



MINISTRY OF TOURISM,
ARTS AND CULTURE

Malaysia...
Convention
& Exhibition
Bureau



Meet in 
Malaysia

BE Greater, Together.

MALAYSIA BUSINESS EVENTS

Converging On a Premier Business Events Destination

ANNUAL REPORT 2023



CONVERGING ON A PREMIER BUSINESS EVENTS DESTINATION



At MyCEB, we are driven by a bold mission: to propel Malaysia to the forefront of global business events. Since 2009, we have strategically redefined what it means to host world-class events, combining value for money with unrivalled quality.

The cover of the 2023 report is a testament to our strategic vision, featuring iconic Malaysia's architecture from the states across Malaysia. This vision emphasises our commitment to advancing the region's business events sector with cutting-edge infrastructure and innovative approaches.

As we continually innovate and raise standards in infrastructure, service quality and event experience, Malaysia is witnessing an impressive surge in international arrivals, solidifying its status as a premier destination for business events.

The inclusion of the Malaysian batik pattern located behind the iconic buildings embodies the rich heritage, representing the vibrancy and diversity of Malaysian culture.





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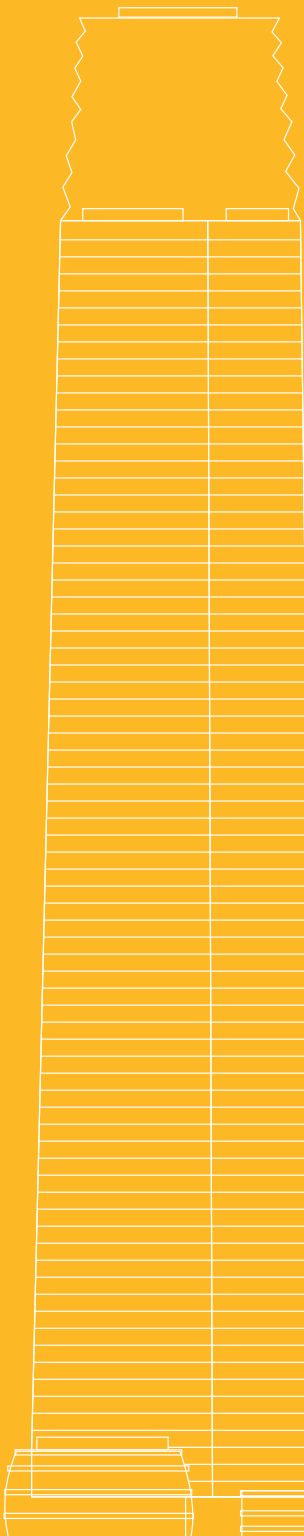
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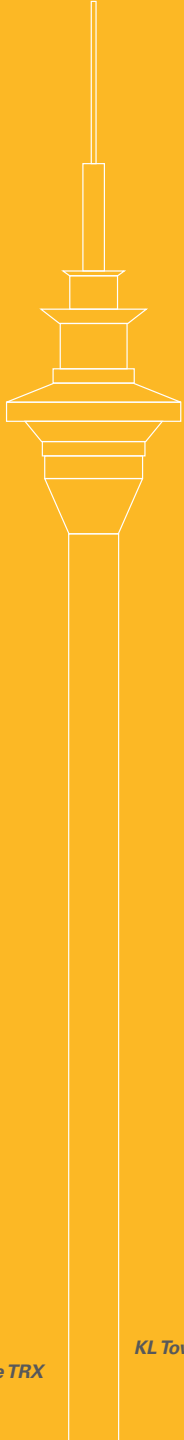
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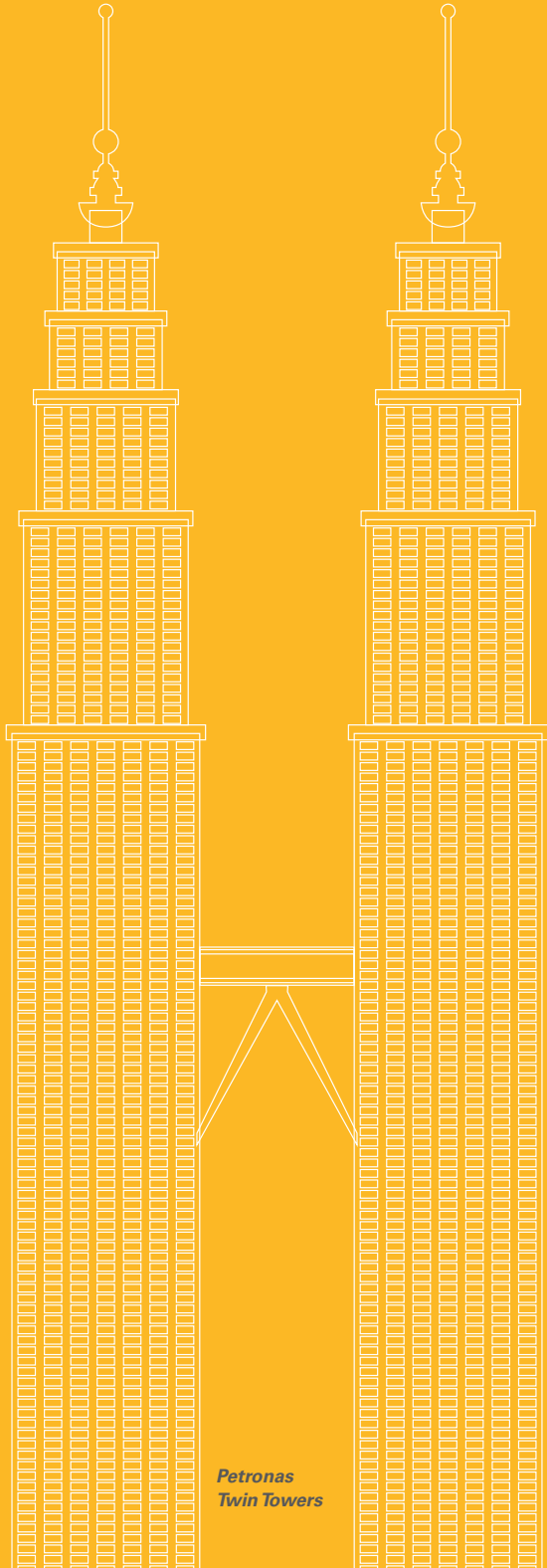
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KL Tower



Merdeka 118



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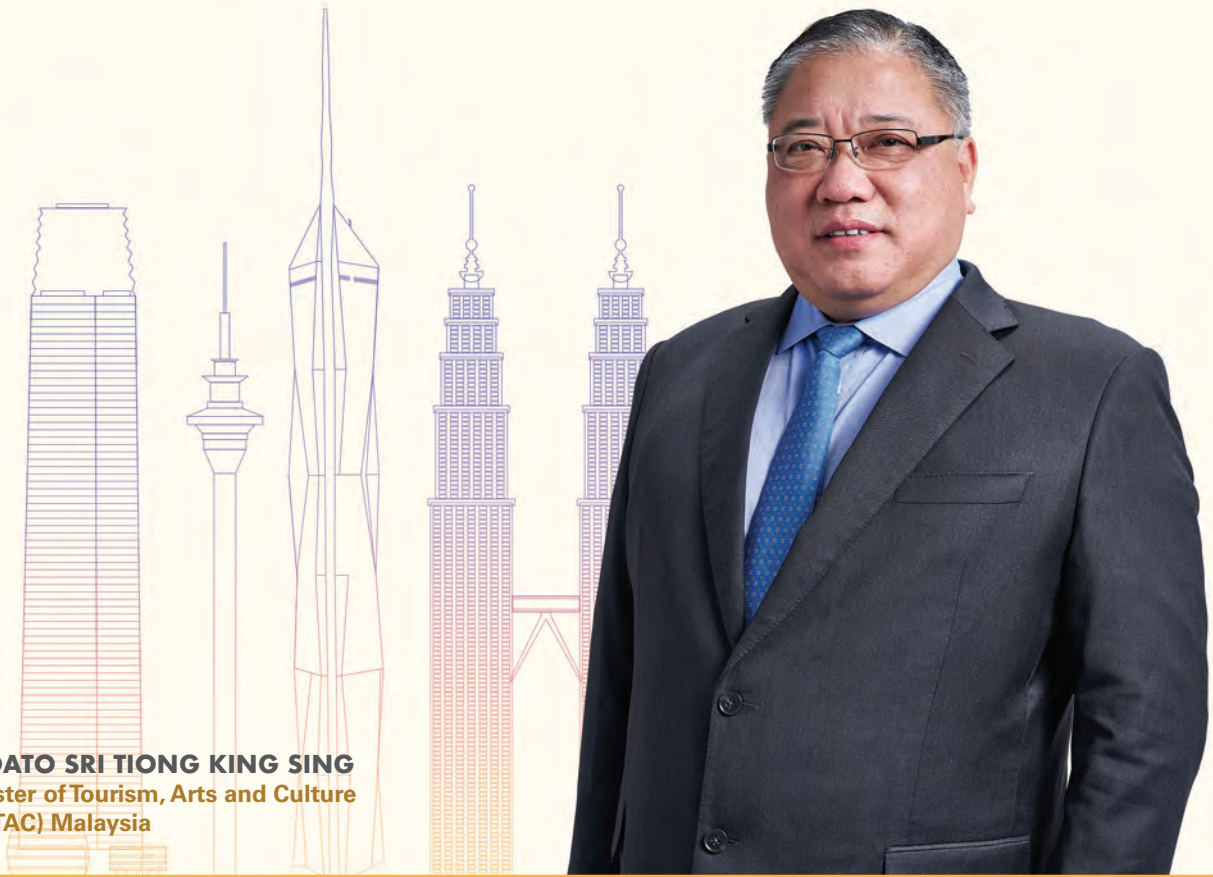
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FOREWORD



YB DATO SRI TIONG KING SING
Minister of Tourism, Arts and Culture
(MOTAC) Malaysia



This past year has been a significant period for the global business events and tourism industry, and Malaysia has risen to the occasion, showcasing our resilience, adaptability and unwavering commitment to excellence.

