MALAYSIA’S BUSINESS EVENTS ROADMAP
Charting Malaysia's Journey to 2020 and Beyond
CONTENTS

Foreword ................................................................. 1
Looking Back: Success Stories ............................... 3
Recognising The Competitive Environment .......... 5
Future Ready ............................................................ 7
A Shared Vision ......................................................... 8
What Does This Roadmap Want To Accomplish? .... 10
Vision & Mission ....................................................... 11
Goals ..................................................................... 12
Action Plan To Make These Goals A Reality .......... 13
Deliverables And Impact ........................................ 17
Conclusion ............................................................... 19
I am pleased to be given the opportunity to pen a few words for Malaysia’s Business Events Roadmap, a strategic plan to raise the profile of Malaysia as a preferred business events destination by 2020 and beyond. In this regard, business events is a key component of Malaysia’s tourism offering. To maximise the potential of business events, concerted efforts need to be undertaken to further leverage on the diverse and beautiful tourism landscapes, unique blend of culture and heritage, abundance of biodiversity, cuisines, arts and crafts to augment the tourism experience.

Through the National Key Economic Area’s (NKEA) Tourism platform, Ministry of Tourism and Culture has adopted the private-public partnership approach as a means to help secure Malaysia’s position as a leading tourist destination, focusing on leisure and business tourism. In this connection, we have made significant progress as Malaysia was named Asia’s leading destination over Macao, Singapore and Thailand in 2016 at the World Travel Awards Asia.

Malaysia has been performing well in the last five years in positioning itself as a preferred business events destination, regionally and globally. However, we must not rest on our laurels. More needs to be done to stay ahead of the game, with stronger competitors constantly innovating their destination and product offerings. By focusing on building a knowledge and creative economy, the business events industry will be able to deliver transformative outcomes in terms of increased spend, as well as broader economic impact for Malaysia, and I believe the business events supply chain is full of knowledge and creative businesses.

Indeed, business events is a powerful strategy to enhance global trade and intellectual engagement. Therefore, the mission of this roadmap is to build Asia’s highest performing business events industry through public and private collaboration which results in economic, social, cultural and environmental benefits to all parts of the country.

Finally, I am confident this publication will be a useful guide for our strategic partners to align their business plans and programmes to grow the business events industry and realise our aspiration to be Asia’s Business Events Hub.

As we outline Malaysia’s Business Events Roadmap 2020 and beyond, we are confident to state that Malaysia continues to maintain its mantle as the nation’s leading business events destination in Asia. There are vast opportunities in the business events industry. However, to remain in a strong position to capitalise on them, we need to innovate and chart our journey towards being Asia’s Business Events Hub. We have done well but there is still a lot of work ahead of us that would require us to recognise the challenges, be agile and adaptable to changing circumstances.

We are ambitious that 2016 and beyond will continue to be a key period. As it is, Malaysia has improved by leaps and bounds in the business events industry, positioning itself as the top-of-mind preferred business events destination internationally.

Together with industry engagement, MyCEB has developed a comprehensive Business Events Roadmap for Malaysia using key insights from the ground-breaking Destination Marketing Association International (DMAI) global report. The roadmap has a clear vision of where and how Malaysia aims to position itself and has identified the five goals that will help the business events industry to forge ahead.

Evidently, business events play an important role in connecting industry leaders and accelerating innovation through the exchange of information and ideas. With Malaysia increasingly being recognised as a destination for business events, the strong government support will not only help to bring in more international business events to our shore but also amalgamate the efforts of all ministries through multiple advocacy programmes toward achieving the nation’s goal.

With adequate resources, the commitment from both government and industry to implement the roadmap will deliver transformative outcomes for Malaysia beyond tourism, in line with the country’s 2020 vision. Successful implementation of the roadmap will result in an increase in the number of international business events that are linked to all National Key Economic Areas (NKEAs), contributing to Gross National Income (GNI) and creating multiplier effects across the economy, thus complementing our country’s efforts in becoming a developed nation by 2020.

