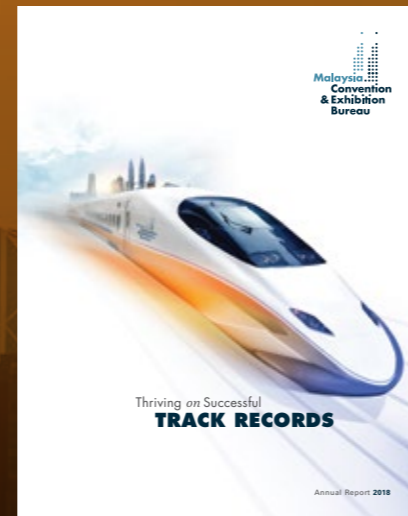




Thriving *on* Successful
TRACK RECORDS

Thriving *on* Successful **TRACK RECORDS**

Thriving on Successful Track Records is the theme for this year's annual report, depicted by the high-speed bullet train which symbolises that it is zooming through a planned journey with progressive momentum. Similarly, in relation to Malaysia Convention & Exhibition Bureau (MyCEB), we are focused via our planned roadmap and thriving on the right track in positioning Malaysia as an attractive top-of-mind destination for business events and major events globally. In collaboration with our dynamic stakeholders as well as industry partners, we constantly and progressively strive towards realising our nation's enormous potential in leveraging on this high-yield events industry to amplify economic impact and impart lasting legacies beyond tourism benefits.



For more information:
www.myceb.com.my

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MAJOR EVENTS

- 31 Events Secured and Supported
 - Total Events Secured & Supported
 - Total Events Secured & Supported - Sport
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- 33 Brand Marketing
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Minister of Tourism, Arts and Culture Malaysia

We could not have achieved our dramatic economic development of the last generation without going out into the world to compete with one and all, and most importantly, we could not have done it without bringing the world to us. Tourism is at the heart of this and continues to be a powerful economic component in our journey as a sustainable and dynamic participant in the global stage, and Malaysia is increasingly becoming the first port of call for international meetings and associations wanting to engage with Asia – the world's largest and fastest growing economic region.

The Ministry of Tourism, Arts and Culture was confronted with this opportunity and seized it. With the strong support from the Government of Malaysia and enhanced with assistance from other Ministries, we have managed to build on this potential to bring us closer to the realisation of Vision 2020. The co-operative endeavours between the private-public sector and mutual support must continue in order to tackle the new challenges that have emerged in the tourism industry, both leisure and business, thereby lifting this partnership to new heights of success.

I am pleased to single out the tremendous achievements of two conferences held in 2018; namely the ninth session of the World Urban Forum (WUF9) in February and the 84th International Federation of Library Associations and Institutions (IFLA) World Library and Information Congress. Gathering the largest congregation of stakeholders in the history of WUF with more than 25,000 participants, it also marked the first time a declaration was made by the end of the forum's proceedings with the Kuala Lumpur Declaration on Cities 2030. The collaboration between the Ministry of Tourism, Arts and Culture with other Ministries and local council was evident during the conference with the building of an Urban Village by the Urban Wellbeing, Housing and Local Government Ministry, the Kuala Lumpur City Hall (DBKL) and Think City. Another highlight was the IFLA that was held in August. Spearheaded by the Ministry of Tourism, Arts & Culture with the participation of more than 3,300 delegates from 107 countries; it was the first time in the 83-year old history of the notable congress that it was held in Malaysia. It also saw the launch of the Global Vision Call For Actions – a global project which aims to create the biggest ideas store for libraries in providing free and equal access to information and knowledge, supporting literacy and focusing on the advancement of communities.

Malaysia, through Malaysia Convention & Exhibition Bureau (MyCEB), is leading the legacy advocacy efforts in Southeast Asia to encourage more of its local host associations to plan their meetings and conferences with longer-lasting impacts in mind.

This is on top of other earlier efforts such as the formation of Malaysian Society of Association Executives (MSAE) and the Kesatria or Conference Ambassador programme, which has in total welcomed 42,269 international delegates since 2012 with an estimated economic impact of RM925 million. Furthermore, Malaysia has maintained its position in the Top 10 most visited country in the world by Euromonitor and the country has recently been announced by the World Bank as being on track to becoming a high-income nation.

Congratulations to MyCEB's Board of Directors for their vigour and unwavering commitment to inspire and empower the team to perform better and to carry out their tasks to the best of their abilities. I am confident that the management and staff of MyCEB will continue to produce stellar results thus achieving our targets of 30 million tourist arrivals and RM100 billion tourism receipts by 2020.

As we look to the future, I must reiterate that the Ministry through MyCEB is always ready to facilitate other Ministries to bring international conferences to our shore. Similarly, I urge our stakeholders and industry players to work together to achieve our country's vision in this sector. Onwards and upwards.

**YB. DATUK MOHAMADDIN
BIN KETAPI**
Minister of Tourism, Arts
and Culture Malaysia



Messages

Chairman

Despite global and domestic challenges, the year 2018 saw Malaysia exceeding expectations by securing an impressive number of high-profile business events. Together with its strategic partners; Malaysia Convention & Exhibition Bureau (MyCEB) managed to win 152 future events comprising international conferences, incentive groups, association meetings, and trade exhibition events that will translate into an estimated economic impact of RM1.58 billion and 102,211 international delegates.

The progressive momentum of Malaysia as a favourable world-class destination for international conventions reflects the capability and potential of Malaysia's business events industry that continues to gain trust and confidence in global markets. These are also the successful results of collaboration efforts between MyCEB including relevant public and private organisations to improve the country's competitiveness, which continues to make Malaysia a leading business events hub in ASEAN.

