for current and future industry thought leaders in Malaysia  
”

## Malaysia... Convention & Exhibition Bureau

**Malaysia Convention & Exhibition Bureau (MyCEB)** is a non-profit organisation established in 2009 by the Ministry of Tourism and Culture Malaysia to grow the country's business tourism industry. The inception is in line with Malaysia's Economic Transformation Programme (ETP) to elevate the country to developed-nation status by year 2020. MyCEB aims to further strengthen Malaysia's global appeal and position as the leading destination for international meetings, incentives, conventions, trade exhibitions and major events. The bureau identifies potential business event leads, facilitates bidding processes, promotes government and industry collaborations, as well as provides event support and marketing services, including consultation on local products and services. As the national bureau, MyCEB acts as catalyst for product and industry developments.

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

**Malaysia Major Events (MME)** is a division of MyCEB and was established under the Government's ETP to identify, promote, facilitate as well as support viable international events to be staged in Malaysia. With its main objective to enhance Malaysia's economic growth and profile, MME is also tasked to identify and support major event bids for sports, arts, lifestyles and entertainment events and provide assistance to home-grown and home-hosted events in order to further strengthen Malaysia's global appeal as the venue of choice for major events in the region. MME also acts as a conduit between the public and private sectors in ensuring seamless processes are achieved through synergistic relationships with diverse event stakeholders in staging successful events in Malaysia.

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

Malaysia  
major  
events

# Board of Directors



**DATUK WIRA  
AB. GHAFFAR BIN  
A. TAMBI**  
Chairman  
Malaysia Convention &  
Exhibition Bureau  
**Secretary General**  
Ministry of Tourism and  
Culture Malaysia



**DATO' SRI ABDUL  
KHANI BIN DAUD**  
Deputy Director General  
**(Promotion)**  
Tourism Malaysia  
Appointed on  
1 March 2017



**DATO' ROBERT  
GENEID**  
Managing Director  
Borsamulu Resort Sdn Bhd  
Appointed on  
9 November 2010



**ALAN MARK  
PRYOR**  
General Manager  
Kuala Lumpur  
Convention Centre  
Appointed on  
31 October 2014



**DATUK ZULKEFLI  
HJ. SHARIF**  
Chief Executive Officer  
Malaysia Convention  
& Exhibition Bureau



**TAN SRI DR.  
ONG HONG PENG**  
Chairman  
Akademi Seni Budaya  
Dan Warisan Kebangsaan  
(ASWARA)



**DATUK IRENE  
BETTY BENGCON  
CHARURUKS**  
Appointed on  
9 November 2010



**DATO' VINCENT  
LIM HWA SENG**  
President, MACEOS  
Appointed on  
31 October 2014



**DATO' ASRI BIN  
HAMIDON**  
Deputy Under Secretary  
Ministry of Finance, Malaysia  
Appointed on  
9 November 2010



**DATUK SERI VICTOR  
WEE ENG-LYE**  
Appointed on  
27 March 2014

# Senior Management Team



**TONY NAGAMIAH**  
General Manager  
Malaysia Major Events

**DATUK ZULKEFLI HJ SHARIF**  
Chief Executive Officer

**HO YOKE PING**  
General Manager  
Business Events

**TAN MEI PHING**  
Senior Manager  
Marketing & Communications

**SHARIFAH ZURAINA  
SYED OMAR**  
Senior Manager  
Malaysia Major Events

**PREMALA DANAPAKIAM**  
Senior Manager  
Business Events

**NIK AZLAN  
NIK ABDULLAH**  
Head  
Human Resource,  
Administration & Procurement



## Vision

- To deliver a viable portfolio of international business and major events to attract visitors to Malaysia and enhance the country's profile internationally, as well as to maximise the economic, social and environmental benefits of events that take place in Malaysia.

- To lead the development of Asia's highest performance events industry.



