



Co-operative Industry Prospectus 2017



INDUSTRY
PARTNER
PROGRAMME

AT A GLANCE

- 01 Message from the Chief Executive Officer
- 02 High Yield International Visitors
Malaysia Convention & Exhibition Bureau
- 04 Industry Partner Programme
Partner Categories
- 06 Partner Benefits
- 08 Terms and Conditions
- 10 Co-operative Industry Programme
- 11 Co-operative Opportunities
- 15 Membership Form

MESSAGE FROM THE CEO

"I wish to invite you to join us on board the high-speed business events and major events bullet train as active passengers bound for the rewarding journey towards 2020 and beyond."

As we move into the second phase of the Economic Transformation Programme (ETP), we are happy to share our mission and wish to invite all industry players to actively participate in our Industry Partner Programme (IPP).

It is no doubt that Malaysia Convention & Exhibition Bureau (MyCEB) is at the forefront, seeking to measure not just the immediate tourism benefits of the business events and major events industry, but the rewarding partnerships as well. Our partners also collaborate closely with us to exchange ideas and discuss the latest trends and insights that will impact the future growth of our growing industry.

IPP is the platform for all our highly geared suppliers within the industry to work together towards greater heights. To date, we have successfully formed 368 alliances and organised 47 productive sessions, benefitting our partners not only in terms of expertise, but most importantly, leads that have helped them grow.

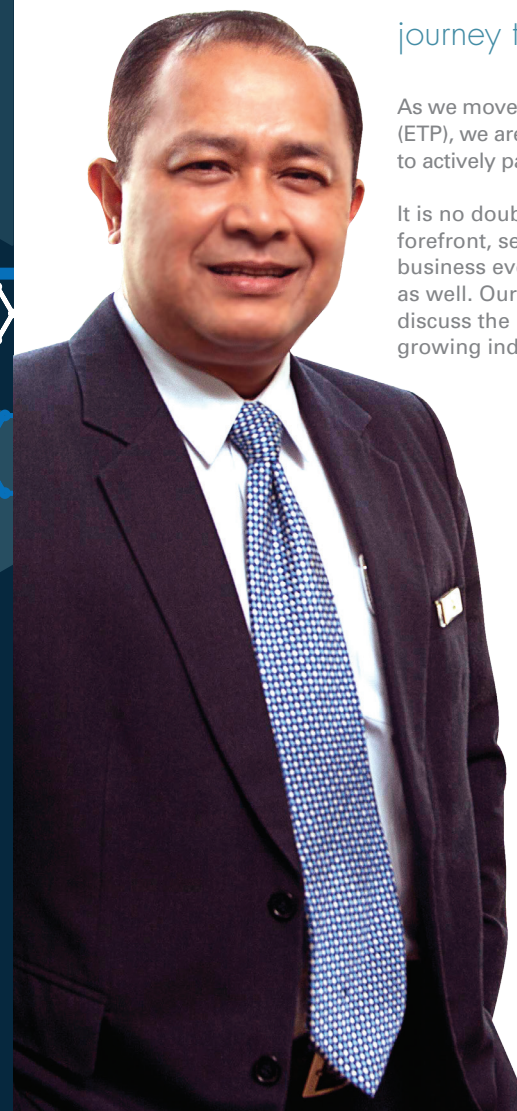
An innovative and growing business and major events industry is now a hallmark of Malaysia in becoming a global events destination. With Malaysia rapidly gaining international stature and recognition, we have been in a strong position for the last six years in serving as a central hub in assisting our partners.

I would like to take this opportunity to thank all our strong partners for committing your support to us towards expanding Malaysia's business and major events vision. And to those who are not our members yet, I wish to invite you to join us on board the high-speed business events and major events bullet train as active passengers bound for the rewarding journey towards 2020 and beyond.

I hope that this edition of MyCEB's IPP Prospectus will be a good inspiration for you to achieve long-term aspirations while leveraging on our resources as a foundation for your rewarding developments.

Thank you.