MyCEB also collaborated closely with industry players by supporting 300 business events in Malaysia that included 84 conventions, 195 corporate meetings/incentives, and 21 trade exhibitions. These events attracted approximately 162,623 international delegates and yielded RM1.05 billion in visitor expenditure and RM2.46 billion in economic impact. To maintain this momentum, MyCEB in close collaboration with its industry players across the board must continue to promote Malaysia as a prime destination for international business events. Partnerships and shared services industry have proven to garner investments and create jobs, but also as a source of less tangible but equally important benefits such as the transfer of important skills and competencies to local knowledge-workers, as well as exposure to international best practices and standards.

Since its inception in 2010, Malaysia Major Events (MME) has significantly identified and supported numerous major event bids for sports, arts, lifestyle and entertainment, as well as assisting home-grown and home-hosted events. In 2018, we secured and supported a total of 10 events, which attracted a total of 19,497 attendees, all of which contributed a remarkable tourist expenditure of RM87 million. Moving forward, MyCEB is realigning its strategy and focusing its pursuit solely on business events. Given the necessary parameters, MyCEB will now operate without MME.

Our industry's success as a global business events destination is also due to the remarkable efforts of our Kesatrias. Launched in 2012, these Conference Ambassadors facilitate to profile and promote the country internationally as well as bidding for international conventions to be hosted and inaugurated in Malaysia to their industry peers. In 2018, MyCEB has inducted three new Kesatrias to its impressive roster totalling the number to 49 of the most influential industry names. The three new Kesatrias are Prof. Dr. Goh Bak Leong, Past President of Malaysian Society of Nephrology, Assoc. Prof. Dr. Norhayati Abdullah, Vice President of Malaysian Water Association and Prof. Dr. Tan Maw Pin, Treasurer of Malaysian Society of Geriatric Medicine.

I would like to extend my appreciation and sincere congratulations to the board of directors, management and staff of MyCEB for their outstanding contribution to the growth of our business events industry. Let us assume a culture of high performance. Let us strive to achieve excellence in everything we undertake. I hope that together, we can continue to realise the full potential of the business, which will bring opportunities to individuals, prosperity to communities and economic growth to the company and our beloved country.



**DATUK RASHIDI
BIN HASBULLAH**
Chairman
Malaysia Convention &
Exhibition Bureau

Chief Executive Officer

On behalf of Malaysia Convention & Exhibition Bureau (MyCEB), I'd like to welcome YB. Datuk Mohamaddin bin Ketapi, our new Minister of Tourism, Arts and Culture Malaysia and YBhg. Datuk Rashidi bin Hasbullah, Secretary General, Ministry of Tourism, Arts and Culture as our new Chairman. The incredible support and trust of the Ministry are pivotal in positioning Malaysia as Asia's Business Events Hub. Despite the challenges we faced in 2018, MyCEB has managed to continuously improve its performance and enhance stakeholders' values.

The impressive track record of securing 152 international business events comprising conferences, corporate meetings, incentive travel, and trade exhibition events have contributed an estimated RM1.58 billion into Malaysia's economy. MyCEB is galvanised in its mission to elevate our global rankings and to achieve our 2020 targets and beyond.

Malaysia started 2018 in style by hosting the 9th World Urban Forum (WUF9), which was strongly supported by MyCEB with more than 25,000 participants from over 160 countries. This was followed by some of the world's most compelling business events including the IFLA World Library & Information Congress 2018, and World Cancer Congress, among others. 2018 also saw MyCEB doubling its efforts into penetrating the world exhibition market with the objective of bringing newer and more prominent shows to our shore.

Our Malaysia Major Events (MME) division secured and supported a total of 10 sports, arts, lifestyle and entertainment events. Highlights include the sold-out Bruno Mars 24K Magic World Tour Live in Malaysia 2018 and Ironman Langkawi Malaysia which generated an estimated total tourist expenditure of RM87 million and 19,497 in foreign attendees. The Ironman Langkawi also recorded the highest number of participants in five years with 2,400 triathletes.

I must also take this opportunity to congratulate our Kesatrias for assuming chairmanship and leadership roles in their respective international associations, resulting in Malaysia hosting the World Cancer Congress 2018 and the International Solid Waste Association 2018 World Congress. The collaboration between MyCEB and our Kesatrias continues to outline our efforts to position the country as a regional business events hub. To date, the Kesatria programme has contributed 142 international business events leads, with an estimated economic impact of RM3.1 billion.

MyCEB also supported the 13th UFI Asia Pacific Conference and UIA Round Table Asia-Pacific 2018 in Kuala Lumpur. Dubbed as the business events industry's most important networking conferences regionally and globally, this progressive initiative fully demonstrates Malaysia's growth potential as Asia's business events hub.

As for internal managerial capabilities and creativity, we staged the fourth Malaysia Business Events Week (MBEW) with a resounding success that acts as a platform for industry stakeholders to converge, communicate and debate issues that impact the future growth and sustainability of our industry. MyCEB also conducted its first legacy clinic in March to explore and measure the benefits beyond tourism in Malaysia from the perspective of various stakeholders. Concurrently, we developed a string of case studies of events with high-impact legacies to highlight the long-term impacts of business events to the nation's economy and all other ministries.

On top of that, our sustained publicity and media coverage generated over RM170.5 million in media value through various PR and communications efforts locally and globally.

I would like to thank all ministries, especially MOTAC for giving MyCEB the trust to continue to bring international business events to Malaysia. I wish to acknowledge our Board of Directors, industry players, ministries, agencies, local councils and our associates for continuously producing impactful results. My gratitude also goes out to the entire MyCEB team. I urge all staff to always bear in mind, of their responsibility to the company and discharge their duties to the best of their ability to achieve our mission.



**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.

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 in terms of tourists' arrivals to Malaysia.