In 2023, we witnessed a remarkable resurgence in business events and tourism activities. This resurgence was fueled by pent-up demand from delegates and travellers, enhanced air connectivity and proactive engagements by tourism boards worldwide. According to the United Nations World Tourism Organisation’s (UNWTO) World Barometer, international tourism in 2023 achieved 88% of pre-pandemic levels, with an estimated 1.3 billion international arrivals. The stronger recovery of Asian destinations is expected to boost the tourism market to full recovery by the end of 2024.

“ In order to further enhance the visitor experience in Malaysia, I urge MyCEB to focus on improving its services, engagement and overall quality. This initiative aims to ensure visitors have a memorable and satisfying experience, encouraging them to return to Malaysia in the future. ”

Malaysia welcomed 20.1 million international tourists this year, generating an impressive revenue of RM71.3 billion (USD14.9 billion) for the country, exceeding MOTAC's target of 16.1 million arrivals. This accomplishment is a testament to our successful promotional initiatives and state-focused campaigns. A significant portion of these numbers can be attributed to business events, which remain a major contributor to boosting tourism arrivals into Malaysia. In 2023, Malaysia recorded 188,653 international delegate arrivals via prominent events.

Malaysia Convention & Exhibition Bureau (MyCEB) has played a pivotal role in this journey. Their strategic planning, innovative approaches and relentless dedication have significantly contributed to the recovery and growth of our industry. MyCEB's efforts in attracting international events, supporting local businesses

and promoting Malaysia as a premier destination for business events are commendable. Their vision has empowered Malaysia to compete in the global business events arena, continuously elevating our position as a top-of-mind destination.

In order to further enhance the visitor experience in Malaysia, I urge MyCEB to focus on improving its services, engagement and overall quality. This initiative aims to ensure visitors have a memorable and satisfying experience, encouraging them to return to Malaysia in the future. It is essential for maintaining and growing Malaysia's appeal as a premier tourist destination.

As we move forward, MOTAC is setting higher goals for 2024, targeting 27.3 million tourists and expecting to generate RM102.7 billion in tourist expenditure. We are also planning ahead for Visit

Malaysia 2026 (VM2026), aiming to attract 36 million tourists with an anticipated RM150 billion in tourism revenue. One of MOTAC's significant initiatives will be sealing matching grants to incentivise airlines to initiate new services and routes with Malaysia, which will be exceptionally effective for the business events industry.

I extend my heartfelt gratitude to the entire MyCEB team, industry partners and all stakeholders for their unwavering support and commitment. MOTAC very much looks forward to working with MyCEB in pushing Malaysia in the eyes of the world. Let us embrace 2024 with full vigour.

Thank you.

MESSAGES



DATUK HAJAH SARAYA ARBI
Chairman

As we reflect on the achievements of 2023, it is with great pride and gratitude that I share the MyCEB Annual Report for the year. The global business events sector, encompassing Meetings, Incentives, Conferences and Exhibitions (MICE), was **valued at USD904.30 billion (RM4.2 trillion) in 2023**. This substantial recovery is a testament to the resurgence of international delegate arrivals and an increase in global business travel.

Malaysia has been a significant player in this global revival. With the steadfast support of the government and the Ministry of Tourism, Arts and Culture (MOTAC), our nation has made notable progress, reinforcing its status as a premier destination for international business events.

“ This year, MyCEB strengthened its relationships with stakeholders and the media. The *Sesi Suai Mesra Bersama Media* event, which welcomed 68 local and international media representatives, was a significant milestone. ”

I am delighted to report that Malaysia has made significant strides in the International Congress and Convention Association (ICCA) rankings. In 2023, Malaysia advanced three positions in the global ranking for in-person meetings, moving from 36th in 2022 to 33rd in 2023. Kuala Lumpur’s ranking improved dramatically from 52nd to 32nd for the number of meetings per city, and Kuching saw a remarkable rise from 186th to 102nd.

MyCEB has been instrumental in driving these achievements. Throughout 2023, our strategic focus has been on innovation and sustainability, aligned with the United Nations Sustainable Development Goals (UNSDGs). Our commitment to advancing the business events sector both locally and internationally remains unwavering.

This year, MyCEB strengthened its relationships with stakeholders and the media. The *Sesi Suai Mesra Bersama Media* event, which welcomed 68 local and international media representatives, was a significant milestone. Additionally, our collaboration with the Institute of Business Excellence (IBE) at University Teknologi Mara (UiTM) for an impact study on selected business and sporting events has provided valuable insights and deepened our engagement with local stakeholders.

Our commitment to community support was demonstrated through our partnership with Yayasan Budi Penyayang Malaysia (PENYAYANG) in organising the Batik Fun Walk, promoting batik as a national heritage. MyCSR continued to contribute positively to the community with blood donation drives and tree planting activities, reflecting our dedication to ESG principles.

Looking ahead to 2024, the global business events industry is projected to grow to USD970.76 billion (RM4.5 trillion). With fierce competition on the horizon, MyCEB has set ambitious targets in line with the Malaysia Business Events Strategic Marketing Plan 2021-2030. We aim to support 210 events in the year 2024, welcoming 419,265 delegates and generating an estimated economic impact of RM2.78 billion.

I would like to express my sincere appreciation to the government and MOTAC for their unwavering support. To the entire MyCEB team and our valued stakeholders, thank you for your dedication and commitment. Together, we have achieved remarkable milestones and will continue to pave the way for a prosperous future in Malaysia’s business events sector.



About Us

The Malaysia Convention & Exhibition Bureau (MyCEB), established in 2009 under the purview of the Ministry of Tourism, Arts and Culture Malaysia, is dedicated to bolstering Malaysia's business events sector. Operating as a Company Limited by Guarantee (CLBG), MyCEB functions as the central hub for supporting meeting and event planners in securing and hosting international business events in Malaysia. Our bureau plays a crucial role in national product development, aiming to enhance the nation's reputation as a premier destination for international meetings and to increase business tourism to our country.



To develop the business events industry into a pivotal force for **social and economic change** across Malaysia.

vision. mission

To enhance Malaysia's global standing as a business events host by delivering exceptional **business, cultural and hallmark events** that showcase our country's unique capabilities and attractions.



BOARD OF DIRECTORS



DATUK HAJAH SARAYA ARBI

Chairman

(Board of Directors & Board of Trustees)

- **Appointment Term**
05 September 2022 – 09 November 2023
- **Remark**
Mandatory retirement as a government servant (14 July 2023), continued to act as Interim Chairman of the Board until the appointment of Dato' Roslan (09 November 2023)



DATO' ROSLAN TAN SRI ABDUL RAHMAN

(Board of Directors & Board of Trustees)
Chairman from 10 November 2023 onwards

- **Appointment Term**
09 November 2023 – 08 November 2025



DATO' SRI DR. ABDUL KHANI DAUD

(Board of Directors & Board of Trustees)

- **Appointment Term**
01 March 2017 – 09 May 2023
- **Remark**
Mandatory retirement (21 April 2023)



DATIN RASHIDAH MOHD SIES

(Board of Directors)

- **Appointment Term**
12 October 2021 – 12 January 2024



DATO' VINCENT LIM HWA SENG

(Board of Directors)

- **Appointment Term**
31 October 2014 – 13 February 2023
- **Remark**
Early resignation



DATO' DR. AMMAR ABD GHAPAR

(Board of Directors & Board of Trustees)

- **Appointment Term**
11 December 2023 – 10 December 2025



DATO' SRI DATUK WIRA DR. HAJI IRMOHIZAM IBRAHIM, JP

(Board of Directors)

- **Appointment Term**
09 February 2022 – 13 February 2023
- **Remark**
Early resignation

