



Malaysia
Convention
& Exhibition
Bureau



DATO' SRI ABDUL KHANI BIN DAUD
CHIEF EXECUTIVE OFFICER
MyCEB

Asia Destination Roundtable 2020 (ADRT)
Destination Response to Covid-19 and Support Initiative for the MICE Sector

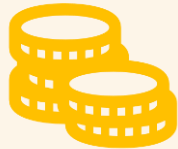
Meet in 
Malaysia
Insights



Secured Business Events by MyCEB (2010 – 2019)



1,255
Events

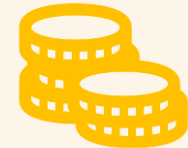


RM 10.46 Billion
Economic Impact

Business Events Supported by MyCEB (2010 – 2019)



2,608
Events



RM 16.56 Billion
Economic Impact

Advisory and Updates: COVID-19

MyCEB works closely with [Malaysian Association of Convention and Exhibition Organisers and Suppliers \(MACEOS\)](#) and [Business Events Council Malaysia \(BECM\)](#) to formulate MICE SOPs which was endorsed by the Malaysian government and was able to roll it out quickly to implement the new norm measures together with the local industry's concerted support.

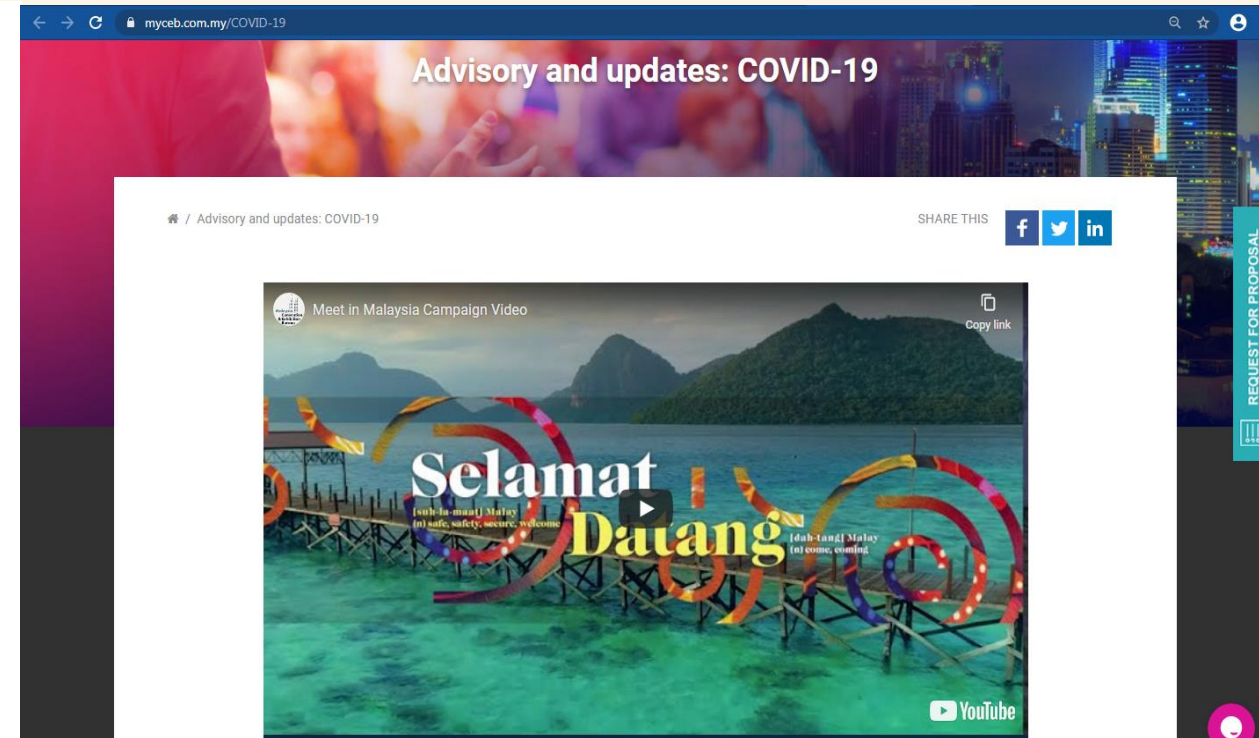
Conference, Convention & Exhibition Venues