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.

www.myceb.com.my

Board of Directors

1

DATUK RASHIDI BIN HASBULLAH
 Chairman
 Malaysia Convention & Exhibition Bureau
Secretary General
 Ministry of Tourism, Arts & Culture, Malaysia
 Appointed on 10 April 2018



2

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

5

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



7

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

6

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



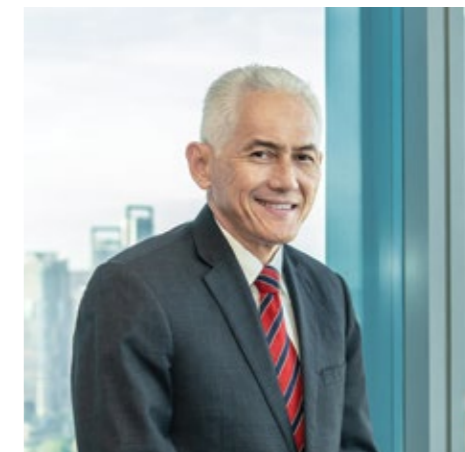
3

TAN SRI DR. ONG HONG PENG
 Appointed on 13 August 2009



4

DATO' ASRI BIN HAMIDON
 Deputy Secretary General (Investment)
 Ministry of Finance
 Appointed on 9 November 2010



8

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

Senior Management Team

**MOHAMMAD ISA
ABDUL HALIM**
Director
Marketing & Communications

TAN MEI PHING
Director
Business Events

DATUK ZULKEFLI HJ. SHARIF
Chief Executive Officer

**NIK AZLAN
NIK ABDULLAH**
Director
Corporate Services



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

The total head count of MyCEB's employees as at 31 December 2018 - 41 personnel; 15 are in Business Events, 13 in Marketing & Communications, nine in Corporate Services and four in the office of the Chief Executive Officer.

In line with the government's rationalisation process, MyCEB has recently underwent a rationalisation exercise in order to improve its operation efficiency and revenue. The role and portfolio pertaining to International Events have been placed directly under the purview of CEO's Office, was also incorporated as part of the rationalisation exercise, as at 15 August 2018.

BOARD OF DIRECTORS



CEO

CORPORATE SERVICES

- Finance
- Information Technology
- Human Resource, Administration & Procurement
- Legal & Corporate Services

MARKETING & COMMUNICATIONS

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

BUSINESS EVENTS

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



Overseas Representatives

The overseas representatives provide invaluable support for event planners while serving as a promotional and marketing arm of MyCEB in all key regions of Europe and China.

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

EUROPE

Anette Palm

Director
 Email : 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
 Phone : +8610 6430 1838
 Fax : +8610 6430 1519

Room 412 Lido Office Tower Building
 No.6 Jiangtai Road
 Beijing, 100004, China

Chengdu Freda Hua

Business Development Manager
 Email : chengdu@myceb.com.my
 Phone : +86 28 6132 6795
 Fax: +86 28 6132 6795

Room 1603B
 Tower 1, Plaza Central
 No.8 Shuncheng Dajie, Chengdu
 Sichuan, 610016, China

Guangzhou Janet Huang

Business Development Manager
 Email : 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
 Phone : +8621 6385 8586
 Fax: +8621 6385 9200

Room 1512
 Shui On Plaza
 No.333 Huai Hai Road
 Shanghai, 200021, China

Key Economic Growth Sectors

The business events industry has been identified as a key economic growth sectors to help Malaysia achieve developed nation status by 2020. Aside from attracting international visitors to Malaysia, business events are recognised for the numerous direct and indirect economic benefits for the country. These are excellent platforms for the promotion of local innovation, expertise and exports to the global audience as well as providing professional development opportunities for Malaysians.

On top of that, business events also enables the exchange of ideas and the development of international professional networks. They are also an effective means of attracting world leaders and decision makers where they may be encouraged to invest intellectual and financial capital.

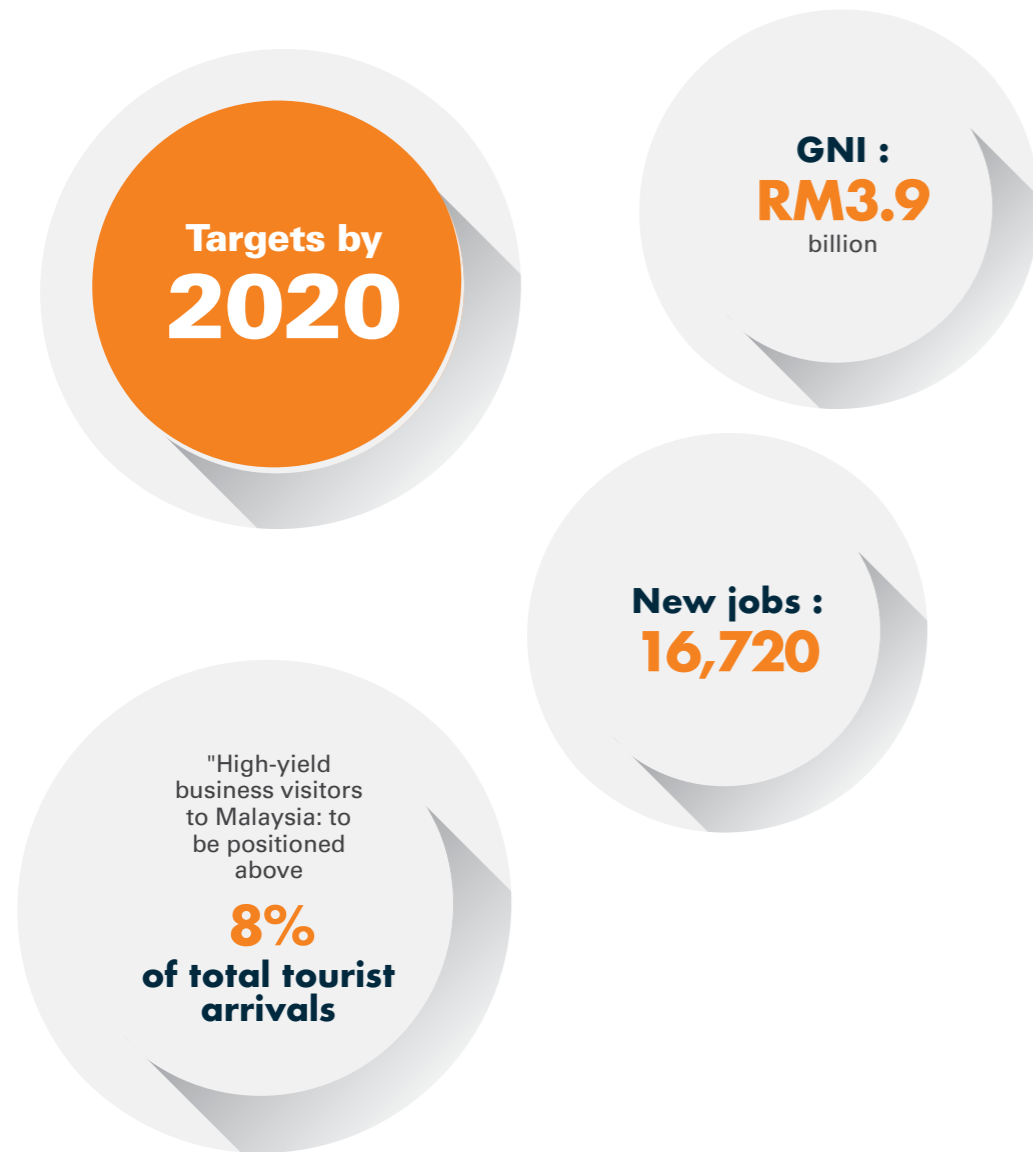
By 2020, business tourism is expected to contribute RM3.9 billion in the incremental of Gross National Income (GNI), thus providing about 16,700 jobs.