## Mission

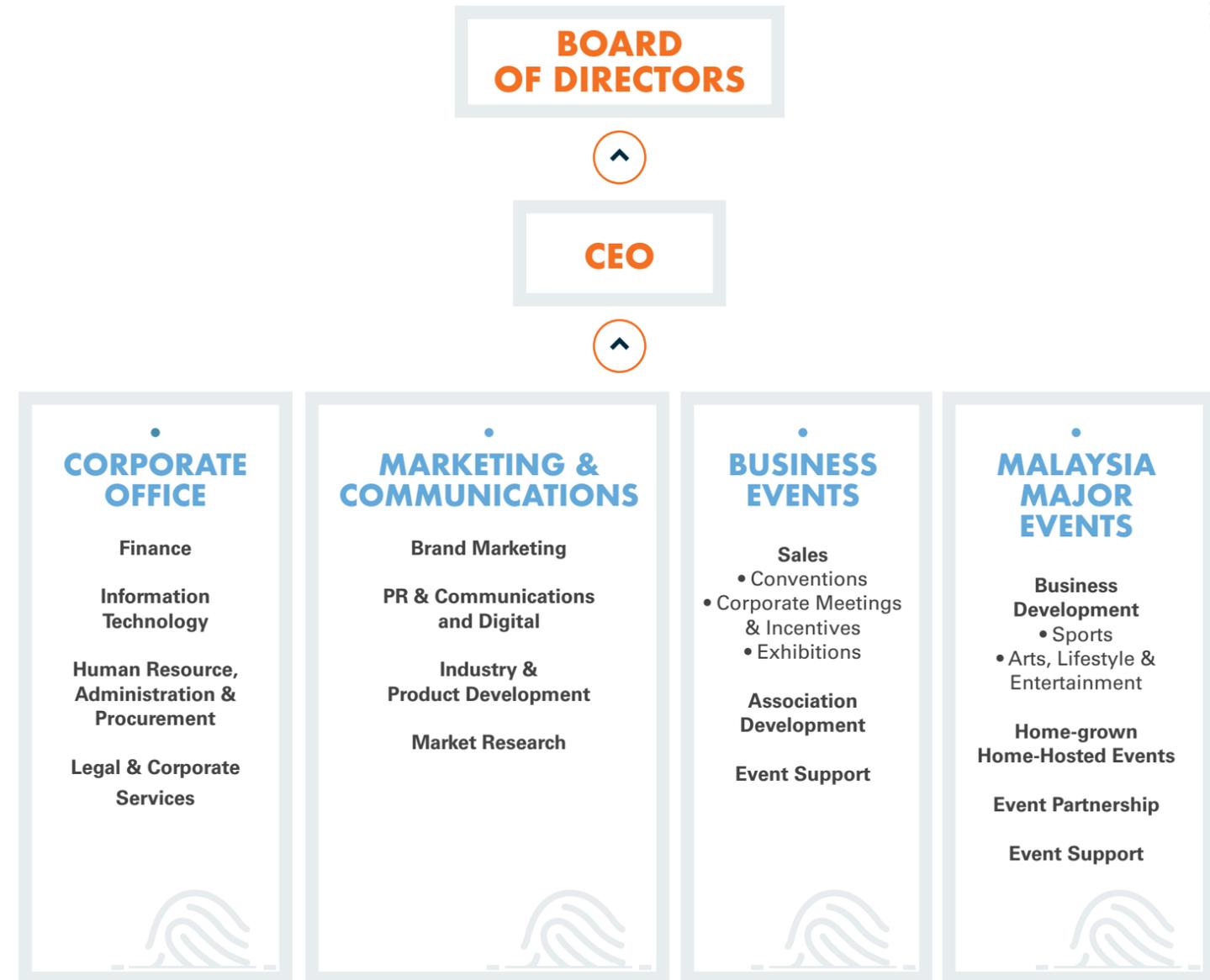
- To be recognised as Asia's model bureau – the leading edge in terms of success, professionalism, best practices and business impact.

- To position Malaysia as one of the world's preferred business and major events destination.

# Organisational Structure

In 2017, the Finance & Administration division changed its name to Corporate Office division. With that, the Legal unit has been named Legal & Corporate Office unit.

The total head count of MyCEB's employees as at 31 Dec 2017 - 71 personnel; 18 are in Business Events, 16 in Malaysia Major Events, 14 in Marketing & Communications, 23 in Corporate Office and three in the office of the Chief Executive Officer.



# Overseas Representatives

MyCEB first appointed its overseas representatives back in 2011 in the European market, followed by North America, Australia & New Zealand and later China. These overseas representatives provide invaluable support for event planners while serving as a promotional and marketing arm of MyCEB in all key regions.

The roles and responsibilities of the appointed overseas representatives are:

- To promote and market Malaysia as a leading international business event 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.