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



HIGH YIELD INTERNATIONAL VISITORS

Business Events Supported (2010 – 2015)



1,350
Events



692,869
Delegates



RM4.3 billion
Visitor Expenditure



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

www.myceb.com.my



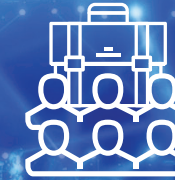
Malaysia Major Events (MME) is a division of MyCEB. The division was established under the Government's ETP to identify, promote, facilitate as well as support viable international events to be staged in Malaysia. With its main objective to enhance Malaysia's economic growth and profile, MME is also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

www.mymajorevents.com.my

Major Events Supported (2012 – 2015)



134
Events



353,955
International Attendees



RM2.3 billion
Tourist Expenditure



Business Events services:

- Facilitating bids for regional and international conventions, incentives, exhibitions and corporate meetings.
- Advising and assisting meeting and event planners on availability of local products and services.
- Assisting business event organisers / suppliers with the selection and appointment of professional meeting and event management companies.
- Providing government liaison and contacts.
- Assisting with site inspections.
- Event promotion advice and assistance.
- Providing promotional materials.
- On-site event support programme including cultural shows, city tours and welcome kits for qualified groups.

Major Events services:

- Facilitate bids for regional and international major events.
- Assist with the development of homegrown and home-hosted events to reach international standards (subject to assessment criteria).
- On-site event support programme.
- Assist and advise on international marketing and packaging of supported events.
- Liaison with Government ministries to contribute in the development of major events in Malaysia.
- Assisting clients with the selection and appointment of local partners and service providers.
- Facilitating government liaison and contacts.
- Assisting with site inspections.
- Event promotion advice and assistance through strategic programmes.
- Providing destination and tourism related promotional materials.

INDUSTRY PARTNER PROGRAMME

Established in early 2011, the **Industry Partner Programme (IPP)** is poised to position Malaysia as one of the world's leading international business and major events destination.

This programme is indeed an excellent platform to profile your company to the lucrative international market, especially through the wide range of services and business development opportunities available, such as; co-operative sales and marketing activities, professional development, business-to-business networking, market intelligence, and product profiles in MyCEB's online and print publications.

Hence, by synergising and collaborating Malaysia's international business and major events industry, IPP serves as a one-stop hub to meet the requirements of international meeting and event planners.

PARTNER CATEGORIES

With the objective of becoming a one-stop centre for international meeting and event planners that are in search of Malaysian venues, accommodation, meeting and event planners and service providers, MyCEB invites the following categories of business and major events products and services:



Venues

Convention and exhibition centres; hotels with meeting facilities; specialty and multi-purpose venues; stadiums; concert halls; sports arenas.



Event management

Destination management companies; event management companies; professional exhibition organisers; professional conference organisers; event organisers; event rights holders; event owners; sport event specialists; concert organisers.



Touring and leisure

Adventure and special interest tour operators; attractions; historic sites; galleries; museums; national parks and gardens; nightclubs; sports facilities and operators; restaurants; retail; theatres; theme parks.



Industry organisations

Business tourism and events industry associations.



Convention bureaux and tourism organisations

State and local convention bureaux; tourism organisations (specific to business tourism and major events).



Accommodation

Hotels; resorts; serviced apartments.



Event products and services providers

Audio visual and staging; catering services; corporate gifts and supplies; design and display contractors; entertainment providers; event registration and software providers; event ticketing agencies; exhibition hire services; freight forwarders; marketing and public relations agencies; print and production companies; safety, security and medical services; team building companies; trade media; translation and interpreter services; web design and development.



Transportation companies

Airlines; airports; car and limousine hire; coach charter operators; cruise, boat and ferry operators; train services; specialty transport providers; taxi services.



Government

National, state and local government organisations; city councils and boards promoting business and major events.



PARTNER BENEFITS

MyCEB has a broad range of sales and marketing programme initiatives to promote your company profile to a lucrative international business and major events market. Be an industry partner, and you will be exposed to vital market intelligence, gain valuable professional networks and be featured in various trade promotional activities.