Tourism Industry

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

ESTABLISHING MALAYSIA AS A LEADING BUSINESS TOURISM DESTINATION



ENHANCING AIR CONNECTIVITY TO MALAYSIA FROM PRIORITY MARKETS

IMPROVING MIX AND QUALITY OF HOTELS AND INTERGRATED RESORTS

POSITIONING MALAYSIA AS A VIBRANT EVENTS AND ENTERTAINMENT DESTINATION



POSITIONING MALAYSIA AS A VIBRANT SHOPPING DESTINATION

POSITIONING MALAYSIA AS A LEADING ECOTOURISM DESTINATION

EXPANDING TOURISM OFFERINGS IN NICHE AREAS

DEVELOPING CRUISE TOURISM



2018 Review

2018 Achievements



BUSINESS EVENTS

152



Business Events Secured

118,735



Estimated Total Number of Delegates

102,211



Estimated Total Number of International Delegates

430,868

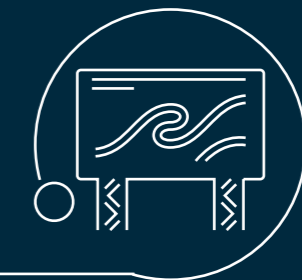


Estimated Total Number of International Delegate Days

RM1.575 billion



Estimated Economic Impact



MAJOR EVENTS

10



Events Secured & Supported

69,484



Total Attendees

19,497



International Attendees

RM87 million



Total Tourist Expenditure

2018 Highlights

BUSINESS EVENTS



9th World Urban Forum
7-13 February 2018
Kuala Lumpur Convention Centre



SEMICON Southeast Asia 2018
22-24 May 2018
Malaysia International Trade & Exhibition Centre



Glasstech Asia 2018
14-16 November 2018
Malaysia International Trade & Exhibition Centre



World Cancer Congress
1-4 October 2018
Kuala Lumpur Convention Centre



Nojima Corporation Company Trip
7-27 January 2018
Kuala Lumpur



2018 Herbalife (China) Excellent Incentive Trip to Sabah
5-11 April 2018
Kota Kinabalu, Sabah

MAJOR EVENTS



IRONMAN Malaysia and IRONMAN 70.3 Langkawi
17 November 2018
Langkawi



Imagine Dragons Evolve World Tour Live in Malaysia
6 January 2018
Malawati Indoor Stadium, Shah Alam



EXO PLANET #4 The ElyXiOn in Kuala Lumpur
7 July 2018
Axiata Arena, Bukit Jalil



Jacky Cheung A Classic Tour - Encore Show
5, 6 & 7 October 2018
Axiata Arena, Bukit Jalil



Penang Asia-Pacific Masters Games 2018
7-15 September 2018
Georgetown, Penang



Fish Tales Cup China Pro Challenge 2018
14 August 2018
Kuala Rompin, Pahang



Business Events

Association Development



ASSOCIATION DEVELOPMENT PROGRAMME

Malaysia Convention & Exhibition Bureau (MyCEB) cultivates and supports national associations as well as fosters international involvements through conference management to ensure the growth of association industry, under the Association Development Programme (ADP).

The ADP implements training initiatives as well as provides financial and non-financial assistance for the development of the associations.

The objective of the programme is to raise Malaysia's potential to host international conventions, which includes hosting networking events through the Kesatria Malaysia programme, as one of the ongoing initiatives.

KESATRIA MALAYSIA PROGRAMME

In 2018, three newly appointed Kesatria from various sectors, were introduced to partner with MyCEB in promoting and positioning Malaysia as the preferred international business events destination. The Kesatria initiative was established in 2012, with the aim of inspiring local association stakeholders to bid and host international conferences on Malaysian shores, and to date has contributed 142 leads with estimated economic impact of RM3.1 billion. As of 2018, MyCEB has appointed a total of 49 Kesatria members.



UIA ASSOCIATIONS ROUND TABLE ASIA-PACIFIC AND MALAYSIA ASSOCIATION NEXT (MyNext)

MyCEB had successfully hosted a two-day interactive programme, which was the 6th UIA Associations Round Table Asia-Pacific 2018 and in conjunction to that, MyCEB also held the 4th Malaysia Association Next, from 26-27 September 2018. Converging almost 200 business events industry players which comprised of association management executives to event suppliers and media from 15 countries, both UIA 2018 and MyNext provided a commendable platform for the industry players to exchange ideas and knowledge, besides learning and gaining valuable industry insights.