PERFORMANCE HIGHLIGHTS

BUSINESS EVENTS

Economic Impact

RM2.8
billion



Total no. of International Delegates

180,703



Events

248



INTERNATIONAL SPORTING EVENTS

International Sporting Event Arrivals

63,920



Total Visitor Spending

RM132.2
billion



Events

12

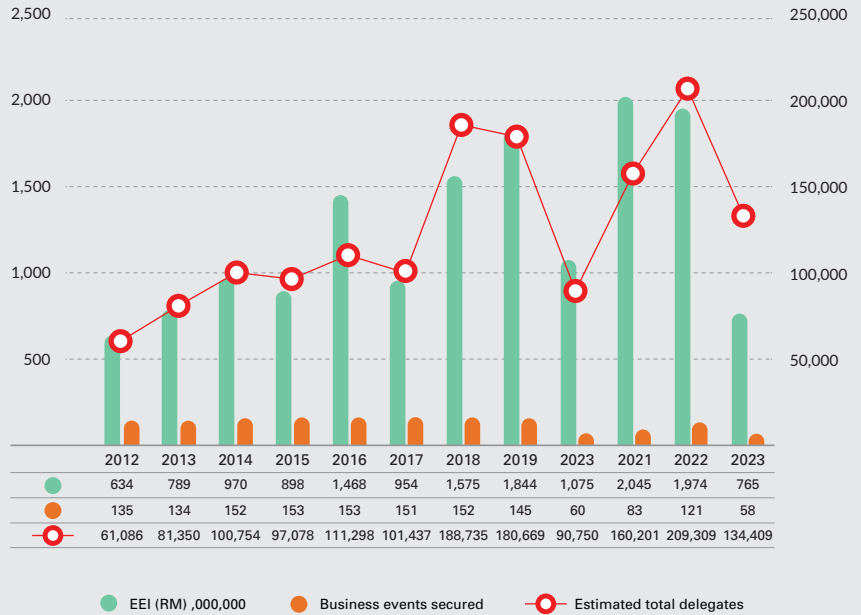


International Participants

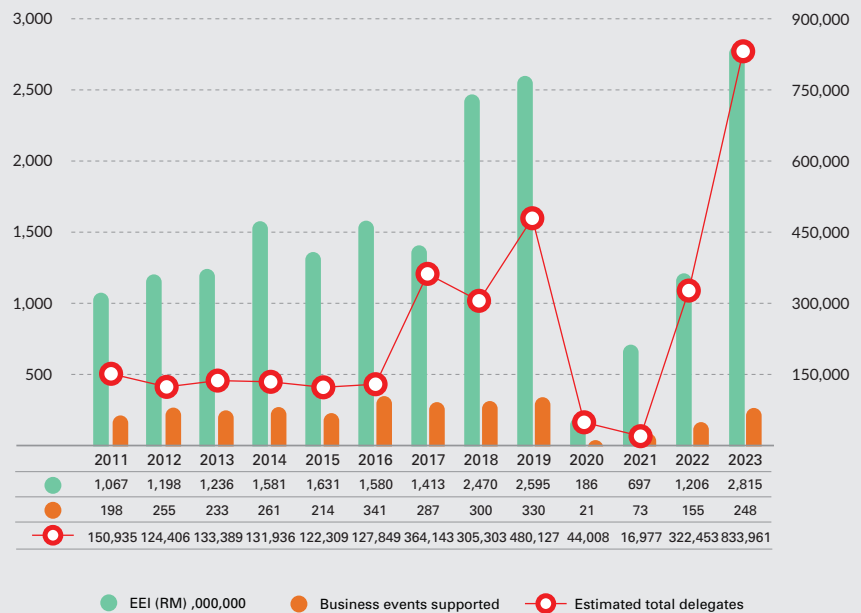
15,893



Business Events Won/Secured



Business Events Arrival (Supported) Events



STRATEGIC MARKETING PLANNING (SMP)

The MyCEB has developed the Malaysia Business Events Strategic Marketing Plan, SMP 2021–2030, designed to elevate Malaysia's standing in the international business events market. This strategic plan is built upon three fundamental axes: **Optimisation, Foresight and Competitiveness**. These principles guide the implementation, planning and monitoring of all initiatives in close collaboration with industry stakeholders.

In alignment with Malaysia's Shared Prosperity Vision (SPV) 2030, the National Tourism Policy (NTP) 2020–2030 and the Ministry of Tourism, Arts and Culture's Strategic Plan 2021–2025, the SMP aims to leverage the nation's strengths and opportunities. It focuses on robust, technology-driven public relations, sales, marketing and communication strategies, as well as innovation and smart partnerships. These efforts are geared towards enhancing industry resilience, generating high economic yields and promoting sustainable practices. Ultimately, the goal is to position Malaysia as a preferred hub for business and international sporting events in the Asia region.

FOCUSES OF THE STRATEGIC MARKETING PLAN



Optimisation

- Enhance the efficiency and effectiveness of business event operations.
- Implement advanced technologies to streamline processes.
- Strengthen collaborative efforts with industry partners.



Foresight

- Anticipate future trends and challenges in the business events sector.
- Develop innovative solutions to stay ahead of the competition.
- Engage in proactive planning to adapt to market changes.



Competitiveness







- Boost Malaysia's appeal as a premier destination for business events.
- Elevate service standards and infrastructure to international levels.
- Foster a competitive edge through continuous improvement and excellence.



STRATEGIC MARKETING PLANNING (SMP)

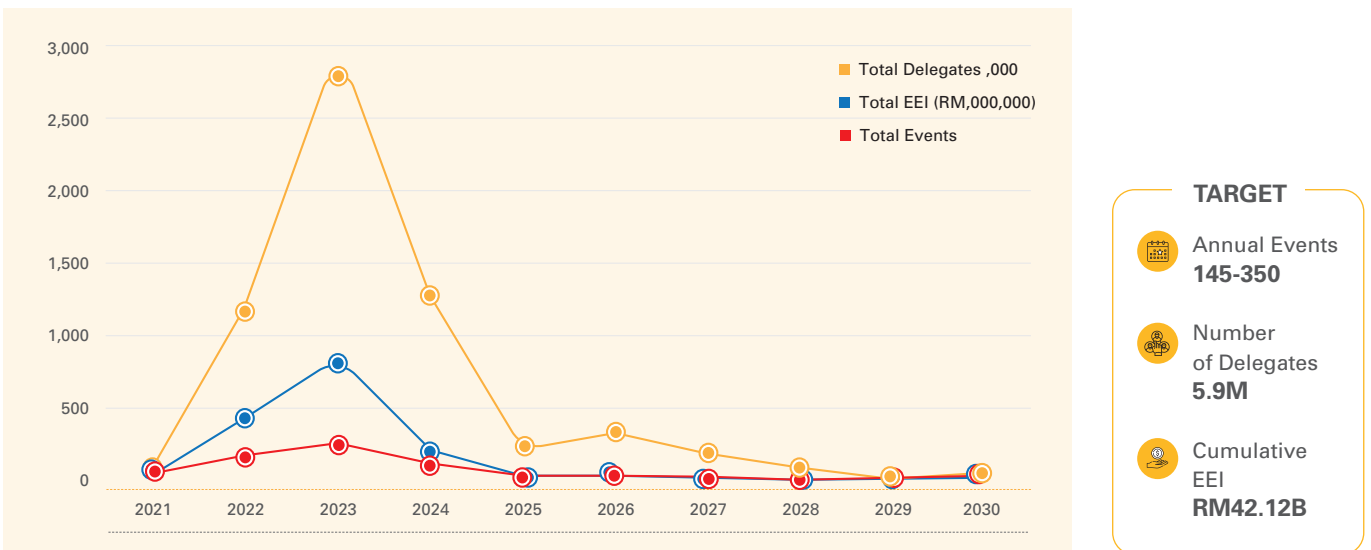
GOALS OF THE STRATEGIC MARKETING PLAN

MyCEB’s Strategic Marketing Plan is a broad roadmap that seeks to harness Malaysia’s potential and position the country as a leader in the global business events industry. Through its emphasis on optimisation, foresight and competitiveness, the plan aims to drive substantial economic growth and ensure sustainable success in the years to come.

