



MALAYSIA

ASIA'S BUSINESS EVENTS HUB

EXHIBITION BROCHURE

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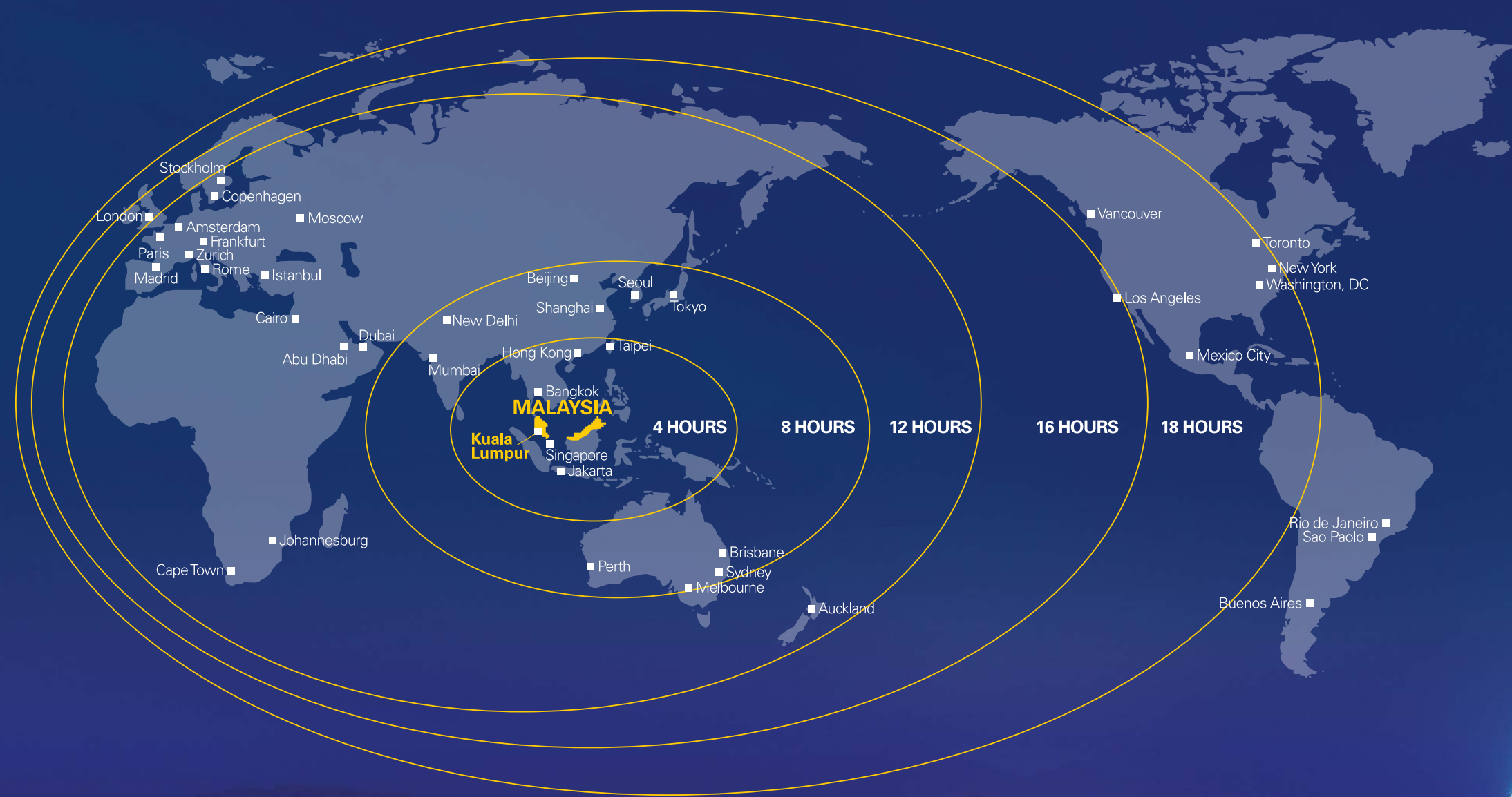
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Malaysia at a Glance



For over 600 years, Malaysia has occupied a special place as the leading port of call for trade and commerce. Strategically located at the nexus of major trade routes – between the rise of China and India; and the emerging growth story of ASEAN, Malaysia was; and continues to be where the world converges for international business and more.