Conventions

BUSINESS DEVELOPMENT

The team is continuously committed in managing and growing Malaysia's global portfolio via sourcing, prioritising and generating business event leads besides determining the economic value of assessed international events, with the aim to meet performance targets in line with MyCEB's goals and objectives.

2018 Activities:

- Sales Call – Europe Sales Call to Switzerland and Geneva in June 2018
- Tradeshow – IMEX Frankfurt (15-17 May 2018) and IBTM Barcelona 2018 (27-29 November 2018)

International Forum:

- Association World Congress (10-15 March 2018)
- 12th UIA Round Table Europe 2018 (15-16 Nov 2018)
- 2018 ICCA AP Client/Supplier Workshop (3-5 September 2018)
- 57th ICCA Congress 2018 (11-14 November 2018)

MyCEB also partially sponsored the ICCA Researchers Roundtable in Kuching this year, initiative of ICCA Malaysia and BCKK and SCB.

2018 Business Events Leads



SALES

The Association Sales team is tasked to carry out bid strategy and consultation to facilitate bids. Additionally, the team also attends international trade shows; facilitate site inspections and recommend on Malaysia's products, facilities and services, as supporting tasks to secure international conventions.

2018 Bids Won

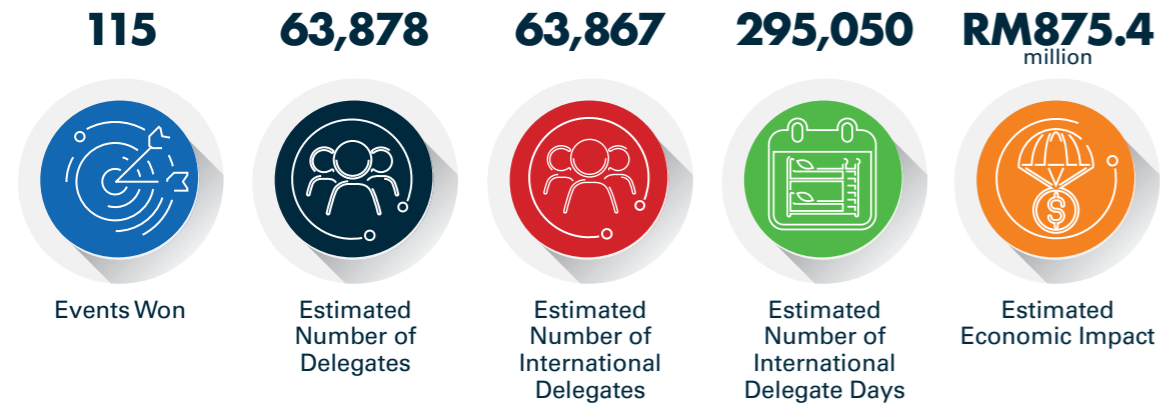


Corporate Meetings & Incentives

Similar to the Conventions Unit, this team is also as committed as their peer, in their assigned tasks, like planning and executing strategic efforts to further secure regional and international corporate meetings and incentive travel groups.

Furthermore, the team focuses on value added offerings such as creative event itinerary, destination experiential familiarisation programmes and promotions on Malaysia's products and services.

2018 Events Won



SALES MISSION KOREA

This year, an addition of two new participants, namely the Penang Convention & Exhibition Bureau (PCEB) and the newly established Sabah Convention Bureau/Sabah Tourism Board, joined MyCEB's seventh Korea Sales Mission as part of the entourage to further promote Malaysia as Asia's preferred business events hub. MyCEB continued to roll out its popular MalaysiaTwin Deal XP (MTDXP), an enhanced version of the MTD programme, under the campaign theme of "Malaysia Like Never Before", as part of the its strategy to expand the corporate and incentive market in Korea.



MyCEB CHINA ROADSHOW

The 8th MyCEB China Roadshow spearheaded a strong delegation of 27 industry partners to China from 23 March-2 April 2018, to further promote Malaysia as an attractive and preferred corporate meeting and incentive travel destination to the China outbound market. This year, the roadshow extended to a new city of Chongqing for the very first time.

This year, MyCEB provided a B2B engaging workshop for the local meeting planners, which was aimed to guide and inspire them to create a thematic incentive itinerary, besides crystallising their ideas.



PRODUCT WORKSHOP: HOW MALAYSIA CAN BUILD AND SELL COMPELLING INCENTIVE TRAVEL EXPERIENCE

A two-day workshop was organised as part of the Malaysia's Business Events Roadmap plan and was aimed to focus on incentive travel: How Malaysia can build and sell compelling incentive travel experiences. The objective of this workshop was to educate the industry on incentive travel and the important elements of the incentive travel programme in order to capture the target market.



MALAYSIA LIKE NEVER BEFORE

"Malaysia Like Never Before" campaign was launched in 2015, and was carried throughout 2016 and 2017 to tap into Malaysia's key business offerings and drive international incentive groups to Malaysia. The campaign presented individual unique incentive activities and attractions in five main destinations, highlighting the unique features of these destinations namely, Langkawi, Georgetown, Kuala Lumpur, Kota Kinabalu, and Kuching. The campaign has also reimagined the destinations to ensure a brand new and memorable experience for the regular business visitors.

The campaign was also supported by a dedicated microsite, www.likeneverbefore.my, and was promoted mainly through digital marketing, besides face-to-face engagements.

