



*Meet in
Malaysia*
BE Greater, Together.

17th UTM – UN Tourism Training Programme 2025 Malaysia BE Legacy





Vision

To position 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.



Global Value of Business Events



**27.5 million
jobs created**



**USD 1.6 trillion
in global GDP**



**1.6 billion
participants**

Business Events sector ranked 13th largest economy globally.



Source: Event Industry Council in partnership with Oxford Economics

Malaysia Industry's Strength



Largest conference
plenary capacity:

3,000

pax

Number of purpose-built
convention & exhibition
centres **34**

Largest exhibition floor space capacity:

45,000

sqm



Number of Professional
Exhibition Organisers

15

Number of Professional
Conference Organisers

17

Number of Certified
Meeting Professionals
(CMP)

10

persons

Number of Certified
Exhibition Management
(CEM)

65

persons

Active Business Events Trade Associations

MACEOS
MALAYSIA

ISAE
MALAYSIAN SOCIETY OF ASSOCIATION EXECUTIVES

**BUSINESS
EVENTS
COUNCIL
MALAYSIA**



Source: MyCEB

Value of Business Events for Malaysia

Events Supported by MyCEB from 2011 – 2023

Premium Trav

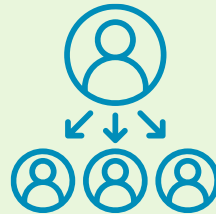
ROI

RM16,000/delegate spend
4 x higher than leisure tourist



2,916

Events



3.15 million

Delegates



RM19.4 Billion

Economic Impact

Source: MyCEB

The figures above does not account for events that are not supported by MyCEB.