Malaysia Standard Precautionary Measures & Procedures
Post Covid-19 Recovery Movement Control Order (RMCO)
REVISED VERSION AS AT 13 JUNE 2020

**BUSINESS
EVENTS
COUNCIL
MALAYSIA**

Malaysia
Convention
& Exhibition
Bureau

MACEOS
M A L A Y S I A



Meet in Malaysia

Revive & Rebuild Local Business Events Industry

Promote Business Events Domestically

Cushion Covid-19 pandemic impact

*Let's Meet
Locally*

Support for domestic/national
meetings, incentives, conferences and
exhibitions

*Let's Meet
Tomorrow*

Support for regional and international
meetings, incentives, conferences and exhibitions

Meet in **Objectives**



Support Malaysia's homegrown/domestic business events industry players



Boost the economy of the domestic business events industry



Encourage hosting of inaugural homegrown events



Inspire local organisers to continue planning for international audiences



Create sustainable homegrown national / international events



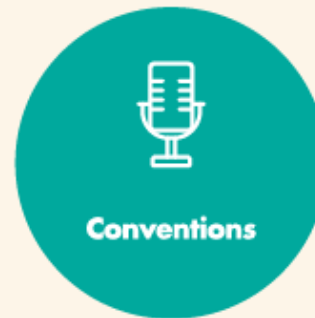
Foster collaborative industry relations to develop competitive offerings

*Let's Meet
Locally*

*Let's Meet
Tomorrow*



- City tour, dinner & meeting package
- 30 to 250 delegates



- Venue hire, F&B or travel cost for invited speaker(s) & meeting package
- 50 – 250 delegates



- Hall rental, full-day tour, cultural performance, VIP souvenirs, accommodation for hosted buyers, marketing & onsite support



Meet in 
Malaysia

Let's Meet Locally



Conventions



Corporate Meetings
& Incentives



Trade
Exhibitions

www.myceb.com.my/meetinmalaysia

Let's Meet Locally

(Support for homegrown national business events)



Corporate Meetings & Incentives

Package A One City Tour



30 - 59
local participants



Minimum
2-night stay
at a participating hotel

Package B One Dinner



60 - 149
local participants



Minimum
2-night stay
at a participating hotel

Package C One-day Meeting



150 - 250
local participants



Minimum
2-night stay
at a participating hotel



Minimum 2
full-day
meeting at a
participating hotel



Let's Meet Locally



(Support for homegrown national business events)

Conventions

Package:

From RM6,000 up to RM30,000

Subsidy for Venue/F&B

OR

Travel Arrangement for Invited
Speaker(s)



50 - 250

local delegates



Minimum

2 full-day

meeting at a participating
hotel/venue

Trade Exhibitions

Package:

Up to RM60,000 for Hall Rental,
Full-day Tour, Cultural Performance
and VIP Souvenirs



Minimum

1,500 sqm

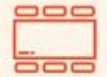
gross space



Minimum

800

local trade visitors



Minimum

2 full-day

event at a participating venue





Meet in 
Malaysia

*Let's Meet
Tomorrow*



Conventions



Corporate Meetings
& Incentives



Trade
Exhibitions

www.myceb.com.my/meetinmalaysia

Let's Meet Tomorrow

(Support for homegrown regional/international business events)

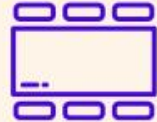


Corporate Meetings / Conventions

One-day Meeting Package



Minimum
120 Pax
with minimum 10%
international delegates



Minimum
2 full-day
meeting at a
participating venue



Let's Meet Tomorrow

(Support for homegrown regional/international business events)



Trade Exhibitions



Minimum
2 full-day event
at a participating venue



Package includes
hall rental, accommodation for hosted buyers, marketing and onsite support

Package A

Up to RM67,500



1,500 sqm - 3,000 sqm
gross space, 10% international net space



Trade visitors:
1,000 - 2,000, minimum
10% international visitors

Package B

Up to RM142,500



3,001 sqm - 5,000 sqm
gross space, 10% international net space



Trade visitors:
2,001 - 3,000, minimum
10% international visitors

Package C

Up to RM218,750



5,001 sqm - 7,000 sqm
gross space, 10% international net space



Trade visitors:
3,001 - 4,000, minimum
10% international visitors

Package D

Up to RM295,000



7,001 sqm - 9,000 sqm
gross space, 10% international net space



Trade visitors:
4,001 - 5,000, minimum
10% international visitors

Package E

Up to RM381,250



>9,001 sqm
gross space, 10% international net space



Trade visitors:
>5,001, minimum 10%
international visitors

Spiff up your **Corporate Meetings
& Incentive Programmes**
with colourful perks and rewards