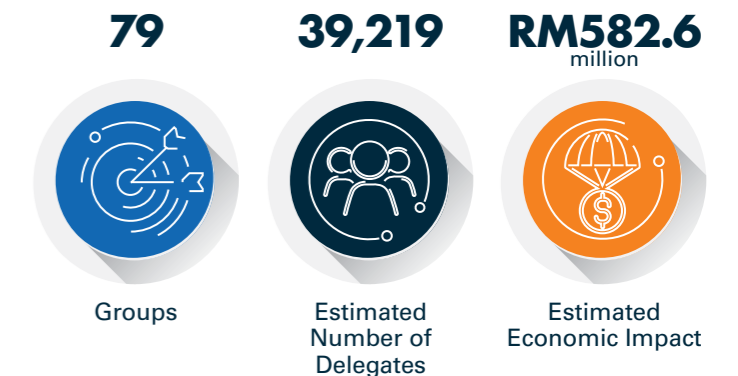


MALAYSIA TWIN DEAL XP CAMPAIGN

A new edition of the highly attractive Malaysian Twin Deal XP campaign, which was a continuation from the Malaysia Twin Deal X, was launched by MyCEB to further strengthen its market presence.

The campaign comprised of two programmes, was designed to offer value-added support and rewards to both the corporate clients and meeting/incentive planners.

2018 Malaysia Twin Deal XP Secured Events



Exhibitions

The Exhibitions unit is a committed team that is tasked to bid, secure and support 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.

2018 Events Won



UFI ASIA-PACIFIC CONFERENCE 2018 1-2 MARCH 2018 KUALA LUMPUR, MALAYSIA

The 13th UFI Open Seminar Asia 2018 was hosted by MyCEB and supported by Malaysian Association of Convention & Exhibition Organisers and Suppliers (MACEOS) and served as an excellent and impactful platform to stimulate exhibition organisers about Malaysia's exceptional credentials. Held at Shangri-La Hotel, Kuala Lumpur from 1-2 March 2018, the conference has managed to successfully gathered more than 280 delegates worldwide.

AEO CONFERENCE 2018 6-7 SEPTEMBER 2018 THE GRAND HOTEL, BRIGHTON, LONDON

MyCEB was the first convention & exhibition bureau from Southeast Asia to participate in the Association of Event Organisers (AEO) Conference 2018 that was held in the Grand Hotel, Brighton from 6-7 September 2018. AEO's membership consists of multi-million, multi-sector global companies responsible for more than 1,700 annual events, with around 900 occurring in the UK.



85TH UFI GLOBAL CONGRESS 31 OCTOBER-3 NOVEMBER 2018 EXPOFORUM, SAINT PETERSBURG, RUSSIAN FEDERATION

The 85th edition of UFI Global Congress was exclusively held for UFI members in Saint Petersburg, Russia from 31 October-3 November 2018, bearing the theme of The Dynamics of Transition – Our Industry's Complex Future. This congress has enabled MyCEB to broaden its market reach to Europe.

Event Support

The Business Events Support Programme is aimed to boost the success of events held in Malaysia in relation to the 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; which are aligned to the economic value of an event are being provided and made available to regional and international business events.

Notable supported events in 2018 included the Ninth Session of the World Urban Forum (WUF9), Worldchefs Congress & Expo, World Cancer Congress, IFLA World Library and Information Congress.

Total number of events supported in 2018:

Event Type	No. of Events	Estimated No. of Delegates	Estimated No. of International Delegates	Estimated Economic Impact
Corporate & Incentive	195	60,449	60,399	RM0.79 billion
Association	84	99,699	47,832	RM1.05 billion
Exhibition	21	190,155	54,393	RM0.63 billion
Total	300	350,303	162,623	RM2.47 billion



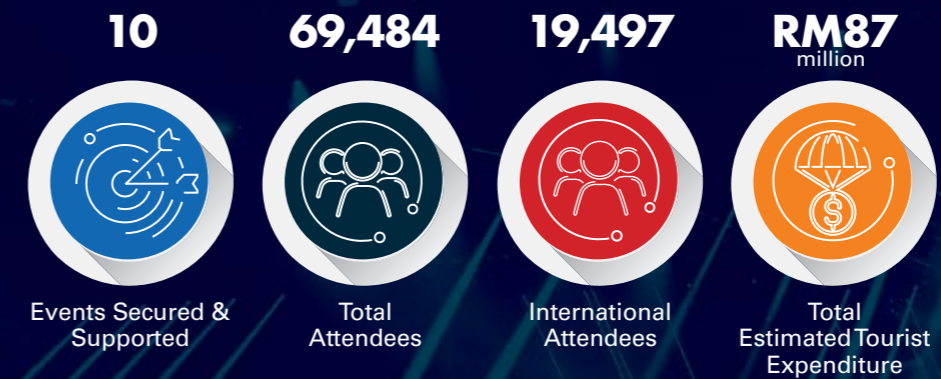


Major Events

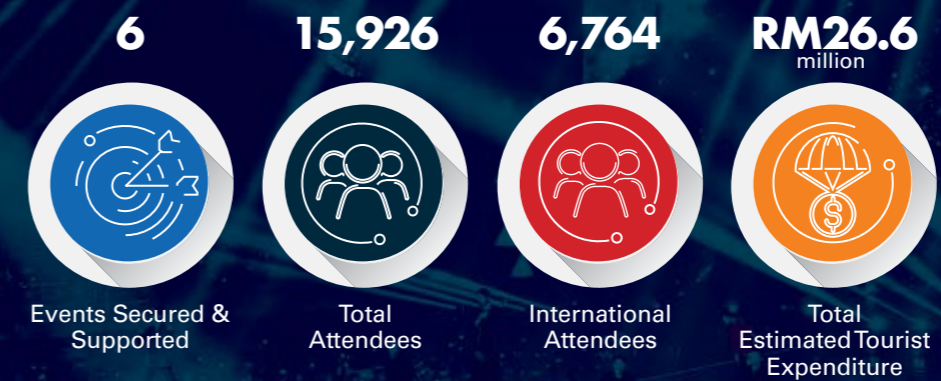
Events Secured & Supported

Throughout 2018, a total of 10 major sports, arts, lifestyle and entertainment events were secured and supported by the Malaysia Major Events (MME), previously known as the International Events Unit (IEU). The division provides a comprehensive range of services while maximising the success of major events held in Malaysia.

