



My  Triple  2.0
powered by Meet in Malaysia

**Your Strategic Support
for Business Events in Malaysia**

Meet in 
Malaysia
BE Greater, Together.

MyTripleE 2.0

powered by Meet in Malaysia

MyTripleE 2.0 is more than just an event support programme – it's your dedicated partner in creating exceptional conventions, exhibitions, and corporate meetings & incentives.

Powered by Meet in Malaysia, MyTripleE 2.0 offers a range of financial and experiential benefits to enrich your business events in Malaysia, while uplifting homegrown events. From tailored venue packages and distinctive local souvenirs to seamless on-the-ground assistance, MyTripleE 2.0 ensures you have everything you need to host a successful event.




Excel
CONVENTION

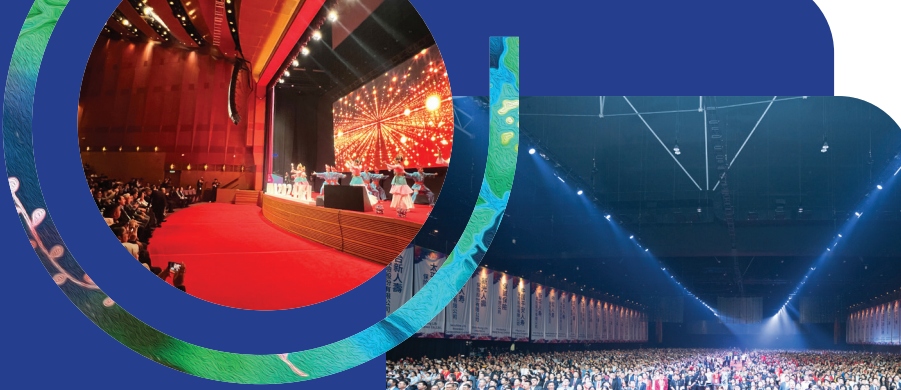



Elevate
EXHIBITION




Enliven
CORPORATE MEETINGS
& INCENTIVES





CONVENTION

Supporting Regional & International Conventions

The support programme combines event support with targeted initiatives aimed at advancing event technology, human capital development, sustainable practices, and unique cultural experiences. With MyTripleE 2.0 support, you can confidently host your future convention in Malaysia, all while showcasing the country's distinctive cultural, technological, and sustainable offerings.



Support Criteria

- The organisation applying for support must be registered with the Companies Commission of Malaysia or the Registry of Societies of Malaysia. International organisations or companies must be registered entities in their respective home countries.
- It must be a paid event whereby registration fees must be collected from delegates.
- Must have a minimum of two (2) full event days.
- Must comprise a minimum of 250 pax, of which 10% are registered international delegates.

Terms & Conditions

- Application must be received by Malaysia Convention & Exhibition Bureau (MyCEB) no later than 60 working days prior to the event date.
- This offer is not valid with any other MyCEB campaign or support.
- This package will be available based on the allocated budget in 2025 and 2026.
- Financial support is claimable after completion of the event with complete submission of documentation within the stipulated time, subject to approval.

Meeting Size Requirement



2 days, minimum of 250 pax with 10% international delegates

Support Value



From RM3,000 up to a maximum of RM20,000

Support Items



• Meeting Packages
• Targeted Support Programmes

Support Packages

Meeting Package

RM120 per international delegates (From RM3,000 up to RM4,000)



Additional Support For Event Programme

TechReal/
Event
Technology
RM4,000



Sustainable/
Future
Initiatives
RM4,000



Human
Capital
RM4,000



Diversity,
Equity &
Inclusion (DEI)
RM4,000



REGIONAL/ INTERNATIONAL EXHIBITION SHOW

Creating World-Class Exhibition Experiences

Malaysia's strategic location, combined with world-class venues, establishes it as a premier hub for attracting global audiences and high-value industry leaders in exhibitions. MyTripleE 2.0 is designed to advance industry development where the world meets in a dynamic pro-business ecosystem, best of investments, talents, ideas and business opportunities.

Support Packages

	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D	PACKAGE E
Amount of Support	Up to RM 22,000	Up to RM 37,000	Up to RM 52,000	Up to RM 67,000	Up to RM 78,000
Gross Space (sqm)	1,000 – 2,000	2,001 – 3,000	3,001 – 4,000	4,001 – 5,000	5,001 and above
Minimum Total Attendees (Pax)	1,500	2,500	3,500	4,500	5,500 and above
Minimum Total International Attendees (Pax)	150	250	350	450	550

*Terms and conditions apply and subject to approval.

Total Support Value

Up to
30%



Marketing & Promotional Activities (Digital)

Up to
70%



International
Hosted Buyers
& Speakers
(Accommodation)



Ground Transportation
(Shuttle bus, pre- or
post-tour technical
visit)



Welcome Reception/
Gala Dinner (F&B,
cultural performance
or VIP gifts)



Digital Technology
(i.e. business matching
platform, event app,
registration kiosk)



CSR or
Sustainability
Activities



Booth
Construction

Support Criteria

- Applicable to professional exhibition organisers (PEO), trade associations, corporate companies, and event management companies.
- Applicable for hosting new and existing regional/international trade or semi-trade exhibitions with:
 - » At least 1,000 sqm gross exhibition space occupied for a new show or at least 2,000 sqm gross for an existing show
 - » At least two (2) full exhibition days
 - » Minimum of 1,500 total attendees (at least 10% are international)
 - » Minimum 10% of net space rented to international exhibitors - each must have at least a standard size of 9 sqm

Terms & Conditions

- Application must be received by Malaysia Convention & Exhibition Bureau (MyCEB) no later than 90 working days prior to the event date.
- This offer is not valid with any other MyCEB campaign or support.
- This package will be available based on the allocated budget in 2025 and 2026.
- Financial support is claimable after completion of the event with complete submission of documentation within the stipulated time, subject to approval.