On behalf of MyCEB, I hope all stakeholders in the industry will give their fullest commitment in the implementation of Malaysia’s Business Events Roadmap in attracting even more business events to Malaysia. I look forward to your strong support.
The ETP was designed to help Malaysia reach developed nation status by 2020 and business events has been recognised as a key contributor to this growth and in line with the ETP strategic priority to focus on attracting high-yield business travellers.

Since then, with adequate funding and commitment from government under the ETP, Malaysia’s business events industry has performed exceedingly well, making the country a much-envied new business events destination.

In 2010, with the launch of the nation’s Economic Transformation Programme (ETP), Malaysia Convention & Exhibition Bureau (MyCEB) was given a critical role to establish Malaysia as a leading business events destination under Entry Point Project (EPP) 10 of the Tourism National Key Economic Area (NKEA).

The ETP was designed to help Malaysia reach developed nation status by 2020 and business events has been recognised as a key contributor to this growth and in line with the ETP strategic priority to focus on attracting high-yield business travellers.

Since then, with adequate funding and commitment from government under the ETP, Malaysia’s business events industry has performed exceedingly well, making the country a much-envied new business events destination.

In the same period, MyCEB provided support to 1,350 events with the aim of increasing delegate average attendance, their length of stay and spending in Malaysia. These events, which took place from 2010 - 2015, delivered an estimated economic impact of RM7.2 billion to the country.

To profile Malaysia as a preferred business events hub globally, a strong public relations and communications strategy has been implemented, resulting in an estimated media publicity of over RM100 million for the past five years.

The stage is set for Malaysia to continue its rising profile in the business events industry in Asia. 

*Source: Malaysia Convention & Exhibition Bureau*
Recognising the Competitive Environment

There is a growing recognition within the government and the community that business events make a broader contribution beyond monetary gains. Business events is a powerful strategy to enhance global trade and intellectual engagement.

Knowledge is now recognised as the driver of productivity and economic growth, leading to a new focus on the role of information, technology and learning in economic performance. Every government in every country is focused on building knowledge and creative economies. And, the business events supply chain is full of knowledge and creative businesses. In the region, countries all over Asia are on the move – they want a piece of the pie because they understand that business events is a key catalyst for economic, cultural and social transformations.

Thailand

Thailand is leveraging on two winning factors – its strategic location as gateway to the emerging economies of the Greater Mekong Subregion; and its active role in ASEAN. It has launched a campaign to assert the kingdom as the business events destination in the heart of ASEAN. Thailand is the leader in ASEAN collaboration and regional partnerships, and quick to leverage on the ASEAN Economic Community (AEC).

Singapore

Asia’s Top Convention City for more than one decade, Singapore has managed to stay ahead of the curve by its constant reinvention and focus on the “Singapore Experience”. The republic is positioning itself as the premier business events destination anchored on thought leadership and business opportunities. Singapore enjoys strong government involvement in terms of inter-ministerial support, grants and funds for business events.

India

Home to the world’s 16th largest economy, Indonesia is booming, thanks largely to a combination of domestic consumption and productivity growth. With the boost of new exhibition space recently, the government has established Indonesia Convention Exhibition Bureau (INACEB) to tap into the lucrative business events market.

China

Once regarded as the ‘world’s workshop’, China’s economy has been significantly rebalanced with services, high-tech industries and advanced manufacturing becoming new engines of growth. Services now make up 51 percent of its GDP. Key Chinese gateway cities will benefit from the steady growth in business events. China’s Belt and Road Initiative will integrate the fragmented source market involving more than 4.4 billion people.

Indonesia

Long stymied by lack of infrastructure, India now has its books nine purpose-built convention centres. The nation is an important market and source of knowledge in pharmaceutical, information and communications technology as well as insurance.

Hong Kong

The true definition of east meets west, Hong Kong is a stable networking base for buyers and sellers from around the world. It plays an important role as Asia’s trading hub and one of the most important business platforms for overseas companies wishing to promote their products and services to customers in mainland China.