With the creation of the ASEAN Economic Community (AEC), Malaysia is truly well placed to help companies capitalise on the arrival of a single market and with it, free movement of goods, labour, capital and talent across all 10 ASEAN member countries. ASEAN's total population exceeds 620 million with a combined GDP of US\$ 2.4 trillion and is poised to become the fourth-largest economy by 2050.

Modern Malaysia itself is a globally admired success story. The country is a textbook case for other developing nations of how good governance, sound economic policies and a strong focus on social stability can transform a fledgling nation into a socio-economic powerhouse and one of ASEAN's rising "tigers".

MALAYSIA'S ECONOMIC TRANSFORMATION PROGRAMME

Under the Malaysian Government's Economic Transformation Programme (ETP), Malaysia is poised to attract US\$ 444 billion worth of investments which will create unparalleled growth and income opportunities while elevating the nation into the high income nation bracket with a GNI per capita of US\$15,000. This, by itself further enhances the country's credentials as a nexus for trade, investment and business.

Clearly, Malaysia is where the world's best meets; the best of investments, minds, ideas and opportunities. Complemented by a vibrant mix of unique cultural, natural, historical, geographical and gastronomical experiences, Malaysia is your exciting epicentre and unmatched launchpad for staging successful business events and bringing your brand to Asia.

MALAYSIA

ASIA'S BUSINESS EVENTS HUB















DYNAMIC BUSINESS ECO-SYSTEM

Beyond location and economic growth, Malaysia presents a complete proposition that includes world class infrastructures, telecommunications, transportation, accommodations and more. This also includes support from the Malaysian government for the business events industry via investments and infrastructures, subsidies and other forms of assistance. The end result is Malaysia offers you a comprehensive eco-system that delivers a world-class business events environment.

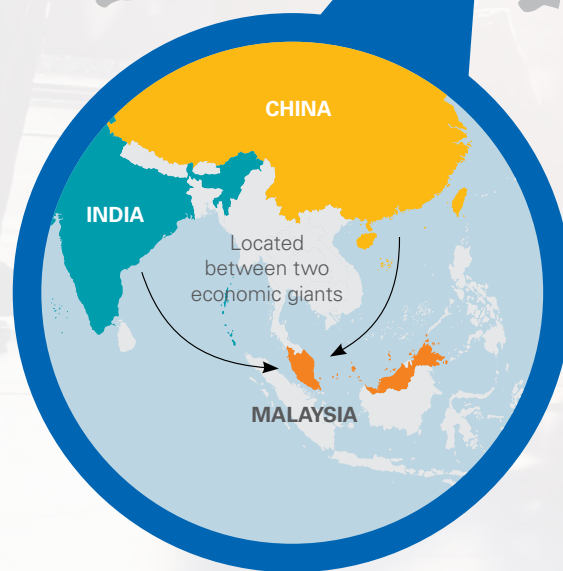
“Malaysia is now ranked 18th Most Competitive Economy in the world for doing business and 4th in Asia Pacific 2015” (World Bank, Doing Business Report, 2015: Going Beyond Efficiency).

Malaysia’s Economic Transformation Programme focuses on 12 National Key Economic Areas (NKEA) that has been identified based on their respective incremental contribution to Gross National Income (GNI) by 2020:

	01 Greater Kuala Lumpur / Klang Valley MYR 190.0 billion (approx. US\$ 46 billion)		07 Electronics & Electrical MYR 37.9 billion (approx. US\$ 9 billion)
	02 Oil, Gas & Energy MYR 131.4 billion (approx. US\$ 32 billion)		08 Business Services MYR 78.7 billion (approx. US\$ 19 billion)
	03 Palm Oil MYR 230.9 billion (approx. US\$ 56 billion)		09 Communications, Content & Infrastructure MYR 22.0 billion (approx. US\$ 5 billion)
	04 Wholesale & Retail MYR 156.0 billion (approx. US\$ 38 billion)		10 Education MYR 60.7 billion (approx. US\$ 15 billion)
	05 Financial Services MYR 180.0 billion (approx. US\$ 44 billion)		11 Agriculture MYR 28.9 billion (approx. US\$ 7 billion)
	06 Tourism MYR 66.7 billion (approx. US\$ 16 billion)		12 Healthcare MYR 35.3 billion (approx. US\$ 9 billion)

* Exchange rate at US\$1.00 = MYR 4.13

WHERE THE WORLD CONVERGES



LAUNCH PAD TO ASEAN ECONOMIC COMMUNITY:

- **US\$617 MILLION MARKET**
- **US\$2.4 TRILLION TRADE POTENTIAL**
- **620 MILLION POPULATION**



60+
International Airlines



05
International Airports



100+
Destinations Worldwide



16
Domestic Airports

STRATEGIC LOCATION

Being centrally located, Malaysia has naturally developed as the hub for ASEAN & Asia. The country has become the centre for supply chain connections with developed infrastructures, talents and market-oriented economy to support regional trade and operations. Coupled with pro-business government policies, established regulatory and intellectual property protection, Malaysia has become a choice location for many multi-national conglomerates to set up their regional headquarters or base of operations.