 <p>Increase Market Share</p> <p>Expand Malaysia’s share of hosting business and international sporting events within Asia.</p>	 <p>Top 5 Powerhouse</p> <p>Position Malaysia as one of Asia’s top five business events powerhouses by 2030.</p>	 <p>Economic Impact</p> <p>Ensure the business events industry makes a significant contribution to the national economy and gross domestic product (GDP).</p>	 <p>Yield-Driven Industry</p> <p>Develop the business events sector to focus on high-yield economic outcomes.</p>	 <p>Government Integration</p> <p>Embed business events as a key element within ministries and government agencies by 2030.</p>	 <p>Investment Opportunities</p> <p>Utilise business events to connect and enhance investment opportunities.</p>
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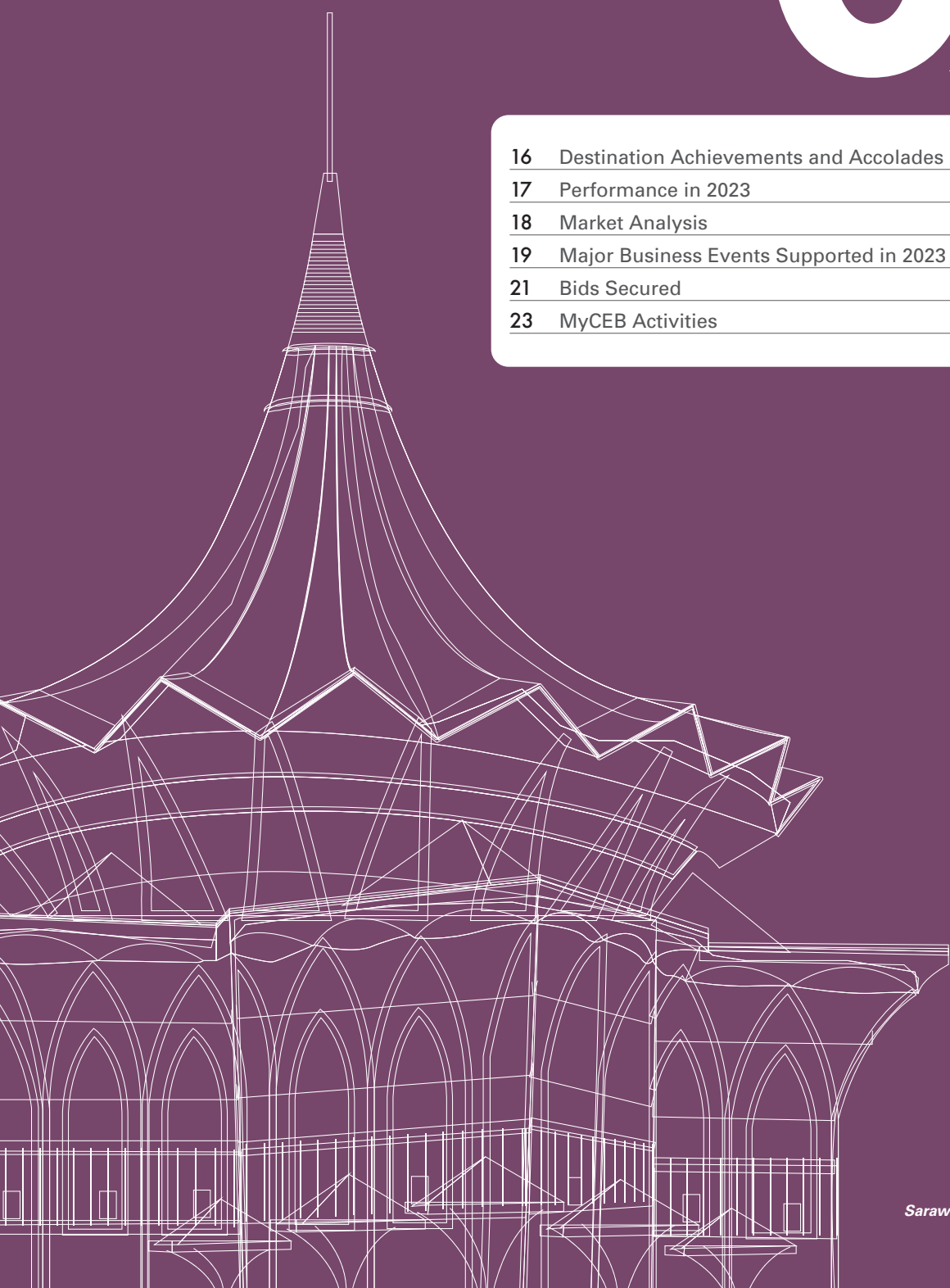
Deliverables and Impact

Throughout 2023, supported by the Meet in Malaysia campaign and industry partners, MyCEB facilitated a total of 248 events attended by 833,961 delegates. It is noteworthy that these numbers exceeded our targeted figures for 2030. These events generated an estimated economic impact exceeding RM2.8 billion.



section 02

- 16 Destination Achievements and Accolades
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DESTINATION ACHIEVEMENTS AND ACCOLADES

In 2023, Malaysia continued to shine as a leading destination for business events, earning multiple international accolades:

Kuala Lumpur ranked 2nd in Lonely Planet's Best in Travel 2023: Eat Category.



Vibrant and diverse food scene, making it a top choice for culinary enthusiasts globally.

Malaysia Airlines ranked 26th Best Commercial Airline in the World.



On-time arrivals, minimal cancellations and high-quality in-flight services.

Kuala Lumpur ranked 3rd in Agoda's Top 15 Global Summer Destinations 2022.



Top destination for summer travel.

Kuala Lumpur Convention Centre (KLCC) was awarded Gold at The Edge Best Managed and Sustainable Property Award 2023.



Excellence in property management, including the Editor's Choice Award for Malaysia's Outstanding Specialised Development.

Malaysia ranked 3rd in the 2021 Global Business Services Location Index (GSLI) by Kearney.



Competitive edge in offering global business services with strong financial attractiveness and a skilled workforce.

Muslim Women-Friendly Destination of the Year at The Halal in Travel Awards 2023.



Recognising efforts to make halal travel seamless and inclusive.

Malaysia International Trade & Exhibition Centre (MITEC) was awarded Malaysia's Best Convention Centre 2022 by the World MICE Awards.



Exceptional facilities and services.

Malaysian culinary and tourism achievements were honoured at the Asian Food Travel Awards 2023.



Excellence in the culinary and tourism industry.

ICCA RANKING REPORT 2023


Kuala Lumpur ranked 32nd in ICCA's Top Meeting Cities


Strong presence in hosting international meetings and conferences.



PERFORMANCE IN 2023

CONVENTION	EXHIBITION	CORPORATE MEETINGS & INCENTIVES	INTERNATIONAL SPORTING EVENTS
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TOP INDUSTRY SEGMENT	TOTAL EVENTS BY SEGMENT			
	 <p>Medical/ Pharmaceutical</p>	<p>106</p> <p>Conventions</p>	<p>44</p> <p>Exhibitions</p>	<p>98</p> <p>Corporate Meetings & Incentives</p>



Total Reimbursed Support

RM8.1

 million



Return On Investment (ROI)

RM345



Estimated Economic Impact (EEI)


RM2.8

 billion




TOTAL INTERNATIONAL PARTICIPANTS:

180,703



AVERAGE GROUP SIZE:

729 Pax



AVERAGE MEETING DURATION

3 Days



INDIA

International Delegate Top Country

MARKET ANALYSIS

TOP 10 INDUSTRY SEGMENTS

Convention



Medical/
Pharmaceutical



Science &
Technology



Education



Social Science &
Welfare



Business &
Commerce



Communication/
Technology



Environmental
Conservation
& Sustainability



Sports



Arts/Culture/
Heritage



Mechanical
Engineering

Trade Exhibition



Energy/Mining/
Resources



Food & Beverage



Automotive



Printing/
Packaging



Architecture &
Construction



Business &
Commerce



Interior Design/
Decoration/Furnishing



Manufacturing



Agriculture



Science &
Technology

Corporate Meetings & Incentives



Insurance



Banking & Finance



Pharmaceutical



Consumer Products



Multilevel
Marketing



Industrial Products



Manufacturing



Food & Beverages



Automotive



Agriculture

MAJOR BUSINESS EVENTS SUPPORTED IN 2023

In 2023, business events have fully resumed operations following the pandemic, with a noticeable increase in applications for organising such events both domestically and internationally. This resurgence has significantly contributed to the national economy, with an economic impact amounting to RM2.82 billion. Among the various segments, certain business events have notably had the greatest economic impact.

Conventions

→ **38th Congress of the Asia Pacific Academy of Ophthalmology (APAO 2023)**
 Date : 23–26 February 2023
 Venue : Kuala Lumpur

4,576
delegates



→ **30th Associated Country Women of the World (ACWW) World Conference 2023**
 Date : 18–24 May 2023
 Venue : Putrajaya

455
delegates



→ **27th World Congress on Innovation and Technology and 6th International Digital Economy Conference Sarawak (WCIT/IDECS 2023)**
 Date : 4–6 October 2023
 Venue : Kuching, Sarawak

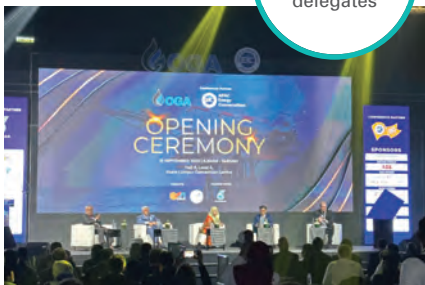
2,784
delegates



Exhibitions

→ **Oil and Gas Asia (OGA) 2023**
 Date : 13–15 September 2023
 Venue : Kuala Lumpur

23,658
delegates



→ **Malaysia International Halal Showcase (MIHAS) 2023**
 Date : 12–15 September 2023
 Venue : Kuala Lumpur

38,566
delegates



→ **Cyber Digital Services Defence Service Asia (CyberDSA 2023)**
 Date : 15–17 August 2023
 Venue : Kuala Lumpur