Macao

This tiny Special Administrative Region (SAR) has strategically placed great focus on its unique selling proposition – the latest and newest international hotels with integrated hospitality and meetings infrastructure. This means that Macao has the perfect facility package to woo mega groups that want the all-inclusive and all-under-one-roof seamless experience with accommodation, entertainment, dining, recreational and team building options.

Taiwan

Improved Cross-Strait relations between Taipei and Beijing have opened doors to more trade and more opportunities for business events. Taiwan is a power house for manufacturing and boasts a high level of R&D in medical, technology and scientific sectors, gradually building a reputation among association organisers.

South Korea

The creativity behind its rich cultural heritage, lively imagination that catapulted Korean drama, fashion, entertainment and high tech wizardry onto the global stage is making South Korea a favourite among business events organisers. Korea enjoys a strong government and private sector approach to business events matched by its cutting-edge convention centres and IT infrastructure.

Japan

The Japan Tourism Agency, under the Ministry of Land, Infrastructure, Transport and Tourism, has the goal to make Japan the most popular conventions destination in Asia by 2030. Japan's Global MICE Cities Strategic Project will select and provide technical assistance to city/regional convention bureaus and help them boost their capabilities to bid for and service international business events.

The Philippines

Once the grand dame of the convention industry in Asia, the Philippines has lost its position but is focused with new determination to recover lost ground. Greater foreign investment volumes and improving business infrastructure in Manila are contributing to positive sentiment within its business events sector.
FUTURE READY

Malaysia is on the cusp of a changing business events landscape. With more new hotels, convention centres and bureaus in Kuala Lumpur, Penang and Sabah in the pipeline, the prognosis looks good.

However, just how assured is Malaysia’s future position especially in the face of emerging regions and destinations that are just as hungry for the business events market?

In January 2016, five years after its establishment, MyCEB commissioned a study to review the health of Malaysia’s business events industry through a series of consultative workshops and interviews with the business events industry stakeholders. The goal was to evaluate gaps, brainstorm solutions and chart Malaysia’s future in business events.

As a result, a national business events roadmap with clear goals, designated roles and performance measurements was drawn to power the country’s business events industry to 2020 and beyond. This roadmap is developed using key insights from the groundbreaking Destination Marketing Association International (DMAI) global report, also known as Destination NEXT, on the future of destination marketing.

A SHARED VISION

In a facilitated PEMANDU LAB 2.0 exercise in early 2016, MyCEB and the business events industry stakeholders concurred that, together, we want to accomplish these:

1. To elevate the industry’s impact on investment and trade that accelerates national transformation.
2. To be a leading force for building Malaysia’s global networks and knowledge transfer.
3. To sustainably increase Malaysia’s business events market share and social and economic contribution to the nation.

In these sessions, we acknowledged that there are significant emerging opportunities and challenges for growth in the business events industry as a more sustainable and broad-based economy.

Inherent in nearly all challenges are opportunities for renewal and transformation.

Challenges
- No long-term infrastructure planning and capacity limitations
- Socio-economic benefits from business events not realised by Ministries
- Limited commitment and support from the industry
- Limited data available to identify size, value and benefits
- Government policies (visa, tax, etc.) are inhibiting rather than promoting growth
- Lack of new product development and stifled innovation and creativity
- Strong, aggressive and growing number of regional competitors
- Decline in direct access
- Small number of ready local host to bid for conferences

Opportunities
- Upcoming infrastructure developments and new convention bureaus to support the efforts of MyCEB
- Leveraging business opportunities and community benefits from ASEAN Economic Community (AEC)
- Diversifying economy creating new industry sectors under NKEA and alignment of business events with all government ministries for new partnerships
- Malaysia is ranked as one of the world’s best value-for-money destinations and offers business events organisers competitive solutions
- Strong track record of hosting conventions and exhibitions
WHAT DOES THIS ROADMAP WANT TO ACCOMPLISH?

