



Malaysia Convention & Exhibition Bureau

Meet in 
Malaysia
BE Greater, Together.



Business Events Malaysia



Business Events

Convention



Exhibition



Corporate Meetings



Incentive Travel

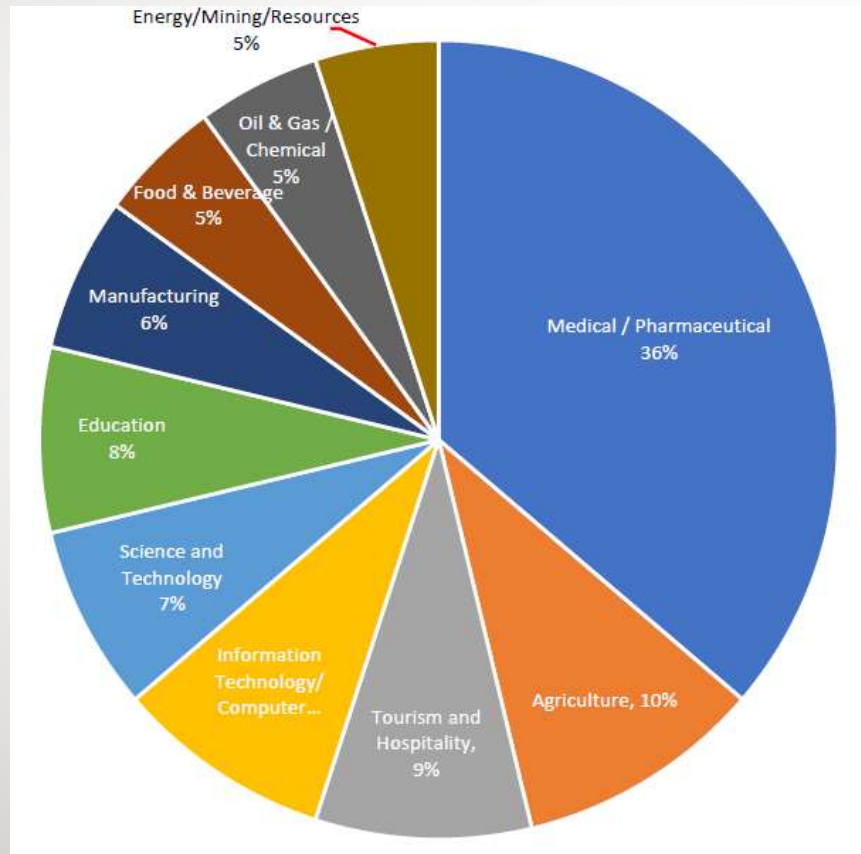


International Sporting Events



Business Events is also known in many countries as: MICE - Meetings, Incentive, Convention & Exhibition

Business events transcends all sectors of the economy



Top 5

1. Medical / Pharmaceutical
2. Agriculture
3. Tourism and Hospitality
4. Information Technology/Computer
5. Education

National Bureau



State Bureau



State Tourism Board with Convention Division



Industry Associations



Vision

Malaysia as one of the world's preferred international business events destination.

Mission

To deliver a viable portfolio of international business events to attract international delegates to Malaysia and enhance the country's profile internationally.



- Established by the Ministry of Tourism, Arts and Culture Malaysia as a Company Limited By Guarantee (CLBG) in 2009.
- MyCEB's main function is to further strengthen Malaysia's Business Events brand and positioning in the international marketplace.
- Malaysia as one of the world's preferred international business events destination.

Global Value of Business Events Industry



26 million
job creation



USD1.5 trillion
in global GDP



1.5 billion
participants



Source: Event Industry Council in partnership
with Oxford Economics



Malaysia Business Events Value

Through Events Supported by MyCEB in **2010 – 2022**



2,857
Total
Events



2.39 million
Total International
Delegates



USD3.72 Billion
Total Economic Impact

Source: MyCEB Market Insights Dashboard
(Not including events not supported by MyCEB).

2,857
events
2.39 million
international delegates
RM17.4 billion
in Economic Impact

Beyond Economic Impact

- Investment
- New Research projects
- Job Creation
- Legacy
- Sustainability
- Inclusivity
- Knowledge Capital
- Transfer of Technology
- Community Development



Case Study

9th World Urban Forum (WUF9)

- Platform to discuss and address **urbanization and sustainable urban development issues**.
- The forum has gathered more than **65,000 policymakers, government and non-governmental organizations** in the field of sustainable urban development and human settlement.
- Highest participation – **24,400 participants**.
- The most diverse Forum – **165 countries**.
- The most governmental authorities – over **100 Ministers and Deputy Ministers**.
- Participation from UN system – **36 UN system organizations**
- **520** imperative programmes, **100 booths** from **50 countries**.



