



MALAYSIA'S BUSINESS EVENTS ROADMAP

Charting Malaysia's Journey to
2020 and Beyond

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 **CONVENTION & CONFERENCE**

 **INCENTIVE TRAVEL**

BUSINESS

 **TRADE EXHIBITION**

EVENTS

 **CORPORATE MEETING**



FOREWORD

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.

TAN SRI DR. ONG HONG PENG
SECRETARY GENERAL
MINISTRY OF TOURISM AND CULTURE
CHAIRMAN
MALAYSIA CONVENTION & EXHIBITION BUREAU



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 effort of all ministries through multiple advocacy programmes toward achieving the nation's goal.

DATUK ZULKEFLI HJ SHARIF
CHIEF EXECUTIVE OFFICER
MALAYSIA CONVENTION & EXHIBITION BUREAU



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.

LOOKING BACK: SUCCESS STORIES

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.

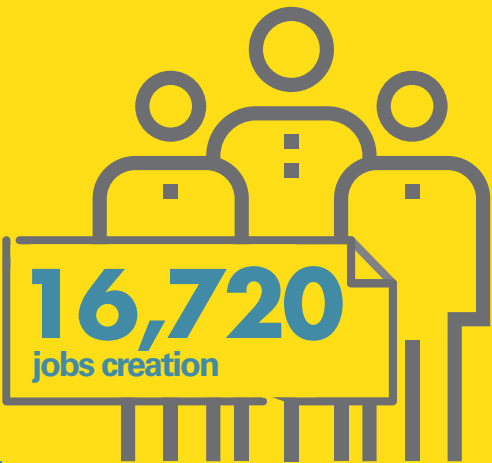
Since then, with adequate funding and commitment from government under the ETP, Malaysia's business events industry has performed exceedingly well, making the country a much-envied new business events destination.

BY 2020

Business events is expected to contribute



RM3.9bil
incremental Gross National Income



16,720
jobs creation



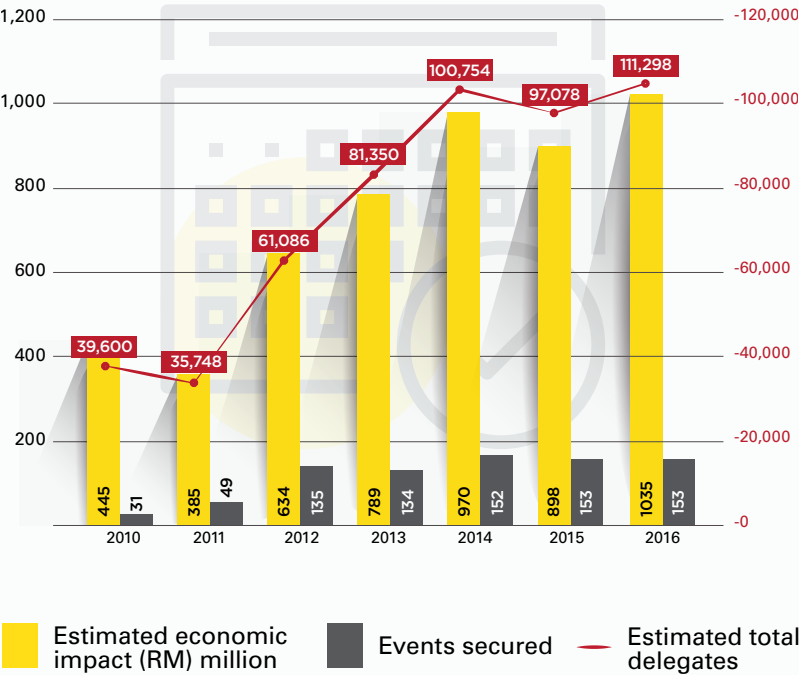
2.9mil

Business Events visitors are expected to grow from 5% to 8% of total visitor arrivals

**Source: Economic Transformation Programme : A Roadmap for Malaysia*

Business events secured: 2010 - 2015

Over the years, from its establishment in 2010 and up to 2015, MyCEB together with its strategic partners secured 654 international business events comprising of international conference, corporate meeting, incentive travel and trade exhibition events which will substantially add an estimated RM4.1 billion into Malaysia's coffers. These events will take place between 2010 to 2020.



654
events



415,616
delegates



RM4.1bil
economic impact



RM2.5bil
visitor expenditure

Business events supported: 2010 - 2015



1,350
events

RM7.2bil
economic impact



692,869
delegates



RM4.3bil
visitor expenditure



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 makes 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.

Indonesia

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.