Sales leads

Obtain online sales leads generated through MyCEB's sales and marketing activities (subject to client requirements).

Industry training and education

Opportunities to participate in MyCEB's industry educational seminars and workshops. This includes joint programmes with industry associations. Participation in this programme will provide partners with up-to-date market intelligence, skills training and accumulate points towards industry accreditation (participation fees apply).

Trade shows and promotions

Get exclusive access to MyCEB's international trade show and sales promotional programmes in Asia, Europe, Australia and North America. This includes roadshows planned for key and emerging markets (participation fees and criteria apply).

Business-to-business (B2B) networking

Expand your professional network through MyCEB's industry networking events, educational seminars and sales activities.

Bid documents

Be included in bid documents for international conventions and events (subject to requirements of bid criteria and client).

Assistance with the authorities

MyCEB liaises with government agencies for application for filming and performance by foreign artists (PUSPAL), to help address industry issues and create a more conducive environment to attract business and major events.

Media programme

Industry partners will have the opportunity to leverage against MyCEB's international media programme. Be included in media kits, co-operative advertising, supplements, media conferences, media visits and press releases (participation costs may apply to selected activities).

Meeting and Event Planner's Guide

Get your profile and products listed in the Meeting & Event Planner's Guide, MyCEB's key promotional tool for international meeting and event planners. The online version will provide prospective clients with a product search option where they can select products and services that meet their specific requirements.

Database profile

Manage your company's profile listed on MyCEB's Customer Relationship Management (CRM) sales database which will be used to upload information on MyCEB's website and for business referrals to international meeting and event planners. Login ID and password will be accorded to primary and secondary contacts.

Extranet access

With the extranet access, you are able to login to our CRM system to update and have access to:

- Contact details (sales personnel, management personnel)
- Website listing (to be listed in MyCEB's website under product search)
- Amenity update (information on F&B, services and meeting facilities)
- Benefit Summary access (details on benefit summary given or received by MyCEB)
- Leads information (details on leads submitted by MyCEB to partners)

Website

MyCEB's website will feature a range of online promotional opportunities including product listings, client newsletters, event calendar, media centre, Requests For Proposals (RFP). The extranet will provide partner only information, news and sales opportunities.

Site inspections and familiarisations

Partners will have the opportunity to showcase their products and services during prospective client and media visits (subject to client or media requirements).

Promotional materials

Be invited to contribute to the development of MyCEB's sales and marketing promotional materials including convention, exhibition, incentive and major events collateral materials, videos and electronic publications distributed to prospective clients (subject to specific requirements of promotional materials).

Social media

Keep up-to-date with the latest news on MyCEB such as co-operative opportunities, market intelligence, industry news and development as well as updates on the businesses secured for Malaysia.

-  : MyCEB IPP
-  : MyCEB
-  : @MyCEB
-  : Malaysia Convention & Exhibition Bureau





TERMS AND CONDITIONS

Eligibility

Companies must be registered with the Companies Commission of Malaysia and have a registered place of business in Malaysia. Applicants must also be registered with the Ministry of Tourism and Culture Malaysia (where applicable). All applicants must provide a copy of the current public liability insurance and audited financial statements verifying the sound financial standing of the company.

Requirements to apply

Applicants must agree to adhere to the IPP Terms and Conditions as well as the Code of Conduct as part of their application submission. Applications are to be forwarded to MyCEB for review and evaluation. MyCEB reserves the right to accept or decline any application.

Privacy

The clients' required level of confidentiality will be honoured by MyCEB in the distribution of all leads, communications and during the facilitation of site inspections

Participation

Participation allocation for trade shows, roadshows or other promotional activities, will be subject to specific criteria which may include proven activity record and investment in a specific market, overall track record and involvement in MyCEB's co-operative programmes, compliance with co-exhibitors obligations (specific to the event) and Code of Conduct.

Hosting

Subject to the requirements of the bid, site inspection or request for proposal, MyCEB reserves the right to select partner participation based on client's needs and preferences.