“Malaysia – 5th World Best Low Cost Airport and 2nd World’s Best Airports Serving 40 – 50 Million Passengers Annually” (Skytrax Awards, 2015)

SEAMLESS CONNECTIVITY

Internationally connected, locally accessible, Malaysia offers hassle free travel experiences via air, land and sea. Kuala Lumpur International Airport (KLIA) serves as the main gateway to the country and the region. Over 60 international airlines, including low cost carriers provide direct access from more than 100 destinations worldwide via KLIA, Penang, Langkawi, Kota Kinabalu and Kuching international airports.

KLIA 2 caters to 45 million passengers a year. Air travel is further supported by a network of domestic airports. This ensures quick and convenient air-travel nationwide.

KLIA to Kuala Lumpur:

- Only 28 minutes via high-speed rail service – KLIA Ekspres (www.kliaekspres.com)
- 45 minutes drive via highway

Kuala Lumpur to East Malaysia (Malaysia Borneo) via flight:

- 1 hour 45 minutes to Kuching, Sarawak
- 2 hours 35 minutes to Kota Kinabalu, Sabah

Key ports are located in Selangor (Port Klang), Penang, Pahang (Kuantan), Johor and East Malaysia (Malaysia Borneo). It is also easy to travel to Thailand and Singapore from Malaysia via flight, road or rail.

WORLD CLASS EXHIBITION FACILITIES

With a total of 115,000 sqm of exhibition space, our world-class facilities are supported by dedicated professionals as well as skilled product and service providers that can meet and exceed your specific needs.

Be it physical infrastructure to soft skills, Malaysia is fully equipped to meet the complex and diverse requirements of international business and trade events. No matter your event, Malaysia is ready to host it successfully.

VARIETY OF ACCOMMODATION

With something for everyone, Malaysia offers a diverse selection of accommodation from luxurious five-star hotels to boutique hotels or fully equipped serviced apartments. Choices are aplenty to suit individual preferences with most located within close proximity to exhibition venues.

“Malaysia - 5th Best Priced First Class Hotel In The World” (TripAdvisor's TripIndex Room Service, 2014)



5-star Luxury Accommodation



Warm Hospitality



RECOGNISED FOR EXCELLENCE

BEST

Destination for MICE
Asia 2014

Business Destinations Travel
Awards, 2014

DESTINATION SUPPORT

Strong collaborative industry and
government support facilitated
by the Malaysia Convention &
Exhibition Bureau.

3RD

Best Emerging Market
in the World for 2014

Bloomberg, 2014

**STRONG ECONOMIC
FUNDAMENTALS &
PERFORMANCE**

Malaysia continues to excel with
comparatively consistent and robust
GDP growth while maintaining low
inflation and strong investment
inflows.

11TH

Most Travelled
Destination in the World

United Nations World Travel
Organisation – UNWTO, 2013

**A MELTING POT OF MULTI-
CULTURALISM & DIVERSITY**

A dynamic and enriched microcosm
for authentic Malay, Chinese, Indian
and indigenous cultures and unique
Asian experiences in one destination.

1ST

Highly Proficient in
English among non-
native speaking Asian
countries and the only
country outside Europe

English Proficiency Index, 2014

COMMUNICATE WITH EASE

A good ability to converse in English
within the local business circle
further enhances the ease of doing
business in Malaysia.

7TH

Most Price Competitive in
Asia Pacific

Travel & Tourism Competitive Report, 2015
World Economic Forum

EXCELLENT VALUE FOR MONEY

Malaysia is ranked as one of the world's best value for
money destinations with accommodation, transportation
and food being very competitively priced. This ultimately
reduces overall expenditure for organisers and visitors.

28TH

Safest and Most Peaceful in the World

Global Peace Index, 2015

FRIENDLY AND HARMONIOUS

Malaysia is one of the most tolerant and accepting
societies in the world. Renowned for their warm and
gracious hospitality. Malaysia ensures a safe and
memorable experience for tourist and visitors.