India

Long stymied by lack of infrastructure, India now has on 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

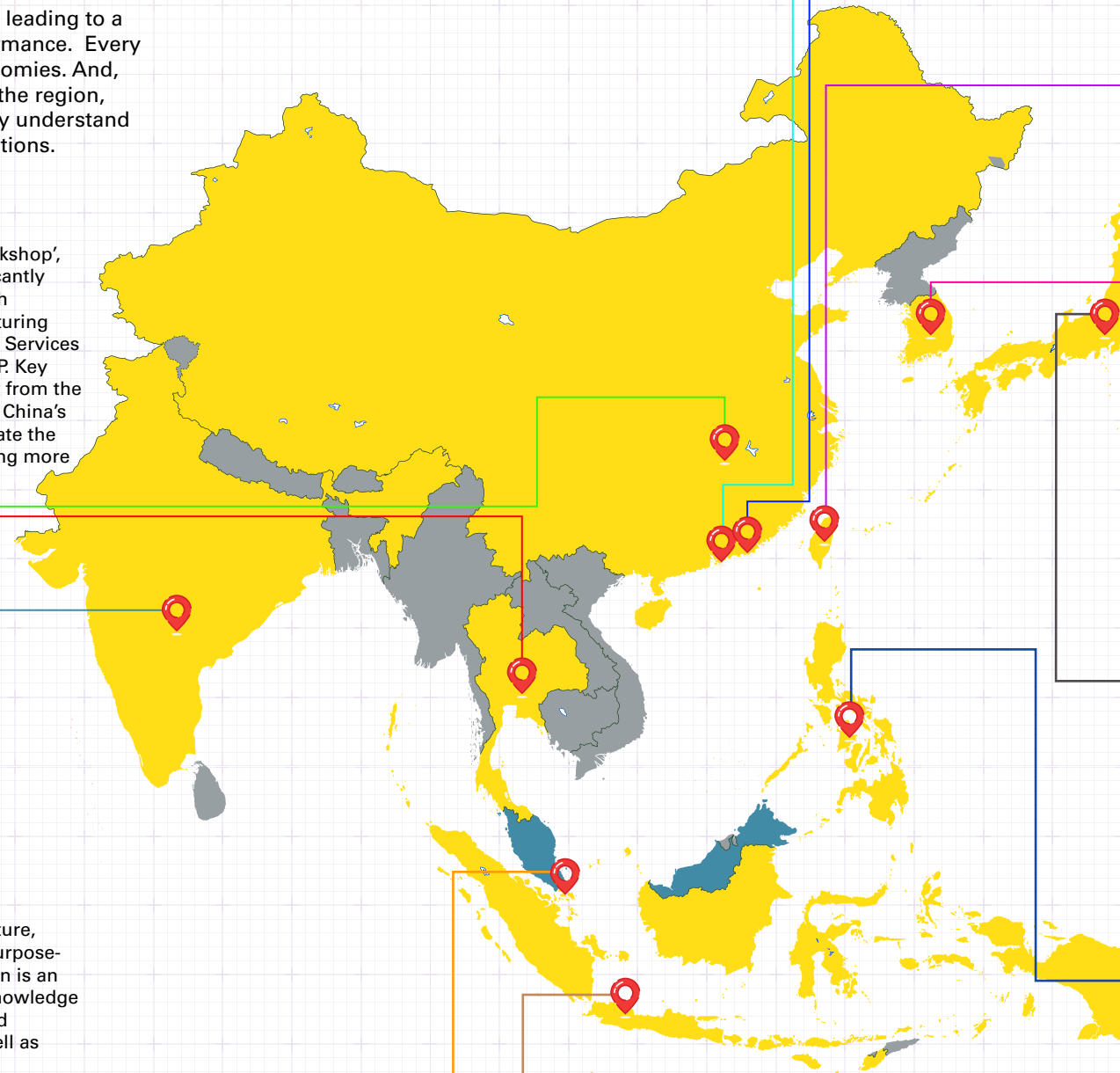
The creativity behind its rich cultural heritage, lively imagination that catapulted Korean drama, fashion, entertainment and high tech wizardry onto the global stage is making South Korea a favourite among business events organisers. Korea enjoys a strong government and private sector approach to business 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 now armed 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.

The report revealed that there are two fundamental drivers for any destination's success in the world market -

the strength of the destination itself and the levels of community support for developing the industry.

For a destination to be successful it has to have a strong profile and brand, high performance and strong value offerings; and it has to have broad local commitment, understanding and support from its larger community. This means the workforce; the national associations who are potential conference hosts; future professional thought leaders; the general public; and most of all, the supplier community and the local and federal governments.



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?

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



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.

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.