Profile

Partner listings and information will be included in MyCEB's website, online Meeting & Event Planner's Guide and sales database for distribution and access to international meeting and event planners. Partners' profile in all other publications or promotional activities is subject to the discretion of MyCEB and specific requirements of the activity. MyCEB will endeavour to provide representation of Malaysia's business and major events destinations, products and services as appropriate.

Partner profile and contact information

Partners are required to provide MyCEB with up-to-date contact and product information for inclusion in suitable promotional programmes and activities. Key contact information is to include the equivalent of the following positions; CEO/ General Manager, Director of Sales and Marketing, business events or major events key sales contact and Public Relations Manager. There shall be a minimum of two contacts (primary and secondary contacts) for each partner organisation for information and communication with MyCEB.

Fees structure

Membership fees by category will be introduced in 2018. Further details will be provided.

Cancellation

MyCEB reserves the right to cancel any partner's participation in the IPP and/or any benefits to any partners who are found not demonstrating adequate commitment to the objectives, strategies and Code of Conduct of MyCEB.

Code of Conduct

1. Partners agree to provide event information for inclusion in industry calendars such as ICCA and UIA.

2. Partners agree to provide images and video footage for promotional purposes by MyCEB.
3. Partners agree to provide MyCEB with updated contact lists and company profile.
4. Partners agree to provide MyCEB with regular product updates and media releases relating to business tourism and major events.
5. Partners agree to support MyCEB's efforts to obtain and conduct research and statistics on business tourism and major events.
6. Partners and their representatives agree to conduct themselves professionally when participating in co-operative programmes and activities.
7. Partners agree to provide timely and accurate information in response to leads, bid requests, site inspections, promotional materials and activities.
8. Partners will endeavour to provide competitive industry rates or better in support of cooperative industry programmes conducted by MyCEB such as site inspections, professional development, networking events and promotions (subject to availability).
9. Partners are obliged to advise MyCEB immediately of any legal or financial infringement that will affect the professional conduct and operation of the company.



CO-OPERATIVE INDUSTRY PROGRAMME

The programme is developed to provide Malaysia's business and major events industry with direct access to the international business and major events market via sales and marketing platforms. This prospectus highlights co-operative opportunities for you to plan your sales and marketing initiatives with us for 2017.

Terms and conditions

Participation in tradeshows, roadshows or other promotional activities, will be subjected to the specific criteria which may include:

1. Proven activity record and investment in a specific market and overall track record and involvement in MyCEB's co-operative programmes.
2. Compliance with co-participants' obligations and Code of Conduct.

Participation in the co-operative programmes is open to all, however, priority is given to industry partners. We invite non-industry partners to join the industry partner programme to enjoy similar benefits.

CO-OPERATIVE OPPORTUNITIES

BUSINESS EVENTS – TRADESHOWS

ASIA Incentive Travel & Conventions, Meetings (IT&CM)		Cost	
Target market:	China-based corporate meeting and incentive planners, corporate travel agents	Industry partners:	RM6,000
Who should attend:	Convention bureaus, venues, accommodation, destination management companies and services that have an interest and/or specialise in China's corporate & incentive markets	Non-industry partners:	RM8,500
		Government:	RM3,200
Description:	Pre-scheduled appointment (PSA), educational seminar, networking functions	Dates:	21 – 23 Mar 2017
		Location:	Shanghai, China
		Website:	www.itcmchina.com

Incentive Travel & Conventions, Meetings Asia (IT&CMA)		Cost	
Target market:	Primary: Asian corporate meeting and incentive planners, corporate travel agents. Secondary: Regional and international association meeting planners.	Industry partners:	RM6,000
Who should attend:	Convention bureaus, venues, accommodation, destination management companies and services that have an interest and/or specialise in the Asian business events market	Non-industry partners:	RM8,500
		Government:	RM3,200
Description:	Pre-scheduled appointment (PSA), educational seminar, networking functions	Dates:	26 – 28 Sept 2017
		Location:	Bangkok, Thailand
		Website:	www.itcma.com