✈ Penang International Airport

Subterranean Penang International Convention & Exhibition Centre (sPICE) *(expected completion by 2017)*

Hall Size : 4,500 sqm



Penang International Sports Arena (PISA)

Hall Size : 3,000 sqm

Penang Waterfront Convention Centre (PWCC) *(expected completion by 2019)*

Hall Size : 10,000 sqm

✈ Kuala Lumpur International Airport & KLIA 2

Kuala Lumpur Convention Centre (KLCC) *(Expansion of 10,000 sqm, expected completion by 2018)*

Hall Size : 9,700 sqm



Putra World Trade Centre Malaysia (PWTC)

Hall Size : 15,000 sqm



Putrajaya International Convention Centre (PICC)

Hall Size : 8,000 sqm



✈ Langkawi International Airport

Langkawi International Convention Centre (LICC)

Hall Size : 2,100 sqm



Langkawi

Penang

Kuala Lumpur

Melaka

Johor Bahru

Melaka International Trade Centre (MITC)

Hall Size : 13,090 sqm

Malaysia International Trade & Exhibition Centre (MITEC) *(expected completion by 2017)*

Hall Size : 48,000 sqm



Malaysia International Exhibition & Convention Centre (MIECC)

Hall Size : 20,300 sqm

✈ Kota Kinabalu International Airport

Sabah International Convention Centre (SICC) *(expected completion by 2018)*

Hall Size : 5,200 sqm



International Technology & Commercial Centre (ITCC) *(expected completion by 2015)*

Hall Size : 5,500 sqm

✈ Kuching International Airport

Borneo Convention Centre Kuching (BCCK)

Hall Size : 2,793 sqm



Kota Kinabalu

Kuching

Persada Johor International Convention Centre

Hall Size : 3,070 sqm



CATALYSTS FOR SUCCESS

IDEAL EXHIBITION VENUES

Malaysia provides a wide range of exhibition venues – located across the country in strategic locations i.e. urban centres or business districts. These are purpose-built, state-of-the-art facilities, supported by transportation and logistics solutions to ensure full convenience and peace of mind. They are also fully equipped to successfully host even the most complex or demanding events in the world.

- Exhibition Venues in Malaysia
- Upcoming Venues



STRONG TRACK RECORD

Malaysia has played host to a number of international exhibitions, often drawing diverse industries and resulting in countless successful business engagements. The following are significant international trade exhibitions that have and continue to be hosted in Malaysia:



- Malaysia International Furniture Fair (MIFF)



- Malaysian International Exhibition of Food, Drinks, Hotel, Restaurant & Foodservice Equipment, Supplies, Services & Related Technology (FHM)



- International Printing, Paper, Packaging Machinery Exhibition (IPMEX)



- Malaysia International Halal Showcase (MIHAS)



- International Architecture, Interior Design & Building Exhibition Malaysia (ARCHIDEX)



- International Greentech & Eco Products Exhibition & Conference Malaysia (iGEM)



- The Asian International Machine Tools and Metalworking Technology (METALTECH)



- Asian Oil, Gas & Petrochemical Engineering Exhibition (OGA)



- Malaysia International Exhibition on Beauty, Cosmetic, Hair, Nail & Spa Business (Cosmobeauté Asia)



- International Café Equipment, Supplies & Technology Exhibition (Café Malaysia)



- Fashion, Accessories, Cosmetic, Interior & Textile (FACIT) @ INTRADE

EXPAND YOUR HORIZONS

Beyond the business world, Malaysia offers a truly extraordinary experience of the most wonderful sights, sounds and sensations.