7,086
delegates



MAJOR BUSINESS EVENTS SUPPORTED IN 2023

International Sporting Events

➔ **Cameron Ultra**
Date : 14–16 July 2023
Venue : Cameron Highlands

1,833
international participants



➔ **4th World Deaf Football Championships**
Date : 23 September–7 October 2023
Venue : Kuala Lumpur

1,040
international participants



➔ **Ironman 70.3 Langkawi Asia Pacific Championship**
Date : 7 October 2023
Venue : Langkawi

1,760
international participants



Corporate Meetings & Incentives

➔ **V Convention**
Date : 8–21 September 2023
Venue : Pulau Pinang

16,487
delegates from India



➔ **WOW Prime Company Incentive Trip**
Date : 26 Mac–29 September 2023
Venue : Kuala Lumpur & Port Dickson

2,324
delegates from China



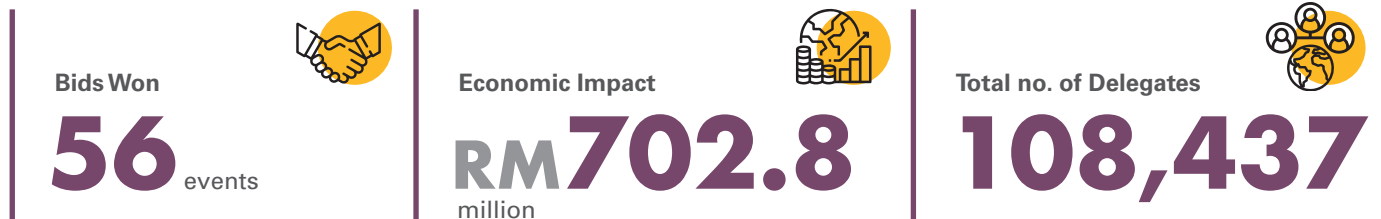
➔ **TSI Summit & 30th Anniversary**
Date : 11–19 October 2023
Venue : Cyberjaya

3,008
delegates from India



BIDS SECURED

Winning a bid stands as a pivotal achievement for any host country, embodying the culmination of meticulous planning, innovation and persuasive acumen. Beyond mere triumph, securing a bid is emblematic of trust earned, relationships forged and opportunities seized. In 2023, the following are a few of the most important bid wins for Malaysia, with MyCEB being part of the bidding team every step of the way:



Asia Pacific League of Associations for Rheumatology Congress (APLAR 2027)

1,500
delegates

RM24 mil
economy impact

→ Date : 7–9 December 2023
Venue : Chiang Mai, Thailand.



MyCEB collaborated with the Malaysian Society of Rheumatology, Sabah Tourism Board (STB) and Sabah International Convention Centre (SICC) in the bidding effort, which took place on 8 December 2023, at the Chiang Mai International Convention and Exhibition Center. There were two (2) destinations listed, namely Kota Kinabalu, Sabah and Taipei, Taiwan. Representatives from each city presented their respective destination strengths covering important aspects such as event locations, accommodations, transportation and the ability of the existing overall infrastructure to provide international delegates with an optimum conference experience. Malaysia demonstrated a strong commitment to providing an excellent conference experience, with venues equipped with impressive infrastructure and facilities. Malaysia was successful in the bid to be the host for APLAR 2027.

15th Asian Congress of Nutrition 2027

2,000
delegates

RM11.8 mil
economy impact

→ Date : 14–18 September 2023
Venue : Chengdu, Shanghai.

The 15th Asian Congress of Nutrition 2027 is expected to attract approximately 2,000 delegates, with 30% of them coming from Asia. This congress will promote research in nutrition and food innovation, encourage scientific exchange, enhance training and create collaboration opportunities, particularly among food researchers and nutrition experts in Asia.



BIDS SECURED

WOWprime Corporation Company Incentive Trip 2023

3,000
delegates

RM48.5 mil
economy impact

➔ Date : 26 March–28 September 2023
Venue : Kuala Lumpur & Port Dickson.

WOWprime is from the food and beverages industry and it is a fast-growing company that has managed to sustain itself for 29 years. The key objective of the Company is focusing on rewarding Corporate Company Incentive Trip 2023. It has chosen Malaysia as its destination for the company incentive trip 2023.



Enlit Asia 2024

12,000
visitors

RM68.3 mil
economy impact

➔ Date : 8–10 November 2024
Venue : Kuala Lumpur

Enlit Asia is an annual conference that unifies two influential events in the power and energy sector, POWERGEN Asia and Asian Utility Week. With MyCEB's support, Enlit Asia 2024 is expected to attract 12,000 visitors from over 50 countries, generating an estimated economic impact of RM134.6 million and RM8.2 million in visitor expenditure.



MyCEB ACTIVITIES



MALAYSIA BUSINESS EVENTS WEEK 2023: DRIVING INNOVATION AND COLLABORATION

21-26 August 2023 marked MyCEB's eighth annual edition of its flagship event, Malaysia Business Events Week (MBEW) 2023, at the Kuala Lumpur Convention Centre (KLCC). The event brought together 400 industry players, comprising association management companies, professional congress and exhibition organisers and event management firms. With the theme "Riding the Waves," MBEW intended to foster regional cooperation and boost sustainable socio-economic growth in Southeast Asia.

MBEW 2023 offered an across-the-board agenda designed to inspire and educate delegates through various activities, including discussions, workshops, training sessions and forums centred on significant and current industry subject matters. The event featured honoured panel speakers from Malaysia and abroad, bringing invaluable expertise and insights to the table.

The event was inaugurated by YBhg. Datuk Hajah Saraya Arbi, the Chairman of MyCEB. This underscores the significance of business events in the nation's tourism and economic sectors. During the event, the Acting CEO of MyCEB, Mr. Zain Azrai Rashid, highlighted its role in promoting innovation, excellence and collaboration within the industry.



Launch of MyTripleE Programme

Introduced as part of the Meet in Malaysia campaign to attract international business events to Malaysia.

Objectives

Enhance domestic market capabilities, stimulate the business events sector and generate employment opportunities.

Three Pillars

Excel

Elevate

Enliven

Targeting conventions, exhibitions and corporate meetings and incentives.

"MyTripleE programme is based on a three-pronged strategy designed to cover three identified target market segments. It covers international market development as part of our ongoing portfolio and further encourages the expansion of local events and meetings to foster the spirit of unity and harmony amongst Malaysians. Additionally, MyTripleE also targets to emphasise cultural elements and serve as an enhancement of governmental Business Events," explained **Datuk Hajah Saraya Arbi, Interim Chairman of MyCEB.**

MyTripleE Campaign

Economic Impact

RM361.5
million

Budget

RM573,539

Return on Investment

RM1.82
million

No. of Delegates

94,658
pax

No. of Events

43
events

MYCEB ACTIVITIES

BE Exchange @ MBEW 2023

Included business-to-business interactions with insights into upcoming trends and product innovations.

BE Xchange 2023 was a business-to-business (B2B) platform organised by MyCEB, designed to bring together sellers and key decision-makers in the business events industry. The event provided sellers the opportunity to showcase their products and services, while decision-makers explored innovative solutions and expanded their event planning possibilities. BE Xchange 2023 aimed to foster valuable partnerships and create a dynamic space for networking and collaboration, empowering all participants to strengthen their connections and drive business growth.



Corporate Social Responsibility Initiatives

Besides being business-centred, MBEW 2023 also showcased a commitment to corporate social responsibility (CSR) through the MyCSR initiatives, reflecting both MyCEB’s values and the industry’s dedication to making positive impacts on the community and the environment.

Among these initiatives was a blood donation drive in partnership with the National Blood Centre. The spirit of generosity and caring was apparent, as participants keenly joined the life-saving occasion to provide vital support to those in need.

As much as MyCEB values the well-being of its fellow nationals, it also prioritises environmental welfare. The week of MBEW 2023 featured a tree-planting activity that took place at Taman Alam Selangor, an ecotourism spot.

The event was supported by strategic partners such as Tourism Selangor, Kuala Selangor Municipal Council and the Malaysian Nature Society (MNS). The activity also featured the participation of key figures, including Datuk Hajah Saraya Arbi, Mr. Zain Azrai Rashid and representatives from various supporting organisations.

On the whole, MyCSR initiatives underscore the emphasis on environmental conservation and social responsibility, supporting the United Nations Sustainable Development Goals (UNSDGs) and Environmental, Social and Governance (ESG) criteria.



Future Talents and Prospects

MyCEB firmly believes that sustainable progress hinges on the vision and efforts of future leaders. Therefore, another noteworthy session during MBEW 2023 was the Future Leaders Programme. The goal of the programme is to nurture emerging talents in the industry. Along with other educational initiatives, it underlines MyCEB’s efforts to develop the next generation of industry leaders. Doing so would help ensure sustained growth and innovation in the business events sector.