HOMEGROWN EXHIBITION SHOW

Elevating Domestic Exhibitions to Global Standards

Empower local innovation and talent by leveraging MyTripleE 2.0's support to create exhibitions of global standards. Build and expand your event's presence both locally and internationally through our focused support that fosters the development of high-quality local exhibitions, while showcasing the best Malaysia has to offer.

Support Packages

	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D	PACKAGE E
Amount of Support	Up to RM15,000	Up to RM28,000	Up to RM45,000	Up to RM57,000	Up to RM70,000
Gross Space (sqm)	1,000 – 2,000	2,001 – 3,000	3,001 – 4,000	4,001 – 5,000	5,001 and above
Minimum Total Attendees (Pax)	1,000	2,000	3,500	4,500	5,500 and above
Minimum Total International Attendees (Pax)	At least 5% international attendees for existing shows				

*Terms and conditions apply and subject to approval.

Total Support Value

Up to **30%**



Marketing & Promotional Activities (Digital)

Up to **70%**

International Hosted Buyers & Speakers (Accommodation)

Onsite Support

Ground Transportation (Shuttle bus, pre- or post-tour technical visit)

Welcome Reception/ Gala Dinner (F&B, cultural performance or VIP gifts)

Digital Technology (i.e. business matching platform, event app, registration kiosk)

CSR or Sustainability Activities

Booth Construction

Support Criteria

- Applicable to professional exhibition organisers (PEO), trade associations, corporate companies, and event management companies.
- Applicable for hosting new and existing homegrown trade or semi-trade exhibitions with:
 - » At least 1,000 sqm gross exhibition space occupied
 - » At least two (2) full exhibition days
 - » Minimum of 1,000 total attendees (at least 5% are international attendees for existing shows)

Terms & Conditions

- Application must be received by Malaysia Convention & Exhibition Bureau (MyCEB) no later than 90 working days prior to the event date.
- This offer is not valid with any other MyCEB campaign or support.
- This package will be available based on the allocated budget in 2025 and 2026.
- Financial support is claimable after completion of the event with complete submission of documentation within the stipulated time, subject to approval.



CORPORATE MEETINGS & INCENTIVES

Facilitating Exceptional Business Meetings and Incentive Travel

Host your meetings and incentives in Malaysia with an all-encompassing support package that combines both financial and experiential offerings. From exclusive venue packages and unique local souvenirs to seamless on-site coordination, this comprehensive support complements Malaysia's rich cultural heritage, world-class infrastructure, and breathtaking landscapes.

Support Packages

Category	INCENTIVE A	INCENTIVE B	INCENTIVE C
No of International Delegates	50 - 99	100 - 249	250 - 499
Recommended Support Value (per group)	RM7,920	RM22,920	RM49,915

Support Items

Welcome Souvenirs	✓	✓	✓
Partial support on Welcome Reception or Gala Dinner	✓	✓	✓
Malaysia Cultural Performance			
or			
Photo Booth		✓	✓
or			
Airport Hospitality Desk			
Partial support on Accommodations (Partial support maximum up to of RM2,500)			✓



Support Criteria

- Applicants must fall under the category of Corporate Meetings and Incentive Travel. Incentive travel is defined by the Society for Incentive Travel Excellence (SITE) as:
Incentive groups are defined by SITE (Society of Incentive Travel Executives) as a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals.
- Applicants must be registered and recognized as a Corporate company, Incentive House, Destination Management Company (DMC), Corporate Travel Agent (CTA), or Event Management Company (EMC).
- Completed application must be **received by Malaysia Convention & Exhibition Bureau (MyCEB) no later than 30 working days** prior to the event date.
- Application submitted to MyCEB in less than 30 working days, approval will be at the discretion of MyCEB's Management.
- The group must include a **minimum stay of two (2) nights** at a **4 or 5-star hotel** in Malaysia.
- The support is **only for International delegates** (Non Malaysian delegates) and not less than 50 delegates.
- Financial support is claimable after the event's completion, with full documentation submitted within the specified timeframe stipulated in the agreement.

Terms & Conditions

- Financial support is claimable after the event's completion, with full documentation submitted within the specified timeframe stipulated in the agreement.
- The campaign is valid from 1 January 2025 until 31 December 2026, and is subject to budget availability and approval.
- This offer is not valid with any other MyCEB campaign or support.
- The application must be submitted to MyCEB by the organizer using the 'Request for Support Letter' and the campaign form.

Let's Connect

Conventions

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Trade Exhibitions

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Corporate Meetings & Incentives

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MyCEB



MyCEB info