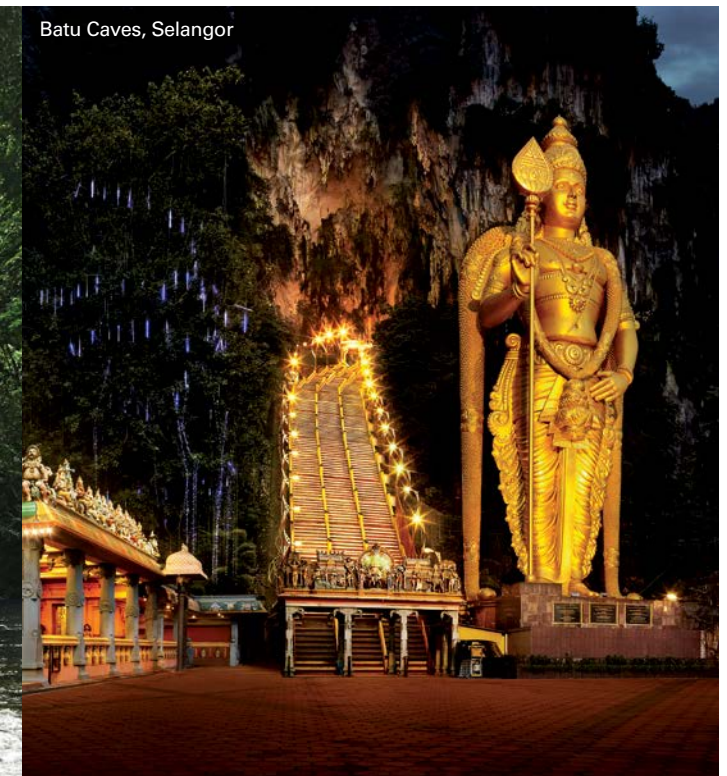
The country offers you a rare opportunity to experience a wonderful mix of Asian cultures and colour within a single melting pot. Take in the unique variety of Malay, Chinese, Indian and other cultural nuances while exploring the natural beauty and history of the land.

There is something for everyone from UNESCO heritage sites in Penang and Melaka, to the beautiful beaches of Malaysia Borneo and its world acclaimed diving sites. Fancy to indulge? KL's iconic shopping malls and Johor Premium Outlet are sure to satisfy your urge for some retail therapy. Or if you just wish to escape the hustle and bustle, one of the oldest rainforest in the world can be found in Taman Negara, Pahang.

Of course, no trip to Malaysia is complete without sampling its tempting array of gastronomical delights. Enjoying the food is an adventure by itself as you take in the best of Malay, Chinese, Indian fare as well as cuisine from the four corners of the world. Try the coconut milk rice delight of Nasi Lemak - a must have and local favourite for breakfast or Chinese styled noodles and not forgetting the spicy pleasure of Indian curries and a full rice meal served on exotic banana leaf! Irresistible!



130 million year old Rainforests



Batu Caves, Selangor



Diving Off Sipadan Island, Sabah



Stadhuys, Melaka



Orang Utan



Khoo Kongsi, Penang



Penang Famous Laksa, World's 50 most delicious foods



ONE-STOP CENTRE FOR EXHIBITION ORGANISERS

The Malaysia Convention & Exhibition Bureau (MyCEB) was established by the Ministry of Tourism & Culture Malaysia to further promote and position Malaysia internationally as the preferred destination for exhibitions, meetings, incentives, conventions and major events.

We are here to assist local and international exhibition organisers to bid, secure and stage successful exhibitions in Malaysia.

Our range of support services includes providing advice and assistance to plan and market events, assisting in selection of local service providers and liaising with Malaysian government ministries as well as local authorities. We are also able to assist with a range of financial and non-financial support for the qualified exhibitions that provide significant value to Malaysia’s economy.



Connect with us for support & enquiries:

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MALAYSIA AT A GLANCE

POPULATION	31.1 million, (1.7 million within Kuala Lumpur City Centre), (5.6 million within Greater Kuala Lumpur / Klang Valley)
PEOPLE	Malays make up approximately 55% of the population and are the predominant group, while the other 45% are made up of Chinese, Indians and indigenous groups.
LANGUAGE	Bahasa Malaysia or Malay is the official language while English is widely spoken. Most Malaysians speak at least two languages, Malay and English, while some are tri-lingual, being able to converse in Mandarin or Tamil too. The indigenous groups also speak various languages and dialects.
TIME ZONE	UTC+8
VISA	<p>Most nationalities do not require a visa for social visits, but must be in possession of a valid passport or travel document with six months validity beyond the period of stay. Professional Visit Pass (PVP) is required for business engagement.</p> <p>For those nationalities that require a visa, applications can be made at the nearest Malaysian overseas mission with the following documentation:</p> <ul style="list-style-type: none">• Visa application form with three passport-sized photographs• National passport with remaining validity period of six months• Letter of introduction or invitation. <p>For more information, please visit www.imi.gov.my</p>
CLIMATE	Malaysia enjoys a tropical climate with warm weather all year round. Temperatures range from a low of 21°C (70°F) to a high of 32°C (90°F). The highlands are cooler with temperatures ranging from 15°C (59°F) to 25°C (77°F). Annual rainfall varies from 2,000mm to 2,500mm.
CURRENCY	The currency is Malaysian Ringgit, indicated as MYR. Foreign exchange booths are common and clearly state the exchange rate for all major currencies.
BANKING HOURS	<p>ATMs are located at major bank branches, shopping malls, airports, bus terminals etc. Note that ATMs in Malaysia require a six-digit pin.</p> <p>If your PIN is more or less than six digits, it should be changed before departing. Generally, banking hours in Malaysia are from 9:00am - 4:30pm (Mondays - Fridays), although some banks do extend their banking hours. Automated Teller Machines (ATM) are available at convenient locations throughout the country. All the main credit cards and travellers cheques are accepted in major institutions and an ever growing number of shops and restaurants.</p>
ELECTRICITY	230/240 volts- 50hz
WEIGHTS & MEASURES	Metric system
INTERNET	High speed wireless connection is easily accessible at exhibition centres, hotels, cafes, and shopping malls, with complimentary usage available at selected locations.