MALAYSIA BUSINESS EVENTS WEEK HIGHLIGHTS

21–25 August
Kuala Lumpur Convention
Centre, Malaysia



MyCEB ACTIVITIES

ASSOCIATION DAY

14 March
Kuala Lumpur, Malaysia



On 14 March, MyCEB in collaboration with the Malaysia Society of Associations Executives (MSAE) organised the Association Day 2023 at the World Trade Centre, Kuala Lumpur. The event, themed "Harnessing the Power of Associations Towards Nation Building," aimed to share the latest trends and crucial elements in association management, providing opportunities for local associations to establish good relations and expand their business networks. The day also featured the appointment of five new KESATRIA and a ceremony recognising 40 KESATRIA, who have collectively contributed to 95 successful global business events, generating an economic impact of RM1.5 billion.

ASSOCIATION DAY HIGHLIGHTS

14 March 2023
World Trade Centre Kuala Lumpur



MyCEB ACTIVITIES

BUSINESS EVENT TRADE SHOWS



Asia-Pacific Incentives and Meetings Event (AIME)



13–15 February
Melbourne, Australia



8

co-exhibitors

RM445 mil

estimated economy impact

16

leads

AIME is a premier event for the meetings, events and incentives industry in the Asia-Pacific region. MyCEB participated with 8 co-exhibitors, generating 16 leads and an estimated economic impact of RM445,024,555. The high-quality Hosted Buyer® Programme facilitated over 11,100 face-to-face meetings.

IMEX



23–25 May
Frankfurt, Germany



14

co-exhibitors

RM506.7 mil

estimated economy impact

59

leads

MyCEB participated in IMEX Frankfurt, which is the largest trade show in Europe for the meetings and events industry. MyCEB's participation included 14 co-exhibitors. It resulted in 59 leads and generated an estimated economic impact of RM506,719,025.



The Meetings Show

THE MEETINGS SHOW

28–29 June
London, UK

4

co-exhibitors

RM383.1 mil
estimated economy impact

35

leads



The Meetings Show is the UK's foremost event for meeting, event, conference and incentive planners. MyCEB participated in the event with four co-exhibitors, generating 35 leads and an estimated economic impact of RM383,072,446.



Expo! Expo! 2023

IAEE Expo!
National Meetings
& Exhibitions
2023
DALLAS, TEXAS5–7 December
Dallas, USA

MyCEB participated in Expo! Expo! 2023, which is a premier event that is organised by the International Association of Exhibitions and Events (IAEE). MyCEB hosted a tea reception at the Global Pavilion where a demonstration of *Teh Tarik* offered attendees a unique glimpse into Malaysian culture.

IBTM World

ibtm WORLD

28–30 November
Barcelona, Spain

15

co-exhibitors

RM224.3 mil
estimated economy impact

15

leads

MyCEB participated in IBTM World with 15 co-exhibitors, generating 15 leads and an estimated economic impact of RM224,294,538.



MyCEB ACTIVITIES

INDUSTRY ENGAGEMENT

Certified in Exhibition Management (CEM) Program



24–28 October & 3–11 November
Kuching, Sarawak



This program was co-hosted by MyCEB and Business Events Sarawak. It aimed to educate and certify local exhibition industry professionals, enhancing their skills and knowledge to meet international standards. The program saw participation from 49 individuals who were certified as CEM, contributing to an existing network of over 3,700 active CEMs worldwide.



Asia Convention Alliance (ACA) Association Forum



11 November
Bangkok, Thailand



MyCEB hosted five Malaysian professional associations at the Queen Sirikit Convention Centre in Bangkok, Thailand, for the ACA Association Forum. The event welcomed approximately 100 delegates from around the world, facilitating knowledge exchange and networking. MyCEB invited Madam Amelia Roziman; CEO of the Sarawak Convention Bureau, to share insights on legacy planning for future generations. The forum provided a platform for Malaysian associations to engage with their Asian counterparts, fostering regional collaboration and strategic partnerships.

The Global Association of Exhibition Industry (UFI) Certified Professional Programme



4–21 July
JW Marriot Hotel,
Kuala Lumpur, Malaysia



MyCEB collaborated with UFI to host the UFI Certified Professional (UCP) programme in Kuala Lumpur. The programme aimed to bridge the market gap between local service providers and international market demand, promoting professional development within the exhibition industry. During the event, participants engaged in a comprehensive curriculum that included onsite and online sessions, designed to elevate their skills as Professional Exhibition Organisers (PEOs). 20 participants were certified as UCPs, enhancing the professional standards within Malaysia's exhibition sector.





UFI Asia Pacific Conference



2-3 March
Kuala Lumpur Convention
Centre, Malaysia

This conference brought together industry professionals from across the Asian region. The theme, "Together Again," emphasised reconnecting and networking post-pandemic. Highlights included a VIP dinner with UFI key leaders, a networking dinner with the Indonesia Convention Exhibition (ICE), a UFI China Club Meeting and various networking opportunities. The event also featured a main conference session with over 20 keynote speakers and panel discussions, advancing insight-sharing and promoting regional collaborations.

Corporate Meetings & Incentives Networking Luncheon



12 October
Mandarin Oriental,
Kuala Lumpur, Malaysia



MyCEB hosted a networking luncheon at the Mandarin Oriental Hotel, Kuala Lumpur, to boost the Corporate Meeting and Incentive segment. The luncheon showcased the "MyTripleE" support programme, a platform for industry players to network and explore future collaborations. During the gathering, it was highlighted that MyCEB has actively supported approximately 1,585 business events since 2010, attracting around 462,286 international delegates and contributing approximately RM7.1 billion to our nation's economy.

Collaboration with Department of Standards Malaysia

MyCEB collaborated with the Department of Standards Malaysia under the Ministry of Investment Trade & Industry (MITI) to develop three categories of Malaysia business events standards in 2023. These standards aim to elevate industry quality, competitiveness and sustainability:

- I. Ensuring quality through certification of business event venues and organisers.
- II. Enhancing competitiveness by providing a competitive edge to certified venues and organisers.
- III. Promoting industry best practices and continuous improvement.

The three draft standards developed are:

- Business Events – Part 1: Convention Exhibition Centre and Event Space – Requirements.
- Business Events – Part 2: Professional Congress Organiser (PCO) – Requirements.
- Business Events – Part 3: Professional Exhibition Organiser (PEO) – Requirements.



MyCEB ACTIVITIES

GOVERNMENT RELATIONS EVENTS

Majlis Ramah Mesra of the Ministry of Tourism, Arts and Culture (MOTAC)

24–28 October, 3–11 November
Kuching, Sarawak



MyCEB participated in the *Hari Raya Aidilfitri* celebration organised by MOTAC. The event, known as the *Majlis Ramah Mesra*, was a significant occasion that brought together ministry officials, agency members and industry stakeholders. Prime Minister Dato’ Seri Anwar Ibrahim was welcomed by YB Dato Sri Tiong King Sing, the Minister of MOTAC, alongside other MOTAC officials. This event fostered stronger relationships between the ministry and industry stakeholders, promoting collaboration and unity within the tourism sector.



Dekad Bahasa Kebangsaan

12 September
Dewan Sanggar Pujangga MOTAC,
Kuala Lumpur, Malaysia



The Dekad Bahasa Kebangsaan 2023 aimed to cultivate a love for the national language among MOTAC members. This event featured various activities designed to enhance understanding and appreciation of Malay language, emphasising the importance of the national language in

strengthening national identity and unity. One of the highlights was the *Bicara Berirama* Choral Speaking Competition, where MyCEB participated with a performance titled *Bahasa Jiwa Bangsa*. The event also included educational sessions, poetry readings and performances by the *Jabatan Kebudayaan dan Kesenian Negara (JKKN)* and *PERMATA Seni Tari*. The event was inaugurated by YBhg. Dato’ Roslan Tan Sri Abdul Rahman, Secretary General of MOTAC.



Program Setahun Bersama Kerajaan Malaysia MADANI



8–10 December
Bukit Jalil Stadium, Kuala Lumpur, Malaysia



MyCEB took part in the One Year Programme with the MADANI Government (*Program Setahun Bersama Kerajaan Malaysia MADANI*) at the Bukit Jalil National Stadium. This event marked the first anniversary of the MADANI Government and aimed to bring government services closer to its fellow residents. The exhibition showcased the achievements and long-term plans of various ministries, including MOTAC. MyCEB, along with other MOTAC agencies, organised interactive activities and exhibitions to engage the public. Prime Minister YAB Dato' Seri Anwar Ibrahim visited the exhibition, appreciating the showcased handicraft products and engaging with the participants and MOTAC members. The event featured 36 service counters offering 102 services, aiming to foster closer ties between the government and the public and to promote new policies and initiatives of the Unity Government.