Zest it up with

Malaysia TWIN DEAL ✓

www.likeneverbefore.my

Malaysia
**LIKE NEVER
BEFORE**
Discover a whole
new side of Malaysia

Deal 1 Value Added Support for International Corporate Meeting & Incentive Groups

30 - 79 participants	80- 149 participants	150 - 249 participants	250 - 500 participants
<ul style="list-style-type: none"> • Welcome souvenirs 	<ul style="list-style-type: none"> • Welcome souvenirs • Complimentary cultural show during gala night • Welcome banner (up to RM500) 	<ul style="list-style-type: none"> • Welcome souvenirs • Complimentary cultural show during gala night • Complimentary photo booth during gala night • Welcome banner (up to RM500) 	<ul style="list-style-type: none"> • Welcome souvenirs • Complimentary cultural show during gala night • Complimentary photo booth during gala night • Welcome banner (up to RM500) • Partial sponsorship* for gala night F&B (up to RM50 per person)

Deal 2 Incentive Rewards for International Corporate Meeting & Incentive Planners

Cumulative of 500 participants	Cumulative of 1,000 participants	Cumulative of 2,000 participants
<ul style="list-style-type: none">• iPad	<p>4D3N free & easy vacation for 2 persons to Kuala Lumpur, including:</p> <ul style="list-style-type: none">• Return air tickets (excluding any airport taxes, insurance and miscellaneous charges)• Accommodations at a five-star hotel	<p>5D4N free & easy vacation for 2 persons, at any 2 of your preferred destinations in Malaysia, including:</p> <ul style="list-style-type: none">• Return air tickets (excluding any airport taxes, insurance and miscellaneous charges)• Accommodations at a five-star hotel

Special Cumulative Rewards

Cumulative between 3,000 – 5,000 participants

4D3N educational trip to Malaysia for 4 corporate clients of the international corporate meeting & incentive planner

Cumulative between 5,001 – 8,000 participants

6D5N educational trip to Malaysia for 6 corporate clients of the international corporate meeting & incentive planner

Cumulative of 8,000 participants & above

6D5N educational trip to Malaysia for 10 corporate clients of the international corporate meeting & incentive planner

Application Criteria

1. Applicable to corporate meeting and incentive groups, as defined by SITE
2. Minimum 30 international participants with three nights stay at a four-star or five-star hotel in Malaysia
3. Application with completed supporting documents must be submitted to MyCEB at least 30 days prior to the group's arrival date

* Partial sponsorship is not applicable for staggered arrivals and groups without a gala night

Terms and conditions apply

Booking period

1st July 2020 - 31st July 2021

Arrival period

By 31st December 2021

Zest it up with
Malaysia TWIN DEAL ✓

www.likeneverbefore.my

EXHIBITION ENHANCEMENT PACKAGE (EEP)

Support Packages:

Package	A	B	C	D	E
	RM30,000	RM70,000	RM105,000	RM140,000	RM200,000
Event Duration (days)	Min. 2	Min. 2	Min. 2	Min. 2	Min. 2
Gross Space (sqm)	1000 - 3000	3001 - 5000	5001 - 7000	7001 - 9000	> 9001
Total Visitors (pax)	1000 - 2000	2001 - 3000	3001 - 4000	4001 - 5000	> 5001
Net space and visitors' ratio (%)					
Local	90	90	90	90	90
International	10	10	10	10	10

Meet in 
Malaysia
Promotional Video



https://www.youtube.com/watch?v=GfGY3D2nL_4



Meet in Malaysia

BE Greater, Together.

Give Your Homegrown Business Events A Boost!

www.myceb.com.my/meetinmalaysia

Thank You

Let's Connect

Malaysia Convention & Exhibition Bureau

Conventions: mycebsa@myceb.com.my

Corporate Meetings & Incentives: mycebci@myceb.com.my

Trade Exhibitions: mycebsalesexhibition@myceb.com.my