- Build a globally strong business events brand for Malaysia
- High performance industry organisations leading the growth and development of the industry
- All of government support for the attraction, development and creation of strategically important business events
- Lead major growth and development of the business events industry
- A vibrant association community sharing knowledge, ideas and innovations with their international counterparts
- Build a skilled and professional workforce
- Build community support through promotion of economic and social importance of business events
- Attract international business events that help drive economic growth in key industry sectors
- Product innovation to strengthen Malaysia’s competitive edge and meet the current and future needs of clients
- Reduce dependency on government funding
- Acquire the necessary business intelligence to benchmark, plan and manage outcomes
- Long-term infrastructure planning to support future growth of the business events industry
Mission

To build Asia’s highest performing business events industry through government and private sectors collaboration which results in economic, social, cultural and environmental benefits to all parts of the country.

Vision

Business events will be a leading driver of Malaysia’s economic transformation across all key sectors. It will strengthen Malaysia’s international profile and global networks, build trade and investment links and power growth of the nation’s knowledge and creative industries.

Goals

These five goals capitalise on the potential of business events to help to power Malaysia’s knowledge and creative economy.

- Malaysia will significantly increase its market share of international conventions and exhibitions taking place in Southeast Asia.
- The business events industry will significantly increase its direct contribution to GDP, jobs and tax revenues.
- Business events will play a major role in achieving the 2020 goals of every government ministry.
- Business events will help Malaysians expand their global investment, trade and professional networks.
- Malaysia will have Asia’s most professional, successful and sustainable business events industry.
ACTION PLAN TO MAKE THESE GOALS A REALITY

These five goals capitalise on the potential of business events to help to complement Malaysia’s knowledge and creative economy.

The roadmap identified priority action items for three main industry organisations i.e. MyCEB, Malaysia Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and a newly formed Business Events Council of Malaysia (BECM). MyCEB, as the lead government agency in charge of business events, would take charge of the majority of initiatives and shouldering the bulk of responsibilities as the bureau works hand-in-hand with the government and private sectors to achieve Goals 1 to 4. To implement Goal 5 action plan items, the roadmap proposes that MyCEB will share these tasks with MACEOS and BECM.

Putting performance measurement systems in place is an important way of keeping track on the progress of Malaysia’s business events industry. This will give MyCEB and the industry vital information about what is happening now and it also provides the starting point for a system of target-setting in line with implementation of strategies.

GOALS

Goal 1
"Malaysia will significantly increase its market share of international conventions and exhibitions taking place in Southeast Asia."

Goal 2
"Business events will play a major role in achieving the 2020 goals of every government ministry."

KEY ACTIVITIES

1. Greater engagement with buyers to learn and service their needs and expectations.
2. Advocate pro-business visitors and pro-business events government policies.
3. A strong ‘Team Malaysia’ alliance for winning bids.
4. Local host support to bid for and host business events.
5. Build stronger global brand for Malaysia as the preferred business events destination.
6. Develop global alliances with strategic partners to share and develop business opportunities.

1. Achieve multi-sectorial and inter-ministerial co-operation and engagement with bids and event planning.
2. Leveraging opportunities from business events that take place in Malaysia.