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.

business events
helps national
transformation



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	STRATEGIES		KEY ACTIVITIES	PERFORMANCE MEASURES
Goal 1 “Malaysia will significantly increase its market share of international conventions and exhibitions taking place in Southeast Asia.”	<ol style="list-style-type: none">Greater engagement with buyers to learn and service their needs and expectations.Advocate pro-business visitors and pro-business events government policies.A strong ‘Team Malaysia’ alliance for winning bids.Local host support to bid for and host business events.Build stronger global brand for Malaysia as the preferred business events destination.Develop global alliances with strategic partners to share and develop business opportunities.		<ol style="list-style-type: none">Establish Customer Advisory Board.Establish Business Events Council of Malaysia.Inter-governmental and industry platforms to address key growth inhibitors.‘Team Malaysia’ bid alliance to review, develop and support bid strategy.Brand development and communication plan.Competitive MyCEB and industry collaborative financial and non financial support programmes to bid for and host business events.Collaborative sales and marketing programmes to promote Malaysia and generate further business prospects.Global Destination Alliance.	<ol style="list-style-type: none">Percentage of international conventions occurring in Southeast Asia.Percentage of exhibition floor space sold within Southeast Asia.Number of international participants at exhibitions in Malaysia.
Goal 2 “Business events will play a major role in achieving the 2020 goals of every government ministry.”	<ol style="list-style-type: none">Achieve multi-sectorial and inter-ministerial co-operation and engagement with bids and event planning.Leveraging opportunities from business events that take place in Malaysia.		<ol style="list-style-type: none">Government advocacy programmes.Align business event opportunities with ministerial priorities, i.e. NKEA.Sector innovation weeks to showcase Malaysia’s capabilities.Collaborate with event stakeholders to identify and develop B2B opportunities and /or legacy benefits.	<ol style="list-style-type: none">Number of groups secured with engagement of ministries.Number of events secured related to NKEA industries.

GOALS	STRATEGIES		KEY ACTIVITIES	PERFORMANCE MEASURES
<div>Goal 3</div> <div>"Malaysia will have Asia's most professional, successful and sustainable business events industry."</div>	<div>1. Development of a sustainable business model for all Malaysian bureaus.</div> <div>2. Increased and broader community support – government, public, media, trade associations and supplier organisations.</div> <div>3. Measure value, track progress and share the success stories.</div> <div>4. Adopt industry best practices to educate, train, certify and accredit Malaysia's business events industry and future workforce.</div> <div>5. Empower and strengthen industry trade associations that will supplement MyCEB's efforts.</div> <div>6. Grow Malaysia's association community.</div> <div>7. Product improvement and new product development.</div>		<div>1. Collaboration of industry bodies to develop and promote continuous training and accreditation programmes.</div> <div>2. Close collaboration with the Business Events Academic Council.</div> <div>3. Community engagement programmes.</div> <div>4. Research and promote community benefits.</div> <div>5. Cross-promotion and support of industry associations.</div> <div>6. Association development and ambassador programme.</div> <div>7. Product assessment and development programmes.</div>	<div>1. Number of professionally accredited members of the industry.</div> <div>2. Growth in membership of Malaysian industry associations.</div> <div>3. Stakeholder (government and industry) satisfaction level.</div> <div>4. Malaysia Brand Monitor / Net Promoter score.</div>
<div>Goal 4</div> <div>"The business events industry will significantly increase its direct contribution to GDP, jobs and tax revenues."</div>	<div>1. Determine value of business events and its contribution to GDP, job and tax revenues as benchmark for future measurement.</div> <div>2. Identify and leverage on opportunities brought in by business events.</div> <div>3. Maximise yield from business events.</div> <div>4. Implementation of Goal 1 strategies.</div>		<div>1. Economic impact study to determine direct and indirect economic value of business events.</div> <div>2. Collaborative event marketing programme to maximise delegates.</div> <div>3. Promote extend stays through pre and post event tours, technical visits etc.</div> <div>4. Promote usage of local products and services.</div> <div>5. Implementation of Goal 1 key activities.</div>	<div>1. Business events direct contribution to GDP.</div> <div>2. Business events direct contribution to job creation.</div> <div>3. Business events direct contribution to national tax revenues.</div> <div>4. Tax revenues in relation to government investment in MyCEB.</div>
<div>Goal 5</div> <div>"Business events will help Malaysians expand their global investment, trade and professional networks"</div>	<div>1. Identify and leverage on opportunities brought in by ASEAN Economic Community (AEC).</div> <div>2. Focus on business events in the NKEA industries.</div> <div>3. Support development and engagement of Malaysia's national trade and professional associations with international community.</div> <div>4. Support development of B2B platforms and legacy impacts from business events.</div> <div>5. Networking platforms to connect Malaysia's ministries and key organisations with key delegates.</div>		<div>1. Engagement with government agencies and stakeholders to identify and leverage business event opportunities relating to AEC and NKEAs.</div> <div>2. Enhance international engagement support via Association Development Programme.</div> <div>3. Research to identify and promote business outcomes and legacies generated from business events.</div>	<div>1. Number of regional and international delegates attending business events in Malaysia.</div> <div>2. Number of Malaysian delegates attending business events in Malaysia.</div> <div>3. Business opportunities and legacy impacts from Business Events.</div>

