



Case 1 • 2024 STUDY

MALAYSIA RADIATES SUCCESS AS WORLD-CLASS BUSINESS EVENTS DESTINATION WITH RADIODAYS ASIA 2023

THE BACKGROUND

For the third consecutive time, Malaysia hosted Radiodays Asia (RDA) 2023, a premier global radio and media industry conference. As an extension of Radiodays Europe, RDA connects radio, audio, and podcast professionals across the Asia-Pacific, fostering discussions on media trends, innovative technologies, and business opportunities. Held in Kuala Lumpur, the city's cultural diversity, safety, affordability, and English proficiency further solidified Malaysia's appeal as a top destination for global business events.



Event:
**Radiodays
Asia 2023**



Date:
**4-6 September
2023**



Venue:
**Royale Chulan
Hotel, Kuala
Lumpur**



Host Organisation:
**Radiodays
Europe (RDE)**



Attendance:
**400 Delegates
with 290
International
Delegates**



Economic Contribution
to Malaysia:
RM 5.16 million

INTRODUCTION

Welcoming 400 Delegates with 290 International Delegates, Radio Days Asia is an annual event that serves as a premier platform for radio and audio professionals across Asia and beyond. Launched as a sister event to the highly successful Radio Days Europe, Radio Days Asia aims to bring together broadcasters, content creators, and industry leaders to discuss the latest trends, challenges, and innovations in the radio and audio industry.

Freedom of speech and media freedom are critical considerations for the organiser and despite concerns about media regulation in most countries in Asia, RDA has chosen to host its event in Malaysia. This triumph is attributed to the country's favourable position in terms of media freedom. Simultaneously, the strong support and alignment of goals between RDA and the Malaysian radio industry have created a strong domestic base, alongside international participation which further solidified Malaysia's position as an ideal host.



Meet in 
Malaysia
BE Greater, Together.



What's next for podcasting?

James Crilland, Australia, Ron Bestiong, Philippines, Raven Lim, Singapore, Sreeraman Thiagarajan, India, Gregory Warner, USA

OBJECTIVE

The aim of Radio Days Asia 2023 is to bring together radio and audio industry professionals from across Asia and beyond to discuss the latest trends, challenges, and innovations in the industry. The event seeks to foster collaboration, inspire creativity, and promote the exchange of knowledge among broadcasters, content creators, and industry leaders. Additionally, Radio Days Asia 2023 aims to highlight the importance of media freedom in the region and strengthen the connection between international and local radio industries, ensuring the growth and relevance of radio and audio in the digital age.



EVENT LEGACIES

Notable Outcomes of RDA 2023

RDA 2023 was a major success, attracting 300 international attendees and introducing the first Podcast Day Asia and Asia Podcast Awards, set to transform the industry. The event's strong engagement with Malaysia's radio sector helped tackle industry challenges and provided future insights. Positive feedback from attendees and sponsors, along with a projected RM5.1 million economic impact, further solidified Malaysia's reputation as a top destination for international business events.

A Strong National Bureau in Support of International Events

MyCEB's support for RDA has been instrumental in the event's planning and execution. Early and monetary assistance from MyCEB have enabled RDA to deliver a high-quality business event especially when the pandemic was ongoing during the time of organisation. Support for international marketing efforts remained essential in expanding the event's reach and RDA's organiser was able to allocate resources to international marketing and secure renowned speakers.

While monetary support remains vital, MyCEB's guidance in navigating the local context and the strong engagement of the radio industry have also collectively contributed to Malaysia's attractiveness as a host destination. The Bureau's assistance beyond financial support provided insights into enhancing the event experience and collaboration with other stakeholders.

The Future of RDA and Malaysia

With three successful terms with Malaysia, the country remains to be in the running to hosts RDA's next instalments. Malaysia's successful hosting of Radiodays Asia 2023 exemplifies the country's formidable reputation as an ideal destination for international business events. Through strategic positioning, financial support, and collaboration with organisations like MyCEB, Malaysia continues to attract and excel in hosting prestigious events, further cementing its status as a preferred location for future international business gatherings.

Logistical Challenges and Improvements

Radio Days Asia (RDA) 2023 was organised without the assistance of local Professional Conference Organisers (PCOs) to maintain internal control and ensure consistency. While this approach resulted in some minor logistical challenges,

effective coordination with local partners, such as the Malaysian Commercial Radio (MCR) and its secretariat, helped mitigate these issues. Although major logistical obstacles were avoided, there is room for improvement in communication with local suppliers and venues, particularly in achieving quicker responses and clearer communication. Enhancing international business culture understanding among industry suppliers could further address these challenges in future events.

“ While the organisers are deliberating on the next venue, we are also looking at other countries in the SEA region such as Singapore, Thailand or Indonesia. However, Malaysia has a lot going for it in terms of potential especially with the continued support from MyCEB.”

Anders Held

Project Director and Founder of Radiodays