Malaysian Batik Day



3 October
Malaysia Tourism Centre (MaTiC),
Kuala Lumpur, Malaysia



MyCEB celebrated Malaysian Batik Day, an event organised by Kraftangan Malaysia. The celebration aimed to promote Malaysian *batik* art to everyone, emphasising its representation of Malaysia's cultural richness, artistic heritage and communal identity. The event was attended by YB Dato' Sri Tiong King Sing; Minister of MOTAC and other top MOTAC officials, including YBhg. Dato' Shaharuddin; Deputy Secretary General (Management), and YBrs. Encik Mohd Yusri, Deputy Chief Secretary (Culture). The day featured a variety of activities, including batik product sales and interactive sessions with craft entrepreneurs. MyCEB's participation showed our support for preserving and promoting Malaysian heritage, contributing to the increased demand for craft products and supporting the local entrepreneurial economy.





section 03

Marketing and Communications

- 25 Brand and Digital Marketing, Market Insights and Public Relations and Communications

MARKETING AND COMMUNICATIONS

SOCIAL MEDIA PRESENCE AND DIGITAL MARKETING

MyCEB actively leverages digital marketing to achieve its goals of promoting Malaysia as a preferred destination for business events. By utilising a wide-ranging digital strategy, MyCEB has established a substantial presence across various social media platforms, including Facebook, Twitter, LinkedIn, Instagram and YouTube. These platforms enable us to engage with a broad audience, share impactful content and drive awareness of Malaysia's capabilities in hosting international business events and conferences. Through consistent and strategic social media efforts, MyCEB not only reaches a global audience but also fosters a community of industry professionals and stakeholders who are kept informed about the latest developments, events and achievements. The considerable reach of MyCEB's social media presence demonstrates the effectiveness of its digital marketing initiatives in enhancing visibility and engagement.

AFECA Asia MICE Youth Challenge 2023

As part of the MyCEB as the Gold Sponsor Package for AFECA Asia MICE Youth Challenge 2023, we collaborate together with students from JHEE, UCSI University Sarawak Campus, Exco Events Management, Taylor's University and Future Vision from Sunway University to produce a video to be aired during the judging segment of the challenge.

MyTripleE campaign on MyCEB website, social media, and video development.




Number of Posts on Social Media		2,005 posts		544 IG Stories	
	Facebook		LinkedIn		Twitter
194,831	Page Impressions	168,096	Page Impressions	103,937	Post Impressions
135,090	Page Reach	63,536	Page Reach	120,220	Page Impressions
				14,401	Page Reach
				84	Post Shares
				2,904	Post Video Views

MARKETING AND COMMUNICATIONS

65

Video Production
Produced




**Social Media
Campaign Highlights**


Top 6 Videos

1. Global Exhibitions Day
2. UFI Asia Pacific Conference
3. IMEX Frankfurt
4. Expo! Expo!
5. IBTM Barcelona
6. MBEW


Global Exhibitions Day




UFI Asia Pacific Conference




IMEX Frankfurt




Expo! Expo!



IBTM World



MBEW





**Website
Development**

20
Landing Page
Banners

2
Microsite
Pages

26,966
New Website
Visitors

Website Visitors

Top 10 Countries

1. Malaysia	6. Philippines
2. United States	7. Indonesia
3. Singapore	8. Japan
4. China	9. Australia
5. India	10. United Kingdom

MARKET INSIGHTS ECONOMIC IMPACT RESEARCH

In 2023, MyCEB, in collaboration with the Institute of Business Excellence (IBE) at Universiti Teknologi MARA (UiTM), conducted an impact study to assess the economic value of selected international business and sporting events. The study aimed to measure key segments such as demographics, travel information and expenditures of visitors during their visit in Malaysia. It also sought to identify travel motivations through push and pull factors influencing the visitors' decision-making, as well as to analyse the economic impact and tourism benefits of hosting such events.

The impact study encompassed six noteworthy events:



→ Congress of the Federation of Asian Veterinary Association (FAVA) at the Borneo Convention Centre Kuching in Sarawak.



→ International Conference on Thalassemia and the Haemoglobinopathies and International Thalassemia Conference for Parents and Thalassemic at the Grand Hyatt Kuala Lumpur.



→ IEEE Global Communications Conference (GLOBECOM) at the Kuala Lumpur Convention Centre.



→ Malaysia Mountain Trail Festival (MMTF) at Esplanade Taiping.



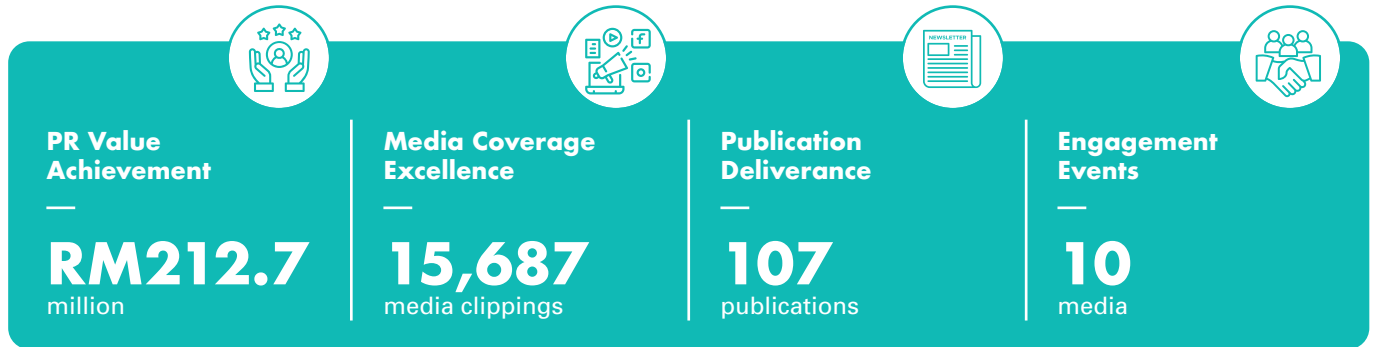
→ Amateur Cycling League Series (ACLS) at Iskandar Puteri.



→ Langkawi Half Marathon in Langkawi.

MARKETING AND COMMUNICATIONS

PUBLIC RELATIONS AND COMMUNICATIONS



In 2023, MyCEB’s Public Relations (PR) and Communications unit significantly enhanced the perception of Malaysia as a premier business events destination, achieving a PR value of RM212.7 million and generating 15,687 media clippings. The unit delivered 107 publications, including press releases, editorials, newsletters and speeches, effectively communicating MyCEB’s initiatives and industry insights. Additionally, MyCEB organised 10 media engagement events, such as the inaugural *Sesi Suai Mesra MyCEB bersama Media*," which attracted 68 media attendees and conducted four press conferences for global events. The PR unit also engaged in two CSR activities, including partnering with *Yayasan Budi Penyayang* for the "Batik Fun Walk CSR" event, demonstrating MyCEB’s commitment to social responsibility and fostering community goodwill. These efforts highlight the unit's dedication to advancing MyCEB’s mission and reputation both locally and internationally.



➔ *Sesi Suai Mesra Bersama Media: Sejuta Hubungan, Satu Cerita*
 Date : 12 December 2023
 Venue : Pavillion Hotel, Kuala Lumpur

➔ *Batik Fun Walk*
 Date : 22 October 2023
 Venue : Lanai, Malaysia Tourism Centre, Kuala Lumpur



section 04

Corporate Governance

40 Integrity and Anti-Corruption Plan

Melaka A-Famosa

A white line-art illustration of the Melaka A-Famosa fort, showing its brickwork, arches, and towers, set against a solid blue background.

CORPORATE GOVERNANCE

In 2023, MyCEB emphasised the importance of corporate governance, striving to foster transparency, accountability and integrity within the organisation. This commitment is evident through various initiatives and policies implemented throughout the year.

MyCEB Integrity Unit

As a Company Limited by Guarantee (CLBG), MyCEB is pledged to fostering a culture of discipline, integrity and dedication among its staff. To support this, the Organisational Anti-Corruption Plan (OACP) Development Committee was established on 16 August 2022 during the MyCEB Management Meeting No. 3/2022.

The Integrity Unit, led by the Integrity Liaison Officer (appointed on 1 July 2022), is tasked with overseeing and coordinating all activities related to governance and integrity within MyCEB. The unit ensures that all operations adhere to ethical standards and legal requirements, fostering a transparent and accountable organisational culture. The Integrity Unit reports directly to the MyCEB Top Management Committee, also known as the MyCEB Anti-Corruption Committee (JAR). This committee, comprising the Chief Executive Officer and Divisional Directors, monitors and discusses integrity issues and reports them at Ministry of Tourism, Arts and Culture JAR meetings.

CORPORATE GOVERNANCE INITIATIVES

MyCEB Organisational Anti-Corruption Plan 2023-2027

In collaboration with the Malaysian Institute of Integrity (IIM), MyCEB conducted a series of workshops from 5 January to 21 March 2023, to develop the MyCEB Organisational Anti-Corruption Plan (OACP) 2023-2027. The workshops included members of the OACP Development Committee and focused on identifying corruption-related risks and implementing Corruption Risk Assessments (CRA). The plan was based on inputs from the Auditor General's Reports (2016 and 2022), internal investigations, staff engagement sessions and future risk scenarios. The OACP was approved by the management on 15 June 2023 and subsequently launched and distributed among stakeholders in the form of publication.