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F +8610 6430 1519

### Chengdu

#### Freda Hua

Business Development Manager  
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T +8628 6132 6792

## Guangzhou

### Lily Zhang

Business Executive  
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T +8620 8735 6717

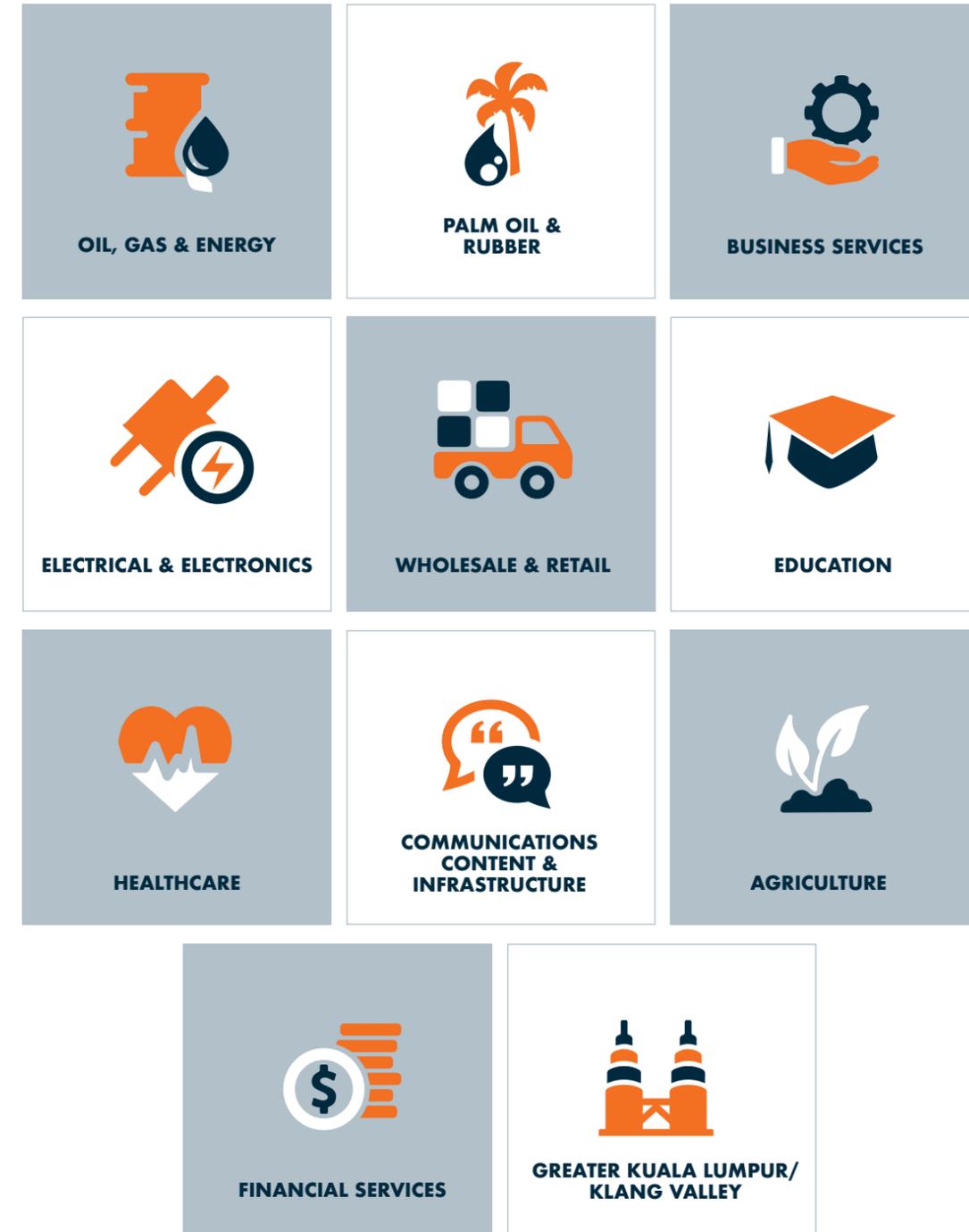
## Shanghai

### Cloris Zhu

Business Development Manager  
shanghai@myceb.com.my  
T +8621 6385 8586  
F +8621 6385 9200

# Economic Transformation Programme (ETP)

In its efforts to accelerate Malaysia's economic growth, the government has carefully designed the Economic Transformation Programme (ETP) to help Malaysia reach 'developed nation' status by 2020. As such, business tourism and international events have been recognised as key contributors to this growth. By 2020, business tourism is expected to contribute RM3.9 billion in the incremental Gross National Income (GNI), providing about 16,700 jobs.