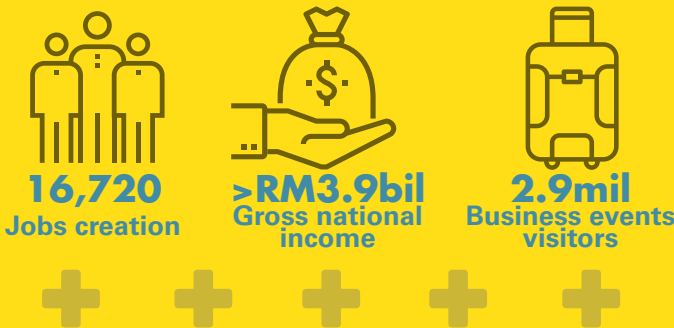
business events is linked to all NKEAs, contributing to GNI and creating multiplier effects across the economy, making Malaysia a developed nation by 2020

business events is catalyst for social and cultural transformation

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:



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.

REPUTATION




Elevate Malaysia's profile globally

KNOWLEDGE TRANSFER




Expose Malaysians to global experts in their field to enhance knowledge and professional development

TRADE & INVESTMENT




Stimulate trade, investment and export opportunities for Malaysia

NETWORK




Enhance professional connections and help Malaysians build global network as well as research link

DIGNITY & SOCIAL DEVELOPMENT



Contribution to community, social development and CSR to address major societal and environmental challenges

LEGACY



Create a lasting legacy for current and future industry thought leaders in Malaysia

Case studies of business events that relates to all industries



HEALTHCARE

Woman Deliver Conference
28 - 30 May 2013
No. of Delegates: 4,500

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



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



TRADE

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

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

•Nationwide impact covering Kuala Lumpur, Penang, Langkawi & Alor Setar

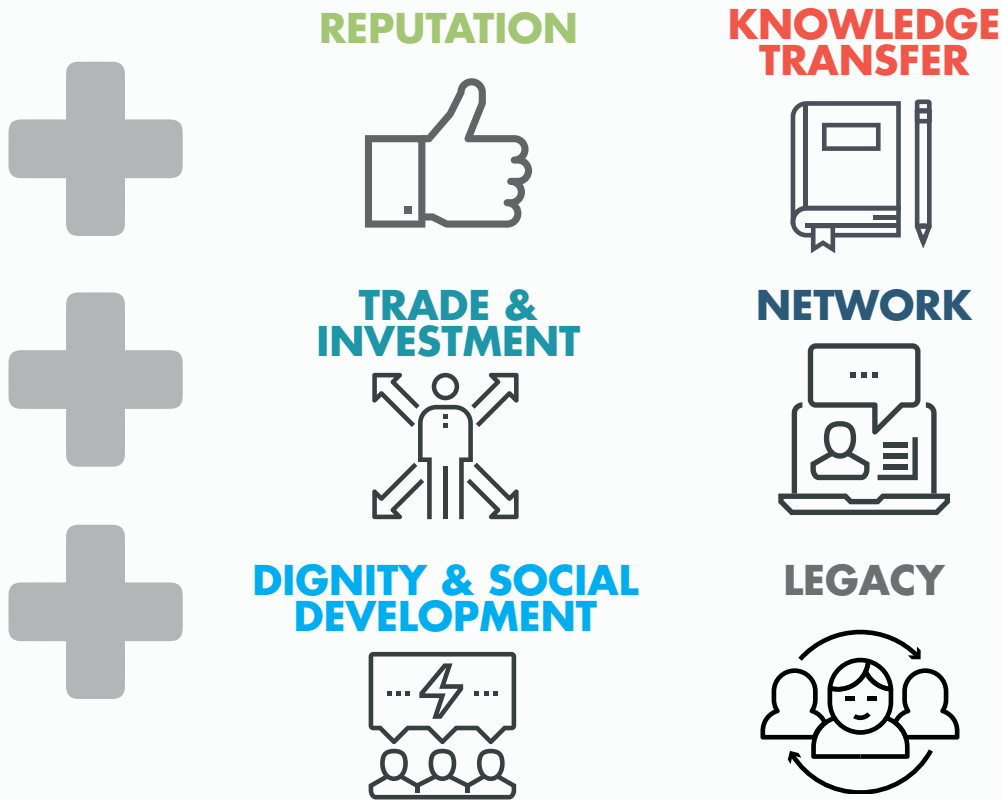
CONCLUSION

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**



Benefits beyond tourism



Business events is linked to all NKEAs



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
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