PERFORMANCE MEASURES

1. Percentage of international conventions occurring in Southeast Asia.
2. Percentage of exhibition floor space sold within Southeast Asia.
3. Number of international participants at exhibitions in Malaysia.
4. Number of groups secured with engagement of ministries.
5. Number of events secured related to NKEA industries.
<table>
<thead>
<tr>
<th>GOALS</th>
<th>STRATEGIES</th>
<th>KEY ACTIVITIES</th>
<th>PERFORMANCE MEASURES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 3</strong></td>
<td>1. Development of a sustainable business model for all Malaysian bureaus.</td>
<td>1. Collaboration of industry bodies to develop and promote continuous training and accreditation programmes.</td>
<td>1. Number of professionally accredited members of the industry.</td>
</tr>
<tr>
<td>“Malaysia will have Asia’s most professional, successful and sustainable business events industry.”</td>
<td>2. Increased and broader community support – government, public, media, trade associations and supplier organisations.</td>
<td>2. Close collaboration with the Business Events Academic Council.</td>
<td>2. Growth in membership of Malaysian industry associations.</td>
</tr>
<tr>
<td></td>
<td>3. Measure value, track progress and share the success stories.</td>
<td>3. Community engagement programmes.</td>
<td>3. Stakeholder (government and industry) satisfaction level.</td>
</tr>
<tr>
<td></td>
<td>4. Adopt industry best practices to educate, train, certify and accredit Malaysia’s business events industry and future workforce.</td>
<td>4. Research and promote community benefits.</td>
<td>4. Malaysia Brand Monitor / Net Promoter score.</td>
</tr>
<tr>
<td></td>
<td>5. Empower and strengthen industry trade associations that will supplement MyCEB’s efforts.</td>
<td>5. Cross-promotion and support of industry associations.</td>
<td></td>
</tr>
<tr>
<td><strong>Goal 4</strong></td>
<td>1. Determine value of business events and its contribution to GDP, job and tax revenues as benchmark for future measurement.</td>
<td>1. Economic impact study to determine direct and indirect economic value of business events.</td>
<td>1. Business events direct contribution to GDP.</td>
</tr>
<tr>
<td>“The business events industry will significantly increase its direct contribution to GDP, jobs and tax revenues.”</td>
<td>2. Identify and leverage on opportunities brought in by business events.</td>
<td>2. Collaborative event marketing programme to maximise delegates.</td>
<td>2. Business events direct contribution to job creation.</td>
</tr>
<tr>
<td></td>
<td>3. Maximise yield from business events.</td>
<td>3. Promote extend stays through pre and post event tours, technical visits etc.</td>
<td>3. Business events direct contribution to national tax revenues.</td>
</tr>
<tr>
<td></td>
<td>4. Implementation of Goal 1 strategies.</td>
<td>4. Promote usage of local products and services.</td>
<td>4. Tax revenues in relation to government investment in MyCEB.</td>
</tr>
<tr>
<td><strong>Goal 5</strong></td>
<td>1. Identify and leverage on opportunities brought in by ASEAN Economic Community (AEC).</td>
<td>1. Engagement with government agencies and stakeholders to identify and leverage business event opportunities relating to AEC and NKEAs.</td>
<td>1. Number of regional and international delegates attending business events in Malaysia.</td>
</tr>
<tr>
<td>“Business events will help Malaysians expand their global investment, trade and professional networks”</td>
<td>2. Focus on business events in the NKEA industries.</td>
<td>2. Enhance international engagement support via Association Development Programme.</td>
<td>2. Number of Malaysian delegates attending business events in Malaysia.</td>
</tr>
<tr>
<td></td>
<td>3. Support development and engagement of Malaysia’s national trade and professional associations with international community.</td>
<td>3. Research to identify and promote business outcomes and legacies generated from business events.</td>
<td>3. Business opportunities and legacy impacts from Business Events.</td>
</tr>
<tr>
<td></td>
<td>5. Networking platforms to connect Malaysia’s ministries and key organisations with key delegates.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DELIVERABLES AND IMPACT

Successful implementation of the roadmap will deliver transformative outcomes for Malaysia, both in terms of increased spend as well as broader economic impact. These international business events will bring close to three million global professionals and thought leaders to Malaysia and other related benefits.

By 2020, Malaysia’s business events industry will deliver:

- 16,720 Jobs creation
- $3.9 bil Gross national income
- 2.9 mil Business events visitors

Beyond tourism benefits

Business events is a catalyst for socio-economic growth. The impact from hosting international business events not only stretches beyond direct spending and job creation, but also amplifies the benefits beyond tourism. The legacy impacts will help power Malaysia’s continued development as a knowledge and creative society.