# NKEA - Tourism

The NKEA tourism will continue to focus on high-yield tourism, growing economic and employment growth for the nation. Targeting leisure and business tourism, the NKEA will also focus in growing tourist arrivals and receipts to stimulate the industry's contributions to the nation's economy.



Positioning Malaysia as a vibrant shopping destination



Positioning Malaysia as a leading ecotourism destination



Expanding tourism offerings in niche areas



Developing Cruise Tourism



Positioning Malaysia as a vibrant events and entertainment destination

## Targets by 2020



Establishing Malaysia as a leading business tourism destination

## Targets by 2020



Enhancing air connectivity to Malaysia from priority markets



Improving mix and quality of hotels and intergrated resorts



# 2017 REVIEW



  
Business Events and Major Events enhance professional connections and help Malaysians build global network as well as research link

## 2017 Achievements



### BUSINESS EVENTS



**151**

Business Events Secured



**101,437**

Estimated Total Number of Delegates



**83,204**

Estimated Total Number of International Delegates



**381,342**

Estimated Total Number of International Delegates Days



**RM954 million**

Estimated Economic Impact

### MAJOR EVENTS



**38**

Events Secured & Supported



**282,389**

Total Attendees



**59,908**

International Attendees



**RM291.7 million**

Total Tourist Expenditure

# 2017 Highlights



**SEMICON Southeast Asia 2017**  
25 - 27 April 2017  
Subterranean Penang International Convention & Exhibition Centre



**FIATA World Congress**  
4 - 8 October 2017  
Kuala Lumpur Convention Centre



**Pro-Health Incentive Trip 2017**  
30 October - 19 November 2017  
Club Med Cherating Beach



**7th Malaysia-China Entrepreneur Conference**  
25 November 2017  
Putrajaya International Convention Centre

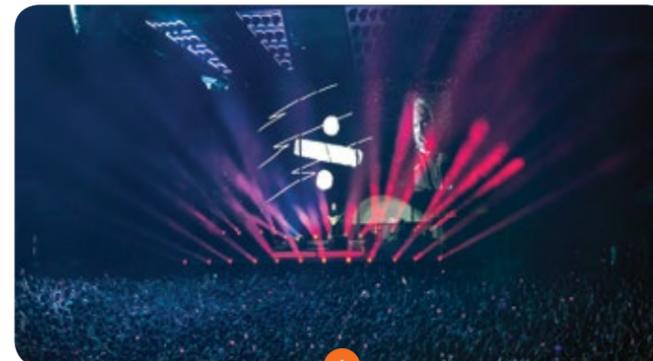


**Perfect China 2017 Achiever Incentive Seminar**  
3 - 11 June 2017  
Sabah, Penang, Melaka, Pahang and Kuala Lumpur



**International Conference of the World Association for the Advancement of Veterinary Parasitology 2017**  
4 - 8 September 2017  
Kuala Lumpur Convention Centre

## BUSINESS EVENTS



**Ed Sheeran**  
14 November 2017  
Axiata Arena



**Good Vibes Festival 2017**  
12 - 13 August 2017  
Genting Highlands



**MME Symposium**  
30 November 2017  
Kuala Lumpur Convention Centre

## MAJOR EVENTS



**Viper Challenge 2017 Series**  
2 December 2017  
Cyberjaya



**Ironman® Malaysia and Ironman® 70.3 Langkawi**  
11 November 2017  
Langkawi



**G-Dragon 2017 World Tour**  
"Act iii, M.O.T.T.E." in Kuala Lumpur  
17 September 2017  
Stadium Merdeka

# BUSINESS EVENTS



Business Events stimulate trade, investment and export opportunities for Malaysia

## Association Development



### Association Development Programme

A series of educational and support programme was initiated to foster the growth of our local associations through association management, conference management and professional development.

### Kesatria 1Malaysia Programme

In 2017, six newly appointed Kesatria were introduced from various backgrounds such as energy, gastroenterology, ophthalmology, veterinary medicine, biomechanics and otorhinolaryngology. Since 2012, Kesatria has generated 124 leads which will contribute RM2 million in estimated economic impact. As of 2017, MyCEB has appointed a total of 47 Kesatria.



### Malaysian Society of Association Executives (MSAE)

MSAE was officially registered with Registry of Societies Malaysia in July 2017 with the purpose to assist and guide association professionals by nurturing their members in enhancing skills and professional development in association management.