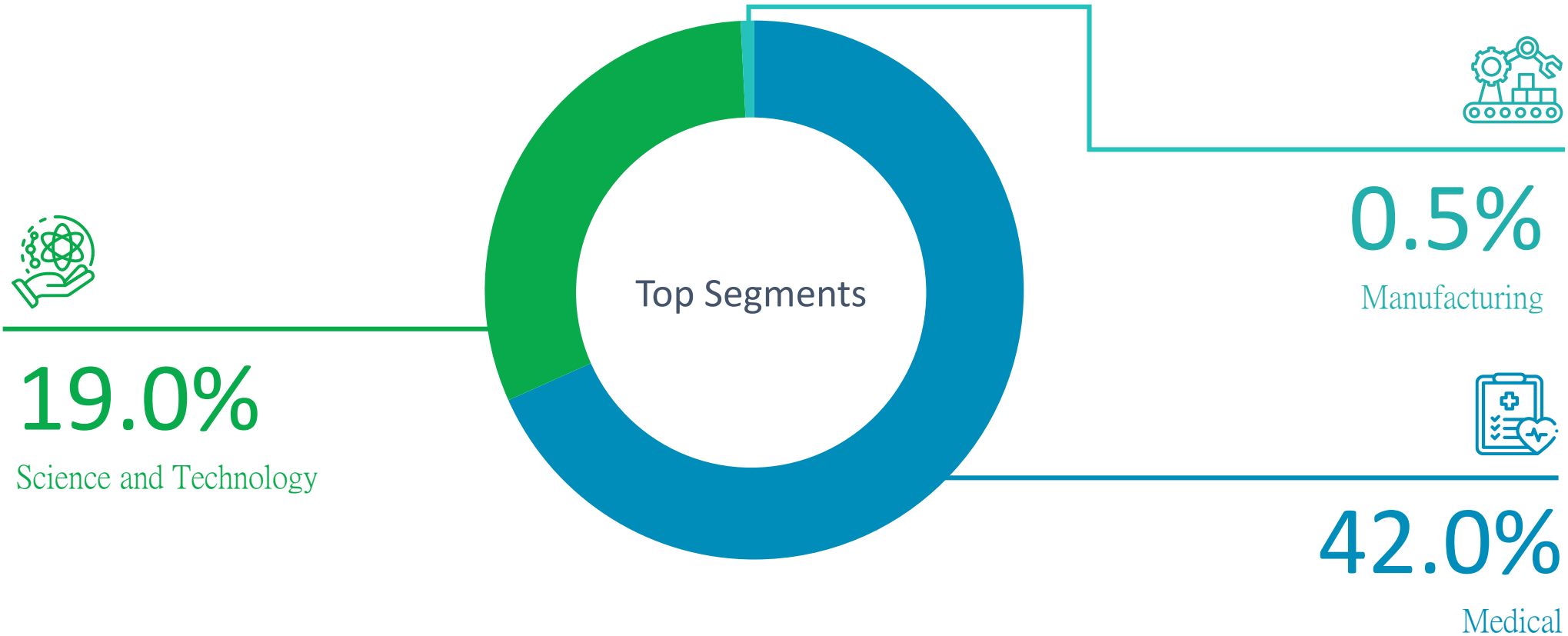
Beyond Economic Impact

RM19.4 billion

Economic Impact

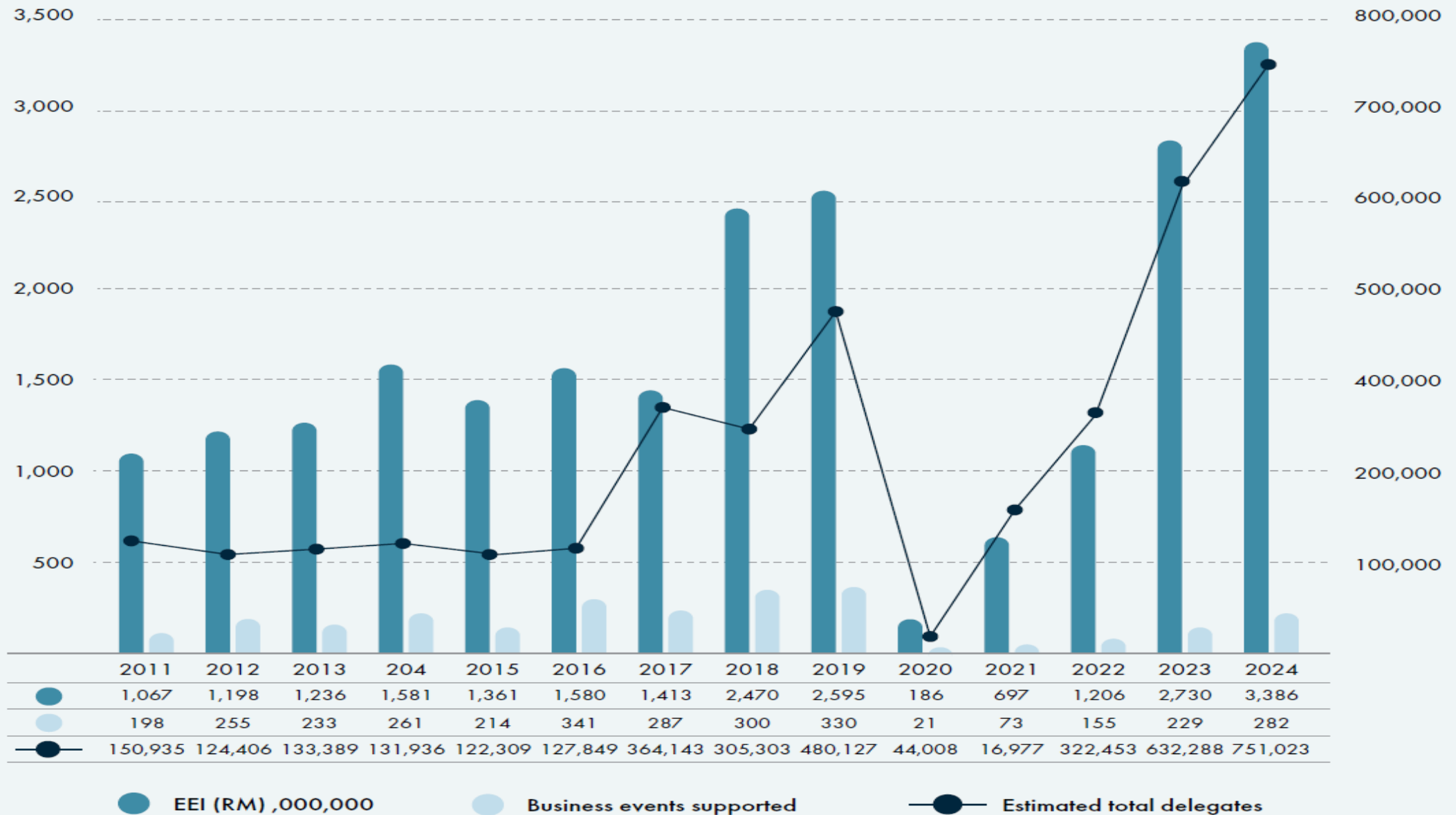
- ✓ Investment
- ✓ New Research Projects
- ✓ Job Creation
- ✓ Legacy
- ✓ Sustainability
- ✓ Business Network
- ✓ Knowledge Capital
- ✓ Technology Transfer
- ✓ Community Development
- ✓ Better policies