The plan centres around three main strategies:

Cultivating Good Governance

Good governance is essential for achieving organisational goals and maintaining stakeholder confidence. This focus involves establishing robust policies and practices that ensure the organisation operates transparently and ethically, as well as in compliance with relevant laws and regulations. It includes managing the administration of board members and organisational information, promoting ethical behaviour and adhering to principles of accountability. With a culture of good governance, MyCEB aims to mitigate risks such as financial losses and reputational damage, ensuring that its activities are conducted with integrity and efficiency.

Strengthening the Efficiency of Corporate Services Delivery

This strategy aims to enhance the operational effectiveness of MyCEB by improving the management of its corporate services. This includes optimising administrative processes, procurement practices, financial management, human resources and information technology. By streamlining these functions, MyCEB ensures that resources are used efficiently, decisions are made based on sound data and services are delivered effectively. An efficient corporate services delivery helps to create a responsive and adaptable organisation capable of meeting its objectives and addressing the needs of its stakeholders.

Engineering Industry Engagement

Industry engagement is a critical component of MyCEB's operations, particularly in the management of grants and the bidding process for hosting international events. This focus area involves ensuring that the processes for awarding grants and managing bids are fair, transparent and conducted with the highest integrity. MyCEB aims to foster strong partnerships and enhance Malaysia's reputation as a leading business events destination through effective engagements with industry players and potential organisers. Efficient management of industry engagement activities also helps prevent financial leakages and ensures that resources are allocated appropriately to realise maximum impact.



CORPORATE GOVERNANCE

Role of the Board of Directors in Corporate Governance

The Board of Directors plays a crucial role in overseeing MyCEB's corporate governance framework. The Board is responsible for setting strategic direction, ensuring effective management and maintaining accountability to stakeholders. The Board's functions include:

Board of Directors Meeting	These meetings are held regularly to review and guide the organisation's strategy, major plans of action, risk management policies, annual budgets and business plans. The Board ensures that all decisions align with MyCEB's mission and objectives while upholding high standards of governance.
Subvention Committee Meeting	This committee oversees the distribution of subventions and grants, ensuring they are awarded fairly and transparently. The committee evaluates applications based on set criteria and monitors the effective use of allocated funds.
Audit Committee Meeting	The Audit Committee is responsible for overseeing financial reporting and disclosure. The committee reviews the organisation's financial statements, compliance with legal and regulatory requirements, as well as the effectiveness of internal controls. It also ensures that any issues related to financial management are addressed promptly.
Annual General Meeting (AGM)	The AGM provides a platform for MyCEB's stakeholders, including members and partners, to receive comprehensive updates on the organisation's performance, strategic initiatives and financial health. The meeting includes the presentation of the annual report, financial statements and the election of board members.

The summary of the board and committee meetings during the financial year 2023 is outlined as follows:

- Board of Directors Meeting:**
 - 17 January 2023 (No. 54)
 - 15 February 2023 (No. 55)
 - 26 June 2023 (No. 56)
 - 5 September 2023 (No. 57)
- Subvention Committee Meeting:**
 - 10 February 2023 (No. 44)
- Audit Committee Meeting:**
 - 5 September 2023 (No. 16)

- Annual General Meeting:**
 - 26 June 2023 (No. 12)
- Company Secretary:**
 - Miss Sunannah A/P K.P.S. Chandradasan (LS 0008124)
 - Concord Corporate Services Sdn Bhd
- Auditor:**
 - Messrs Ahmad Abdullah & Goh



New Anti-Corruption Policies

To enhance governance and combat corruption, MyCEB introduced and improved two new anti-corruption policies, which were approved by the management on 1 December 2023:

MyCEB Whistleblower Policy

This policy promotes a culture of honesty, ethical behaviour and good corporate governance by allowing employees and the public to raise concerns about suspected fraud, corruption, illegal conduct or malpractice. The policy ensures that such concerns can be reported confidentially and anonymously without fear of victimisation, repercussion, harassment or discrimination.

MyCEB Anti-Interference, External Influence and Support Letter Policy

This policy prevents the use of external influence or support letters to affect decisions regarding government affairs. It provides clear guidelines to MyCEB staff and external parties, ensuring that services are delivered transparently and professionally without interference from interested parties.



section 05

45 Employee Training and Engagement Activities



EMPLOYEE TRAINING AND ENGAGEMENT ACTIVITIES

MyCEB places a strong emphasis on employee engagement and development, ensuring a motivated, well-trained and cohesive workforce. By investing in employee development and well-being, MyCEB ensures a dedicated and high-performing team capable of driving the organisation's mission forward.

The following activities and programmes were organised throughout the year to support this goal:

Corruption Risk Assessment (CRA) & Organisational Anti-Corruption Plan (OACP) Workshop

January - February 2023

In collaboration with Institut Integriti Malaysia (IIM), MyCEB conducted a workshop on developing a Corruption Risk Assessment & Organisational Anti-Corruption Plan. This initiative aimed to instil a strong ethical foundation within the organisation and equip managers and assistant managers across all divisions and units with the knowledge to identify and mitigate corruption risks.



Participation:
Managers/Assistant
Managers from all
units.

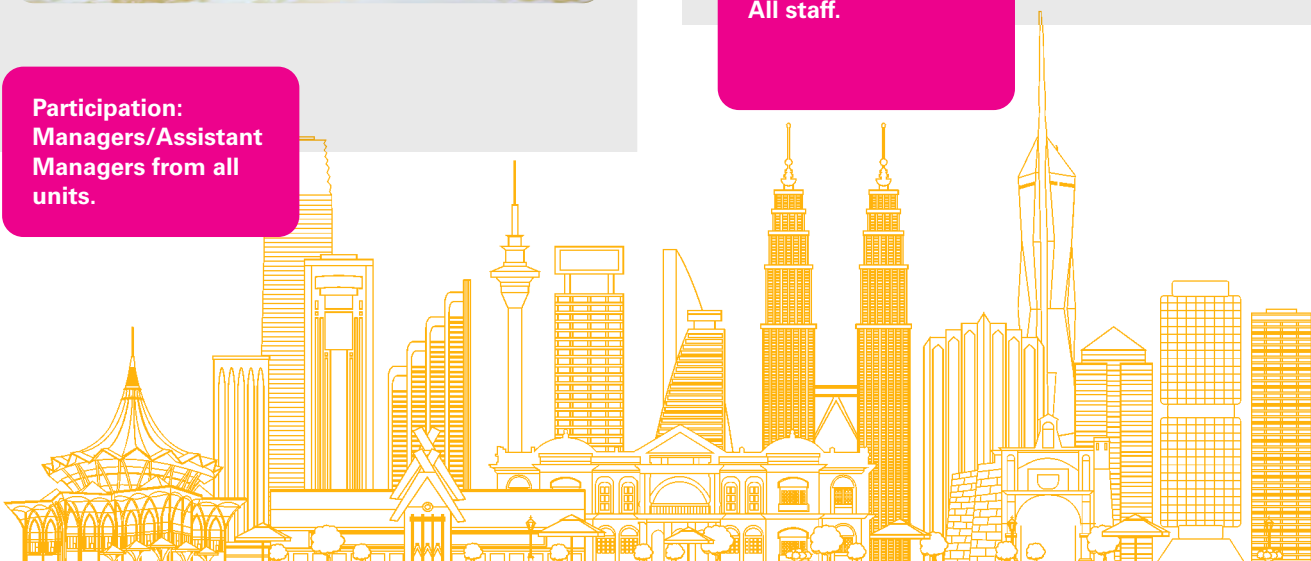
MyCEB Strategic Direction Retreat

17-19 February 2023

A three-day, two-night retreat was held at Lexis Hibiscus Port Dickson. The event was designed to foster teamwork, strategic thinking and collaboration among the MyCEB family. Activities were centred around building a cohesive team and aligning the workforce with MyCEB's strategic goals.



Participation:
All staff.



EMPLOYEE TRAINING AND ENGAGEMENT ACTIVITIES

MyCEB's Appreciation Day in conjunction with CEO's Farewell & Aidilfitri 2023

12 April 2023

An event was held at the collaborative area of MyCEB's office to celebrate *Hari Raya Aidilfitri* and bid farewell to the departing CEO Dato' Sri Dr Abdul Khani. The ceremony included the distribution of Hari Raya vouchers and tokens of appreciation and recognition to employees.

Participation:
All staff.



HR Wellness Day 2023

12 October 2023

An initiative by the Human Resources and Administration (HRA) unit aimed at promoting physical, mental and emotional well-being in MyCEB. The event featured various activities and workshops focused on health and wellness, encouraging staff to maintain a balanced and healthy lifestyle.



Participation:
All staff.

Hari Raya Gathering

12 May 2023

A festive gathering to celebrate *Hari Raya Aidilfitri*, fostering a sense of community and togetherness among employees.



Participation:
All staff.



Meet in 
Malaysia
BE Greater, Together.



MyCEB



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MyCEB Info



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