### Malaysia Association neXt (MyNext)

MyNext is an annual congregation of Malaysian association leaders and professionals. This premier conference presents a niche nexus to access cutting-edge insights, exchange ideas, network, express thoughts and debate issues that impact the future growth sustainability of the associations. Since 2015, MyNext has attracted 338 attendees from various backgrounds of non-profit organisations.



# 24 Conventions

## Business Development

The team is dedicated to grow Malaysia's global portfolio and continuously studies, verifies and prioritises potential business event leads to be pursued.



## 2017 Business Events Leads

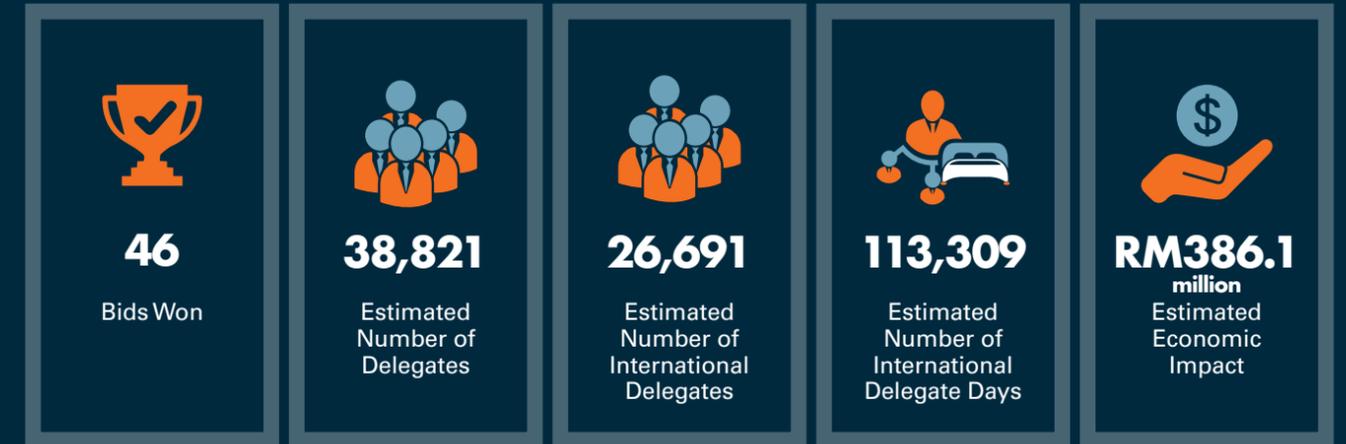


## Sales

The Convention Sales team is tasked to carry out bid strategy and consultation to facilitate bids. In securing international conventions, efforts such as attending international tradeshows, facilitating site inspections and recommendations on Malaysia's products, facilities and services were executed.



## 2017 Bids Won



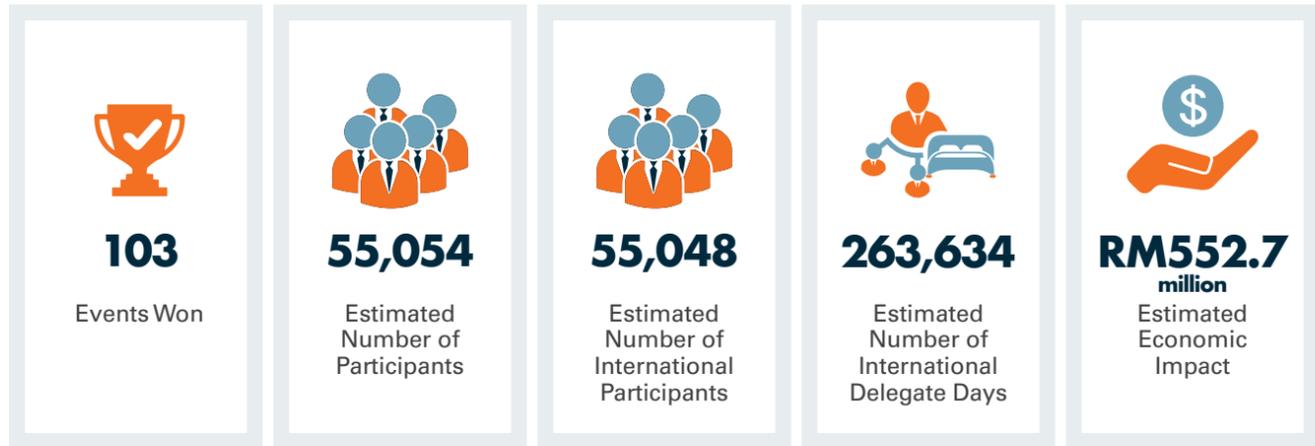
# Corporate Meetings & Incentives

The team relentlessly carves strategic efforts to secure regional and international corporate meetings and incentive travel groups.