FAST FACTS



Event

9th World Urban Forum (WUF9)

7 – 13 February 2018

Venue

Kuala Lumpur Convention Centre



Host Organisation

- Urbanice Malaysia
- Ministry of Urban Wellbeing, Housing and Local Government Malaysia
- UN-Habitat



Attendance

24,400 participants



Economic Contribution to Malaysia

RM150 million

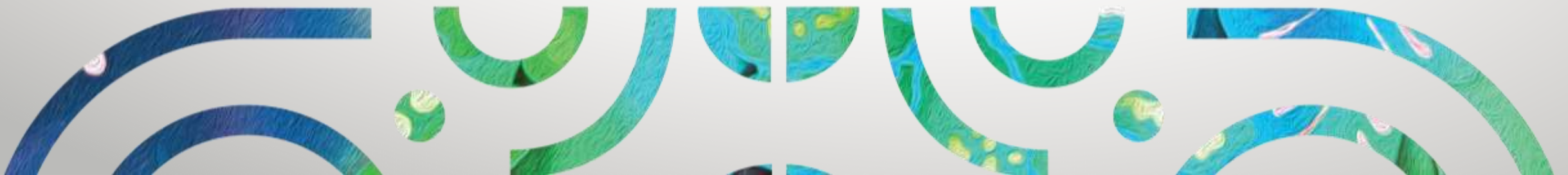
Diversity and Inclusion

165 countries – Diverse lineup of speakers, panelist and attendees to provide a variety of perspectives and expertise lead to more innovative and creative solutions and it represents various viewpoint.

Promote **cultural exchange** by bringing together professionals from around the world with broader perspective.

Cultural Impact- Cultural activities, performances and experiences that enrich the attendee's cultural understanding.

Inclusive Environment – feel welcome and comfortable regardless of culture and unique attendee experiences as well as broader audience.

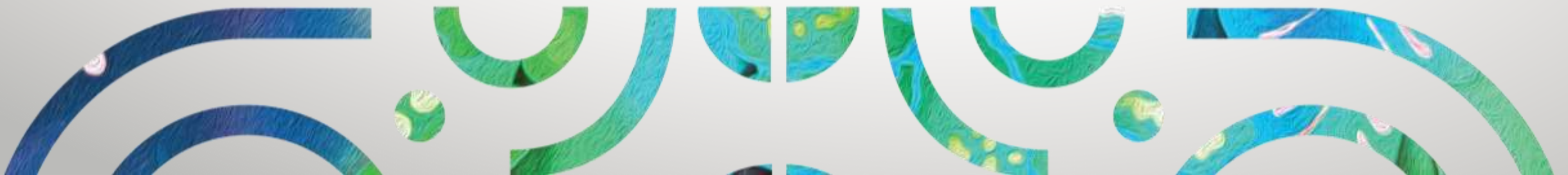


Sustainable Development and Event Planning

Sustainable Development Goals – promote and support long term sustainability by prioritizing sustainable operations through organizing event in sustainable venue and has a commitment to sustainability.

Environmental Impact – focus on reducing waste, encourage the use of reusable container (avoid single use plastics), promote and cultivate recycle habit.

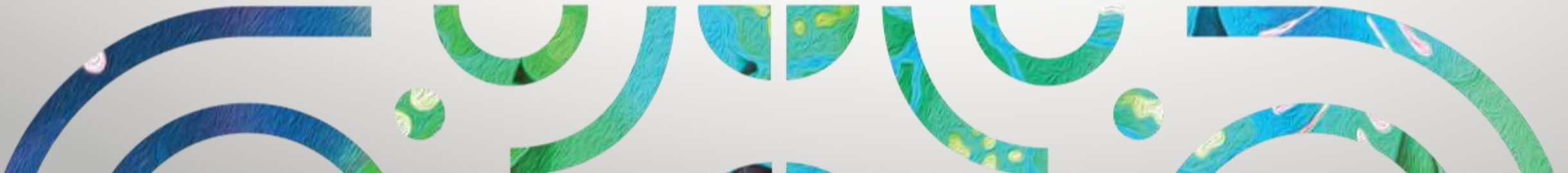
Digital Engagement – reduce printed event materials and use digital materials, QR codes, mobile apps and online platform.



More Than a Forum, It is an Engagement

Content Diversity – creative implementation of various engaging initiatives.

Amplified Impact of the Forum – engaging commercial partners and community fostering collaborations between participants, community and various stakeholders.





Thank you Terima Kasih

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