<table>
<thead>
<tr>
<th>REPUTATION</th>
<th>KNOWLEDGE TRANSFER</th>
<th>TRADE &amp; INVESTMENT</th>
<th>NETWORK</th>
<th>DIGNITY &amp; SOCIAL DEVELOPMENT</th>
<th>LEGACY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevate Malaysia’s profile globally</td>
<td>Expose Malaysians to global experts in their field to enhance knowledge and professional development</td>
<td>Stimulate trade, investment and export opportunities for Malaysia</td>
<td>Enhance professional connections and help Malaysians build global network as well as research link</td>
<td>Contribution to community, social development and CSR to address major societal and environmental challenges</td>
<td>Create a lasting legacy for current and future industry thought leaders in Malaysia</td>
</tr>
</tbody>
</table>

**ELEVATION**

<table>
<thead>
<tr>
<th>TRADE</th>
<th>TOURISM &amp; RETAIL</th>
<th>EDUCATION</th>
<th>HEALTHCARE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Case studies of business events that relates to all industries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HEALTHCARE</strong></td>
</tr>
<tr>
<td>Woman Deliver Conference 28 - 30 May 2013 No. of Delegates: 4,500</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
</tr>
<tr>
<td>Toastmasters International Convention 20 – 23 August 2014 No. of Delegates: 2,550</td>
</tr>
</tbody>
</table>

| **TRADE** |
| Malaysia International Furniture Fair 3 – 7 March 2015 No. of Delegates: 6,389 (5,189 visitors + 1,200 exhibitors & speakers) |

**Government Investment**

- RM1.0 mil

**Contribution from Private Sector**

- RM0.79 mil

**Total Public & Private Alliance**

- RM1.79 mil

**Est. Economic Impact**

- RM44.0 mil

**PR Value**

- RM1.3 mil

**Number of Exhibitors**

- 508 (from 15 countries)

**Furniture Export Sales**

- RM3.1 bil (30% of Malaysia’s annual furniture export)

**Est. Economic Impact**

- RM104.6 mil

**Listed in top 100 exhibition in Asia by UFI in 2014**

**TOURISM & RETAIL**

| Perfect China Incentive Travel & Seminar 3 – 7 July 2015 No. of Delegates: 6,000 |
|-----------------|---------|---|
| Government Investment | RM1.37 mil |
| Cost of Organising | RM1.5 mil |
| Contribution from Private Sector | RM45 mil |
| Retail Contribution | RM2 mil |
| Est. Economic Impact | RM121 mil |
| Corporate Social Responsibility | RM5.6 mil |

**Listed in top 100 exhibition in Asia by UFI in 2014**

**EDUCATION**

| Toastmasters International Convention 20 – 23 August 2014 No. of Delegates: 2,550 |

**Government Investment**

- RM700k

**Contribution from Private Sector**

- RM835k

**Total Public & Private Alliance**

- RM1.54 mil

**Est. Economic Impact**

- RM278 mil

**First time held outside North America**
CONCLUSION

Malaysia’s Business Events Roadmap offers a blueprint for industry stakeholders to create more success stories, while charting Malaysia’s journey towards 2020 and beyond.

The enthusiastic support from the government and industry players is the key contributing factor for past milestone achievements and will further drive us to accomplish the **2020 targets**

![RM3.9bil](image)
Incremental Gross National Income

![2.9mil](image)
Business Events visitors are expected to grow from 5% to 8% of total visitor arrivals

![16,720](image)
16,720 jobs creation

**Benefits beyond tourism**

- **REPUTATION**
- **KNOWLEDGE TRANSFER**
- **TRADE & INVESTMENT**
- **NETWORK**
- **DIGNITY & SOCIAL DEVELOPMENT**
- **LEGACY**

“On behalf of MyCEB, I urge all stakeholders in the industry to support the implementation of Malaysia’s Business Events Roadmap and align your business strategies with this roadmap.

My highest appreciation goes out to all industry partners, government agencies, our associates and everyone who has been involved, directly or indirectly, in the development of this roadmap.

Datuk Zulkefli Hj Sharif
Chief Executive Officer
Malaysia Convention & Exhibition Bureau

Information is correct at time of printing
Malaysia Convention & Exhibition Bureau

Malaysia Convention & Exhibition Bureau (88264-K)
Level 20, Menara 2
Menara Kembar Bank Rakyat
No. 33 Jalan Rakyat
50470 Kuala Lumpur
Malaysia

T +603 2034 2090
F +603 2276 4092
info@myceb.com.my
www.myceb.com.my