It focuses on creative event itinerary, destination experiential familiarisation programmes and promotions on Malaysia's products and services.



## 2017 Events Won



## Malaysia Like Never Before



The ever popular "Malaysia Like Never Before" campaign was first launched in 2015, and was carried through to 2016 and 2017 to drive international incentive groups to Malaysia. The campaign presents individual unique incentive activities and attractions in five main destinations namely, Langkawi, Georgetown, Kuala Lumpur, Kota Kinabalu, and Kuching.

The campaign is supported by a dedicated microsite, [www.likeneverbefore.my](http://www.likeneverbefore.my), and is promoted mainly through digital marketing as well as face-to-face engagements.



## Malaysia Twin Deal XP

The campaign, which is a continuation from the Malaysia Twin Deal X, comprised of two programmes, offering value-added support and rewards to both the corporate clients and meeting and incentive planners.



## 2017 Malaysia Twin Deal XP Secured Events



# Exhibitions

The Exhibitions unit focuses on bidding, securing and supporting local and international trade exhibitions in Malaysia. The team also assists homegrown trade organisers to grow their exhibition potentials by increasing the number of international trade exhibitors and buyers.



## 2017 Events Won



# Event Support

The Business Events Support Programme aims to amplify the success of events held in Malaysia in the areas of number of delegates, length of stay and visitor spending. A wide range of support services involving event planning, event marketing, delegate boosting and on-site provisions such as promotional brochures, souvenirs, city tours and cultural showcases were offered. The support provided was aligned to the economic value of an event and is made available to regional and international business events.



Total number of events supported in 2017

Event Type	No. of Events	Estimated No. of International Delegates	Estimated No. of Delegates	Estimated Economic Impact
Corporate & Incentive	192	51,101	51,112	RM518 million
Convention	68	23,420	38,009	RM353 million
Exhibition	27	46,007	275,022	RM542 million
<b>Total</b>	<b>287</b>	<b>120,528</b>	<b>364,143</b>	<b>RM1.413 billion</b>



# MAJOR EVENTS



“Business and Major Events elevate Malaysia’s profile globally”

## Business Development

The unit’s key objective is to secure international sports, arts, lifestyle and entertainment events to be held in Malaysia, which is achieved by sourcing and generating sales leads, assessing international events to determine the economic value and bid potential, among others.

It is responsible in managing these processes with the aim to meet performance targets in accordance with MyCEB’s goals and objectives.

### Total Bids Won



### 2017 Bids Won - Sports



### 2017 Bids Won - Arts, Lifestyle & Entertainment



# Home-grown & Home-Hosted

The unit identifies, qualifies, and prioritises home-grown and home-hosted events to support.

## Total Home-grown and Home-hosted



## Home-grown and Home-hosted - Sports



## Home-grown and Home-hosted - Arts, Lifestyle & Entertainment



# Event Support & Partnership

The Event Support unit provides a comprehensive range of services while maximising the success of major events held in Malaysia.

Starting with proposal of benefits, this unit also prepares relevant documents, consults and facilitates organisers, manages protocol aspects, produces internal report matters and coordinates event rundown with organisers. This unit ensures that Malaysia Major Events' brand presence is always visible.

The Event Partnership unit offers assistance to organisers in implementing their regional advertising and promotion (A&P) plan. The unit will then monitor and verify the regional A&P efforts undertaken by the organisers, as well as help to amplify event promotion with partners under their Marketing Partnership Programme through their respective marketing and promotion platforms.

Organisers will then provide, to the satisfaction of Malaysia Major Events, a complete final report for Research unit to ascertain the total tourist expenditure, as well as to evaluate the final number of total attendees.

## Total Events Secured & Supported



2017 Events Secured & Supported - Sports



2017 Events Secured & Supported - Arts, Lifestyle & Entertainment



# MME Symposium

The MME Symposium was specially designed to gather the local government bodies, organisers, event venue, management company, service suppliers and event marketing companies. With the theme "We Make it Happen", the event was held at Kuala Lumpur Convention Centre and featured regional and local speakers covering topics on trends of music and sport cities, e-sports, and body language. The highlight of the event was the Safety Workshop which focused on the safety and security aspect of events, and how event organisers can work with local authorities to ensure safety of event attendees and guests. The event recorded a total attendance of 172 participants.