AUSTRALIA The Asia-Pacific Incentives and Meetings Expo (AIME)		Cost	
Target market:	Primary: Asia Pacific associations, corporate meeting and incentive planners. Secondary: International associations, corporate meeting and incentive planners from the rest of the world.	Industry partners:	RM6,800
Who should attend:	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the Asia Pacific business events market	Non-industry partners:	RM9,500
		Government:	RM3,200
Description:	Pre-scheduled appointment (PSA), educational seminar, networking functions	Dates:	21 – 22 Feb 2017
		Location:	Melbourne, Australia
		Website:	www.aime.com.au

NORTH AMERICA America's Worldwide Exhibition for Incentive Travel, Meetings and Events (IIMEX America)		Cost	
Target market:	Primary: North American associations, corporate meeting and incentive planners. Secondary: International associations, corporate meeting and incentive planners from the rest of the world.	Industry partners:	RM6,500
Who should attend:	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the North American business events market	Non-industry partners:	RM9,200
		Government:	RM3,200
Description:	Pre-scheduled appointment (PSA), educational seminar, networking functions	Dates:	10 – 12 Oct 2017
		Location:	Las Vegas, USA
		Website:	www.imexamerica.com

EUROPE**The Essential Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX)****Cost**

Target market:	Primary: International associations, European corporate meeting and incentive planners. Secondary: International corporate meeting and incentive planners from the rest of the world.	Industry partners:	RM6,500
		Non-industry partners:	RM9,200
Who should attend:	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the European business events market	Government:	RM3,200
		Dates:	16 – 18 May 2017
		Location:	Frankfurt, Germany
		Website:	www.imex-frankfurt.com
Description:	Pre-scheduled appointment (PSA), educational seminar, networking functions		

IBTM World**Cost**

Target market:	Primary: International associations, European corporate meeting and incentive planners. Secondary: International corporate meeting and incentive planners from the rest of the world.	Industry partners:	RM6,500
		Non-industry partners:	RM9,200
Who should attend:	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the European business events market	Government:	RM3,200
		Dates:	28 – 30 Nov 2017
		Location:	Barcelona, Spain
		Website:	www.ibtmworld.com
Description:	Pre-scheduled appointment (PSA), educational seminar, networking functions		

BUSINESS EVENTS – ROADSHOW**Malaysia Business Events Roadshow to China****Cost**

Target market:	China incentive, corporate and association meeting planners, corporate travel agents	Industry partners:	RM4,000 (max of 2 participants)
Who should attend:	Convention bureaus, venues, accommodations, destination management companies and service providers that are active and/or specialise in the China corporate, incentive and association market	Non-industry partners:	RM5,000 (max of 2 participants)
		Dates:	18 – 27 April 2017
		Location:	Shanghai, Beijing, Guangzhou, Chengdu
Description:	The roadshow will consist of destination presentations, one-to-one table top presentations and networking events with Chinese corporate, incentive and association meeting planners		

MAJOR EVENTS – CONFERENCES / TRADESHOWS**Pollstar Live! 2017****Cost**

Target market:	International artist management companies, festival owners, record label companies, agents	Industry partners:	Complimentary (subject to availability)
Who should attend:	Venue Owners, Entertainment Promoters, Agents and services that have an interest and/or specialise in the international entertainment market.	Dates:	31 Jan – 2 Feb 2017
		Location:	Los Angeles, America
		Website:	www.pollstar.live
Description:	Pre-scheduled appointment (PSA), conference, networking functions		

Billboard Touring Conference 2017**Cost**

Target market:	International artist management companies, festival owners, record label companies, agents	Industry partners:	Complimentary (subject to availability)
Who should attend:	Venue Owners, Entertainment Promoters, Agents and services that have an interest and/or specialise in the international entertainment market	Dates:	17 Nov 2017
		Location:	TBC
		Website:	www.billboardevents.com
Description:	Pre-scheduled appointment (PSA), conference, networking functions		