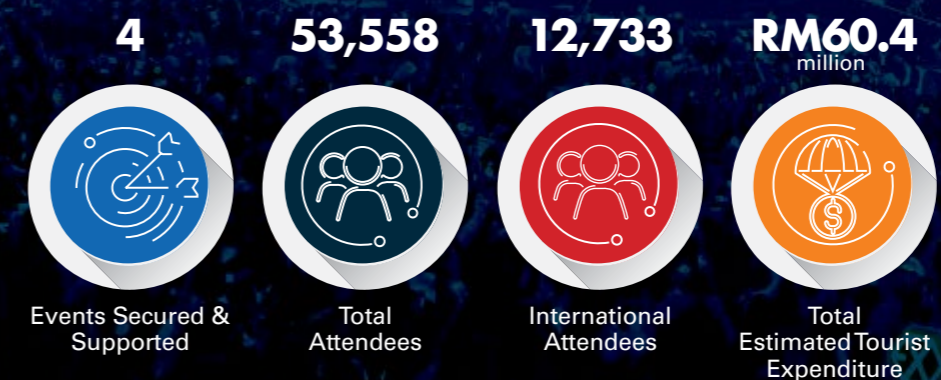
Total Events Secured & Supported



2018 Events Secured & Supported—Sports



2018 Events Secured & Supported—Arts, Lifestyle & Entertainment



Marketing & Communications



Brand Marketing

The Brand Marketing unit drives brand communication excellence via efficient and effective communication of Malaysia's business and major event brands, especially focusing on print and digital advertising, creative and design productions, sponsorships, development of communication materials, promotional items and image library. These strategic marketing practices aid in enhancing a stronger brand presence besides achieving continuous customer loyalty and preference for Malaysia as the preferred business and events destination. The completed key projects in 2018 were:

ADVERTISING

- Business events advertisements and service listing in print and digital publications:
 - Asia Pacific: 4 (industry magazines), 1 (event guide);
 - Europe: 1 (conference guide); Global: 3 (online directories)
- Local newspaper: 1 (Global Meetings Industry Day advertorial)
- Major events print advertisements:
 - Europe: 1 (Sports magazine); Local: 3 (supported event programme guides)

PROMOTIONAL CAMPAIGN

Malaysia Like Never Before (MLNB) campaign and Malaysia Twin Deal XP (MTD XP) promotional material developments, event item provisions and activities for business events tradeshows.

DESTINATION AND CORPORATE BRANDING

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

SPONSORSHIPS

- SportAccord Conference – Promotional materials, brand visual and print advertisements
- International Live Music Conference – Promotional materials, brand visual and print advertisements
- AFECA Asia MICE Challenge – Programme book, MyCEB logo display and trophy

EVENT BRANDING AND PROMOTIONAL COLLATERALS

- UFI Asia Pacific Conference 2018
- 6th UIA Round Table Asia-Pacific and MyNext 2018
- Malaysia Business Events Week 2018
- MyCEB National Roadshows – Penang and Johor Bahru
- Kesatria Gala Evening 2018 & Networking

SALES AND PROMOTIONAL MATERIAL

- Business events China Roadshow – Beijing, Chengdu, Chongqing, Guangzhou and Shanghai
- UFI Congress - Russia, Meetings Show - London and Associations World Congress - Belgium

SALES AND MARKETING COLLATERAL PRODUCTION

- Exhibition sales info kit/factsheet
- Malaysian Society of Association Executives e-newsletters
- MyCEB-Malaysia Major Events info kit
- Meeting & Event Planner's Guide microsite new design

CORPORATE PUBLICATION PRODUCTION

- MyCEB Annual Report 2017
- MyCSR Programme branding and collaterals
- Corporate letterheads and PowerPoint templates



Augustine Bin Jumar / Shutterstock.com

Industry & Product Development

Being the catalyst for industry and product developments, MyCEB, through its Industry Partner Programme (IPP), is steadfast in elevating the industry's level of competency as well as professionalism to enable the positioning of Malaysia as one of the world's leading international business and major events destinations. Some of the spearheaded initiatives and implemented platforms managed by the Industry & 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

As at 31 December 2018, MyCEB has a total of 390 IPP members, with the majority comprising accommodation/venue providers, followed by event product/service providers, tour & leisure agents as well as convention bureau/tourism organisations.



INDUSTRY & PARTNER PROGRAMME



BEST PRACTICES SITE INSPECTION 2018

13 March 2018

This programme was organised in collaboration with Penang Convention & Exhibition Bureau for Penang-based industry partners of 24 attendees with the following objectives:

- To improve the standards of site inspection among the business events industry service providers, especially with the organizers of international events
- To emphasize the importance of site inspection as one of the key sales activities

FUTURE LEADERS DAY 2018

22 May 2018

The 2018 Future Leaders Day, a notable event in collaboration with MACEOS through the Business & Major Events Academic Council (BMEAC) was held at Sunway University, for a total of 96 students and lecturers from local universities. Highlights for this year were on event technology in events, competition in the exhibitions industry, a debate session, and networking dinner. The event was designed to be interactive and had received encouraging participation during the sessions.



AFECA ASIA MICE YOUTH CHALLENGE 2018

23 October 2018

MyCEB supported this year's AFECA Asia MICE Youth Challenge which took place in Goyang City, South Korea. Participated by a total of eight students from Sunway University and Taylor's University, with representatives from MyCEB and MACEOS, this platform was aimed to groom future business events industry talents in developing creative presentation skills and applying their tertiary education knowledge to gain hands-on industry experience by conceptualising business-testing and organising a business event.