# MARKETING & COMMUNICATIONS



“ Business and Major Events contribute to community and social development ”

## Brand Marketing

The Brand Marketing unit communicates Malaysia's business and major event brands focusing on print and digital advertising, creative and design productions, sponsorships, development of communication materials, promotional items and image library. Key projects completed in 2017 were:

### Branding

- Endorsed usage of corporate logo for corporate and supported events.
- Malaysia-Business Events tradeshow booth - brand visual design and promotional material preparations.

### Advertising

- Business events print and digital advertisements and advertorials in trade publications:
  - Asia Pacific: 7; Europe: 5; North America: 2
- Pre and post Malaysia Business Events Week and IAWF Awards advertisements and advertorials – Local newspapers: 3
- Major events print advertisements in Sports industry publications – Europe: 2
- Business Events digital directories: 2
- Google display network - Geo-target: Australia, Europe and America.

### Promotional Campaign

Malaysia like Never before (MLNB) campaign and Malaysia Twin Deal XP (MTD XP) promotional material developments, provision and activities for business events tradeshow.

### Sponsorships

- AIME, Melbourne - Tradeshow delegate bags
- PCO Association - Charge Bar branding and programme handbook advert.
- AFECA Asia MICE Challenge - Programme book, delegate bag inserts and MyCEB logo display.
- SportAccord Conference - Promotional materials, brand visual and advertisements.
- International Live Music Conference - Promotional materials, brand visual and advertisements.



### Sales Promotional Material

- Business events China Roadshow - Chengdu, Beijing, Guangzhou and Shanghai.
- UFI Congress, Johannesburg – Exhibition Sales PowerPoint deck and information kit.
- UIA Associations Roundtable, Chiang Mai and Brussels - Delegate boosting postcards, gifts and promotional materials and digital branding.

### Event Promotional Material

- Malaysia Business Events Week, IAWF Awards, MME Symposium and MyNext.
- SportAccord Convention and International Live Music Conference.
- MyCEB national roadshows – Kuantan and Ipoh.
- Ed Sheeran Live Concert and Taeyang WorldTour on-site brand visuals.

### Corporate, Sales & Marketing Publication Production

- Destination Malaysia mini guide, collaboration with C&IT (UK) Magazine.
- Exhibition sales services brochure and destination presentation template.
- World Scout Conference 2020 Executive Summary - bid support.
- Kesatria Programme brochure design revamp.
- Case Study template.
- Quarterly Malaysia Major Events Calendars.
- Quarterly e-newsletters - Exhibition E-Zine and Associations news.
- Malaysian Society of Association Executives (MSAE) brochure.

### Corporate Publication Production

- MyCEB Annual Report 2016 and IPP Co-operative Industry Prospectus-Calendar 2018.

# Industry & Product Development

MyCEB, through its Industry Partner Programme (IPP), is poised to position Malaysia as one of the world's leading international business and major events destination. Co-operative sales and marketing activities, professional development, business-to-business networking, market intelligence, and product profiles in MyCEB's online and print publications are some of the activities spearheaded by the Industry & Product development team.

As at 31 December 2017, MyCEB has signed up 369 IPP members, with a majority coming from accommodations and venues, followed by event management companies, touring and leisure agents and event product/services providers.



162

Accommodations  
/ Venues



109

Event  
Management  
Company



6

Convention Bureau &  
Tourism Organisation



26

Tour &  
Leisure



73

Event Product  
Service Providers &  
Transportation

## Events

### MME Symposium, 30 November 2017

The MME Symposium was specially designed to gather the local government bodies, organisers, event venue, management company, service suppliers and event marketing companies. With the theme "We Make it Happen", the event was held at Kuala Lumpur Convention Centre and featured regional and local speakers covering topics on trends of music and sport cities, e-sports, and body language. The highlight of the event was the Safety Workshop which focused on the safety and security aspect of events, and how event organisers can work with local authorities to ensure safety of event attendees and guests. The event recorded a total attendance of 172 participants.