International Live Music Conference (ILMC)**Cost**

Target market:	International artist management companies, festival owners, record label companies, agents	Industry partners:	Complimentary - By invitation only (subject to availability)
Who should attend:	Members only. Venue Owners, Entertainment Promoters, Agents and services that have interest and/or specialise in the international entertainment market	Dates:	8 – 10 March 2017
		Location:	London, United Kingdom
		Website:	www.ilmc.com
Description:	Pre-scheduled appointment (PSA), conference, networking functions		

SportsAccord Convention**Cost**

Target market:	Rights holders, organising committees, cities	Industry partners:	Complimentary (subject to availability)
Who should attend:	Venue Owners, Event Organiser, Sports Federations and Associations, Agents and services that have interest and/or specialise in the international entertainment market	Dates:	2 – 7 April 2017
		Location:	Aarhus, Denmark
		Website:	www.sportaccordconvention.com
Description:	Pre-scheduled appointment (PSA), conference, networking functions		

ALL MARKETS**Industry Partner Programme (IPP)****Cost**

Target market:	Regional and international business and major events market	Participation fee will apply from 2018 onwards.	
Description:	Co-operative industry programme providing promotional and business opportunities for the international business and major events market. Industry partners benefit from subsidised and/or complimentary participation in cooperative activities	Dates:	Ongoing

Marketing Partnership Programme (MPP)**Cost**

Target market:	Regional and international event stakeholders	Complimentary membership	
Description:	Malaysia Major Events has introduced the Marketing Partnership Programme (MPP) to connect the travel, media, communication and corporate fraternity together in a collaborative marketing partnership. This programme focuses on creating marketing solutions to increase growth in international exposure in promoting international major events and tourism	Dates:	Ongoing
		Website:	www.mymajorevents.com.my

PCO Partner Programme (PPP)**Cost**

Target market:	IPP Members	Complimentary membership	
Description:	The PCO Partner Programme (PPP) is a membership programme open to all Professional Conference Organisers (PCO) in Malaysia. It is designed to create greater business opportunities for PCOs, maximise bid conversion for international conventions and develop international certification of Malaysian PCOs	Dates:	Ongoing
		Enquiries:	sales@myceb.com.my

Let's Meet & Green Programme		Cost
Target market:	Business and major events occurring in Malaysia	Complimentary to event owner and organiser. Voluntary contribution of USD10 per delegate/visitor.
Description:	Voluntary programme that invites delegates/visitors to contribute towards tree planting activity at the Forest Research Institute Malaysia (FRIM) to offset carbon emissions. Programme implementation between Professional Congress Organisers (PCO), event owners and MyCEB.	Dates: Ongoing
Recognising Award Winning Results (RAWR Awards)		Cost
Target market:	Business Events Industry players, Stakeholders, Media	Entry submission fee applies
Description:	The RAWR Awards aims to elevate Malaysia's Business Events industry by recognising and rewarding excellence of business events owners, organisers, venues, products and suppliers for their outstanding achievements in setting new benchmarks and level of professionalism for the industry	Dates: November Website: www.rawrawards.com.my
Malaysia Business Events Week (MBEW)		Cost
Target market:	Business Events, Industry Players, Stakeholders, Media, Association and Academicians	
Description:	Malaysia Business Events Week (MBEW) is an annual gathering of Malaysia's business events industry stakeholders to learn, debate, exchange ideas, explore business opportunities, network and innovate. MBEW is a series of seminars, workshops, dialogue sessions, expo, networking and media events that engages all levels and segments of the business events industry. HDRF claimable.	IPP/MACEOS: RM848.00 <i>nett per person</i> Non Partners: RM1,060.00 <i>nett per person</i> Association / Academician : RM318.00 <i>nett per person</i> Dates: May 2017 Website: www.mbew.com.my
Business Events Showcase		Cost
Target market:	International Corporate Meetings & Incentives planners, in-house travel managers from corporations, Incentive Houses	Participation fee applies. Subject to availability*
	Local/Malaysia-Based Sellers (Suppliers)	Dates: September 2017
Description:	The Business Events Showcase is a unique platform that aims to entice buyers to organise corporate meetings and incentives in Malaysia by creating a bond based on trust between international corporate meetings and incentive planners, in-house travel managers from corporations or incentive houses and local suppliers	
E-Zine (Exhibition Newsletter)		Cost
Target market:	Industry Partners	Dates: Bi-Monthly
Description:	The exhibition newsletter aims to keep industry partners abreast on the latest happenings within the country's exhibition industry. This includes the latest news, cutting-edge trending and upcoming event dates.	Website: E-Newsletter
Social Media		Cost
Target market:	Industry Partners	Complimentary
Description:	MyCEB's social media platform consists of Facebook, Instagram, Twitter, LinkedIn, YouTube and feature live updates on the business and major events news on the industry as well as other related news	