PRODUCT DEVELOPMENT WORKSHOP

9-10 August 2018

This workshop was aimed to educate Malaysia's business events industry product and service providers in understanding the incentive travel market, thus enhancing their creativity and enabling them to offer creative/new products and programmes to their target market. Attended by 21 industry partners, the sessions were structured to advocate the industry's continued creativity, innovation and improvement, which enhanced on the significance of sustainability and repeat business, through dynamic contents:

- Fundamentals of incentive travel
- Incentive travel programme vs. leisure group programme
- The main elements in an incentive travel programme
- How to craft a creative name/theme for an incentive travel programme or itinerary
- How to design or write the incentive travel programme/itinerary
- How to create experience by innovating an existing or new incentive programme/ideas/itinerary in Malaysia

WORKSHOP ON HOW TO BE BETTER KNOWN, LIKED, TRUSTED, VALUED, RESPECTED AND APPLAUDED

16 August 2018

This half-day event groomed participants on how to build personal and professional reputation by expanding network and learning techniques of creating "wow" experience for the audience, that is normally implemented by professional speakers. Key learnings from the workshop assisted participants to shape the future of their organisation by gaining greater reputation and sustaining their organisation's roles and vision.

MALAYSIA BUSINESS EVENTS WEEK (MBEW)

12-14 August 2018

This fourth edition of MBEW was themed "Our Future by Design: Embracing Change". The seminar provided a platform for the business events industry to learn, network, debate issues, develop business opportunities, exchange ideas, and innovate. 142 participants were presented with various topics by local and international speakers which addressed the broad range of professions and disciplines.

www.mbew.com.my



ASEAN MICE VENUE STANDARDS (AMVS)

MyCEB spearheads the AMVS category in relation to meeting rooms for conventions/exhibition centre, hotels/resorts and public/private sector. The on-going programme development includes AMVS category for exhibition venues. The undertaking of this initiative was mandated to the bureau by the Ministry of Tourism, Arts & Culture Malaysia (MOTAC). During the ASEAN Tourism Forum (ATF), Chiang Mai in January 2018, our former Minister of Tourism, Arts and Culture acknowledged the following five hotels:

- 1) Sunway Putra Hotel Kuala Lumpur
- 2) Shangri-La's Rasa Sayang Resort & Spa
- 3) Bukit Gambang Resort City, Pahang
- 4) Pullman Hotel & Resort, Kuching Sarawak
- 5) Nexus Resort & Spa Karambunai, Sabah

Award recipients received an AMVS plaque and a certificate valid for three years from 2018-2020.

www.myceb.com.my/about-us/myceb-programmes/asean-mice-venue-standards

MyCSR

MyCSR is a platform to reach out to communities beyond meetings and events. Localised CSR initiatives under this programme enable targeted participants such as event organisers, meeting planners/delegates, association members and any interested organisation to get a closer insight into the social fabric of various communities or a certain cause and contribute in one way or another to make it better. The programme is comprised of environmental and social activities that are designed to enrich its participants as well. Besides the 'Let's Meet and Green' programme, we have also launched two new CSR activities which are the 'Unwind with A Cause' and 'Cycle of Smiles'.

www.myceb.com.my/mepg/resources/csr-programmes



MyCEB ROADSHOWS

This roadshow, which travels to selected Malaysian states, begun with Kuala Lumpur and Tuaran, Sabah in 2016, followed by Kuantan, Pahang and Ipoh, Perak in 2017 and further extended to Johor and Penang in 2018. Briefings were done to engage state tourism officials, as well as the players of the industry and bureaus. It is aimed at increasing the awareness of the current/potential partners about the roles and responsibilities of industry drivers and the efforts of making 'Business Events' more dynamic. At the same time, the programme is poised to increase the involvement of travel agencies, hotels, event organisers, venue providers and event financial institutions, investments, manufacturing and education, government agencies and local business associations to work with us.

MEETING & EVENT PLANNER'S GUIDE (MEPG)

The MEPG is a one-stop digital resource portal for meeting planners to access complimentary Malaysia-wide database of products and services covering accommodation, event planning, government, bureaus and venues. Simultaneously, industry partners listed in the MEPG gain the privilege of promoting and expanding their offerings to the lucrative international business events market. The current website interface upgrade offers interactive, user-friendly and time efficient solutions, as compared to the previous e-book version of the MEPG.

www.myceb.com.my/mepg/home

PR, Communications and Digital

The designated unit leads MyCEB's public relations and communications activities; is working closely with national, regional, and international media publications, to support and promote MyCEB's brand and services, besides highlighting Malaysia's ever-growing appeal as the preferred destination for business and major events, regionally and internationally. The unit also optimises current digital channels, by activating MyCEB's online efforts to lead integrated digital marketing campaign from concept to execution, as well as ensuring its continuous and strategic presence.

In 2018, MyCEB was prominently featured in the news with media coverage for events ranging from Malaysia Business Events Week 2018 to Ironman Langkawi 2018. All these initiatives have enabled MyCEB to generate a total of RM170.5 million in PR value.

Key activities/events under the PR & Communications and Digital unit throughout 2018 were:

MEDIA ENGAGEMENT

- Press Conference: Malaysia Business Events Week, China Roadshow, Korea Sales Mission
- Media Partnership: BERNAMA & M&C Asia – Malaysia Business Events Week

DIGITAL

Social Media: Facebook, Instagram, Twitter, LinkedIn campaigns and engagements.



Market Research

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

To further support the development of the business events industry, MyCEB also offers financial support in the form of grant, 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 objective of awarding this grant is to stimulate and encourage high calibre Masters students, graduates and academicians to publish dissertations and academic journals to present new research findings particularly on Malaysia's business events industry. To date, MyCEB has provided financial support to six recipients, in total.

A notable event initiated by this unit is the 2018 Future Leaders Day, a collaboration effort between Business & Major Events Academic Council (BMEAC) and MACEOS, that took place at Sunway University, Petaling Jaya, last May.



"Let us assume a culture of high performance. Let us strive to achieve excellence in everything we undertake. I hope that together, we can continue to realise the full potential of the business events industry."

DATUK RASHIDI BIN HASBULLAH
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
www.myceb.com.my