** Information correct at time of publication.*



Malaysia

Asia's Business Events Hub

ASEAN Economic Community (AEC)
inaugural chair

Business-friendly,
progressive
economic growth

Ease of communication,
English is widely
spoken.

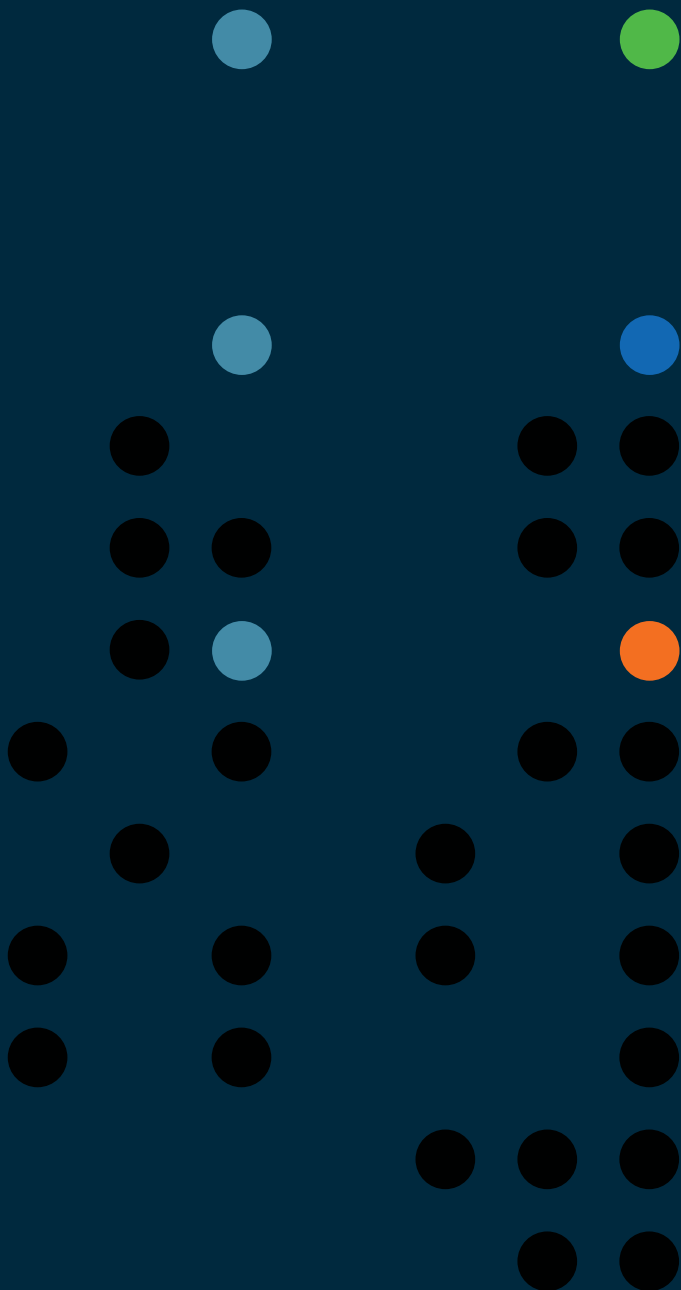
**Launch pad to
ASEAN Economic
Community**

- US\$ 617 mil. market
- US\$ 2.4 tril. trade potential
- 620 mil. population

Financial grants
for qualified
exhibition
organisers

**115,000 sqm total
exhibition space,
additional 73,500
sqm by 2018.**

**Top 3 emerging
market for 2014,**
by Bloomberg



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