### ICCA Malaysia Bid Workshop, 3 - 4 October 2017

The aim of the workshop was to provide a platform to industry partners (state bureau, PCOs, and convention centre) as well as MyCEB staff to further develop the bidding skill through the sharing session from international industry players. Participation in the workshop with the industry partners will contribute to better understanding of the importance of collaboration among local industry players. A total of 12 participants attended this workshop.



### Malaysia Business Events Week, 11 - 13 September 2017

In its third edition and with the theme "Our Future by Design: Accelerating Transformation", the event aims to provide a platform for the business events industry to learn, network, debate issues, develop business opportunities, exchange ideas and innovate. Participants were presented with various topics by international and local speakers which addresses the broad range of professions and disciplines within the business events industry. This year the event was attended by 177 participants.

### Event Design Workshop, 11 - 12 July 2017

The objective of this programme is to provide participants with an event design tool and process to articulate how their event creates value strategically or just approach events in a different way. The two-day workshop uses the Event Simulator Facilitation kit and is for change-makers who require hands-on approach to understanding, designing, delivering effective conferences and events that create real value using the Event Model Canvas. At the end of the workshop each participant was presented with a Level 2 Mastery of the Event Design Certificate. This elevates the level of professionalism among partners to optimise event success. A total of 18 participants attended the event.

### RAWF Awards, 9 November 2017

The biennial RAWF Awards, which is an acronym for Recognising Award Winning Results, is a collaboration between Malaysia Convention & Exhibition Bureau (MyCEB), and the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS). The prestigious award recognises excellence, leadership, professional standards, innovation and best practices within the Meetings, Incentives, Conventions and Exhibitions (MICE) or business events industry. Held at Sunway Putra Hotel Kuala Lumpur, the RAWF Awards was graced by the Deputy Secretary General (Tourism), Ministry of Tourism and Culture Malaysia, Ms. Nor Yahati binti Awang. This event is to honour and celebrate business events industry partners who demonstrated excellence dedication and extraordinary leadership which contributed to the growth and development of the industry. More than 50 entries were submitted by industry players. The RAWF Awards consists of five main components of the industry – Venues & Events, Conventions, Incentive Travel, Exhibitions and Special Awards.

## PR & Communications and Digital

The unit spearheads MyCEB's public relations and communications activities by working closely with national, regional, and international media publications to highlight Malaysia's ever-growing appeal as the preferred destination for business and major events, regionally and internationally. The unit also activates MyCEB's online efforts to ensure its continuous and strategic presence, digitally and socially.

In 2017, MyCEB was prominently featured in the news with media coverage for events ranging from Malaysia Business Events Week 2017 and FAWF Awards 2017, to MME Symposium 2017 and Ironman Langkawi 2017. All these initiatives have enabled MyCEB to generate a total of RM311 million in PR value.

## Market Research

The unit collates and analyses industry data to determine business tourism's economic impact value and its impacts to Malaysia's development. The data also sets a base for planning and development of sales and marketing's mission and strategies. The unit is also the custodian of a customised Customer Relationship Management (CRM) system that supports MyCEB's requirements for data mining and analysis.

To support the development of business events industry, MyCEB offers financial assistance through the Education Research Grant which is open to all Masters and PhD candidates, PhD graduates as well as academicians in public and private universities in Malaysia. The aim and objective of the grant is to stimulate and encourage high calibre students and academicians to publish dissertations, thesis and academic journals to present new research findings particularly on Malaysia's business events industry. To date, MyCEB has provided support to six recipients.



Key activities/events under the PR & Communications and Digital unit in 2017 were:

### Media Engagement

- Press Conference: FAWF Awards 2017, Malaysia Business Events Week, WorldChefs Congress 2018, China Roadshow, Raaja The One Man Show, MME Symposium, FIVB Beach Volleyball World Tour 2017
- Media FAM Trip: Boardroom Magazine – Kuala Lumpur

### Digital

- Website: Revamp of MyCEB, MBEW and MyNext websites
- Social Media: Facebook, Instagram, Twitter, LinkedIn and YouTube engagements



The 2017 Future Leaders Day, a notable event in collaboration with Business Events Academic Council (BEAC), ICCA Malaysia members, ICCA Asia Pacific and MACEOS which was conducted in conjunction with Business Event Week 2017 held in One World Hotel, Petaling Jaya in August.

I have every confidence that MyCEB will continue to progress rapidly and achieve its goals in the years to come.

**DATUK WIRA AB. GHAFFAR BIN A. TAMBI**  
 Chairman  
 Malaysia Convention & Exhibition Bureau



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