*Terms and conditions apply.

MEMBERSHIP FORM



A. Company details

Company Name

Address

Postcode City

Phone Fax

E-mail Website

f in

B. Key contact details

CEO/General Manager or equivalent

Salutation

Full name

Job title E-mail

Phone (DL) Mobile Fax

f in

Director of Sales and Marketing or equivalent

Salutation

Full name

Job title E-mail

Phone (DL) Mobile Fax

f in

Sales Manager (meetings, incentives, conventions, exhibitions and events) or equivalent

Salutation

Full name

Job title E-mail

Phone (DL) Mobile Fax

f in

Public Relations Manager or equivalent

Salutation

Full name

Job title E-mail

Phone (DL) Mobile Fax

f in

Please indicate which of these contacts will be the Principal and Secondary contact for liaison with MyCEB. The principal contact should be the main contact for information/communication purposes.

Principal contact

Secondary contact

Name _____

Name _____

Please provide a brief outline of your company's experience in handling international business events (i.e. meetings, incentives, conventions and/or exhibitions) or major events (i.e. sports, arts, lifestyle and entertainment) (max 100 words)

(Please note that this information may be used by MyCEB for website and trade event profiles)

C. Partner Categories

Please indicate which product/service category represents your company

- | | | |
|--|--|--|
| <input type="radio"/> Venues | <input type="radio"/> Government | <input type="radio"/> Transportation companies |
| <input type="radio"/> Event management | <input type="radio"/> Touring and leisure | <input type="radio"/> Industry organisations |
| <input type="radio"/> Convention bureaus and tourism organisations | <input type="radio"/> Event products and service providers | <input type="radio"/> Accommodation (Star Rating: _____) |

On behalf of _____, I hereby apply for membership of MyCEB's Industry Partner Programme and agree to the terms, conditions and Code of Conduct as outlined in this agreement.

Signature _____

Name _____

Date _____

Company stamp _____

APPLICATION CHECKLIST

Documents to be enclosed in application:

- The completed application form
- Certified true copy of the registration with Companies Commission of Malaysia
- Certified true copy of the registration with Ministry of Tourism and Culture, Malaysia (if applicable)
- Certified true copy of the registration with Ministry of Finance, Malaysia
- Certified true copy of the current Public Liability Insurance
- Certified true copy of the latest Audited Financial Statement
- Company profile
- Company logo/product/service/event pictures (minimum 300 dpi)

Return to

Industry & Product Development Manager

Malaysia Convention & Exhibition Bureau

(868264-K)

Level 20, Menara 2
Menara Kembar Bank Rakyat
No. 33 Jalan Rakyat
50470, Kuala Lumpur
Malaysia

T +603 2034 2090

F +603 2034 2091

gir@myceb.com.my

BUSINESS EVENTS TARGETS BY 2020



RM3.9bil
incremental Gross
National Income



16,720
jobs creation



2.9 mil

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

MAJOR EVENTS TARGETS BY 2020



RM427mil
incremental Gross
National Income



8,000
jobs creation

250,000
Tourist Arrivals





**Malaysia Convention
& Exhibition Bureau** (868264-K)

Level 20, Menara 2
Menara Kembar Bank Rakyat
No. 33 Jalan Rakyat
50470, Kuala Lumpur
Malaysia

T +603 2034 2090
F +603 2034 2091
info@myceb.com.my
www.myceb.com.my