Business Events Transcends Various Sector of Economy



Business Events Supported by MyCEB

Source: MyCEB



The Impact of Business Events In Malaysia

01

Local Community Development

02

Legacy Program

03

Industry Knowledge & Skills

9th World Urban Forum (WUF9)

Date

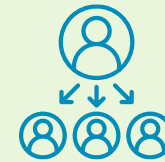
7 – 13 February 2018



1. Urbanice Malaysia
2. Ministry of Urban Wellbeing, Housing & Local Government Malaysia
3. UN_Habitat



Kuala Lumpur
Convention Centre



Number of Delegates
24,400



Estimated Economic
Impact
RM150
million

Source: MyCEB

9th World Urban Forum (WUF9) Legacy

The Legacy

- **The Kuala Lumpur Declaration on Cities 2030**, endorsed at WUF9, commits all participants to localize and accelerate the New Urban Agenda to achieve the Sustainable Development Goals through inclusive, resilient and sustainable urban development.
 - The Declaration serves as a call to action to operationalize “cities for all”, ensuring safe, affordable, and just cities for current and future generations, guided by 10 transformative recommendations.
- Another event initiative, the “Cycling Kuala Lumpur” event saw more than 90 dignitaries, including corporate and government representatives peddling on a 1.5-kilometre route (cycling lane) in the city centre.

Present Day

- **Urbanice Malaysia** become the Centre of Excellence for Sustainable Cities and Community Well-being.
- Now act as Company Limited By-Guarantee (CLBG) under the Ministry of Housing and Local Government the aim is to achieve a sustainable urban nation and localize SDG.
- Local projects includes:
 - Annual Malaysia Urban Forum
 - SDG Centre @ Kuala Lumpur
 - Malaysia Urban Innovation Hub
 - Community Wellbeing
- Reinvention and expansion of Blue Bike Lane In Kuala Lumpur and in other cities that include public space usage experimentation and development.

International Society of Physical and Rehabilitation Medicine (ISPRM) Congress 2016

Date

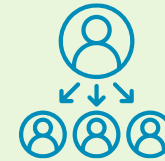
29 May – 2 June 2016



**Malaysian Association
of Rehabilitation
Physicians**



**Kuala Lumpur
Convention Centre**



Number of Delegates
1,600



Estimated Economic
Impact
RM16.1
million

Source: MyCEB

International Society of Physical and Rehabilitation Medicine (ISPRM) Congress 2016

The Legacy

- The conference served as a platform for knowledge sharing, networking, and enhancing local industry skills.
 - **LAOS Fellowship:** Fostered long-term collaboration with Laos Ministry to develop rehabilitation medicine.
 - **ASEAN University Network Disability and Public Policy (AUN-DPPnet):** MARP President joined as an advisory member in the ASEAN community.
 - **International Classification of Functioning, Disability and Health (ICF):** Developed by WHO, MARP contributed to adapting its standards and frameworks for Malaysia.
 - **CARF Accreditation:** MARP collaborated with SOCSO and CARF International to introduce global rehabilitation accreditation for Malaysia's hospitals and programs.

Present Day

- The conference leads to many other regional and national conference on the topics.
- These in return upscaling local industry skills to enhance the quality and expertise of rehabilitation services in Malaysia.
- It leads to the development of the first ever private rehabilitation hospital in Malaysia with dedicated gyms & facilities and 96 beds licensed by the Ministry of Health.
- The initiative are from the core MARP members that recognized the gap for more specialized rehab and more hospitals bed in Malaysia.
- It is now called **ReGen Rehab Hospital, Kuala Lumpur.**



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

or/
and

**Sustainable /
Future
Initiatives**
RM4,000

or/
and

**Human
Capital
Development**
RM4,000

or/
and

**Diversity,
Equity &
Inclusion (DEI)**
RM4,000



Targeted Support Programme Examples

TechReal/ Event Technology

- ✓ Website development (i.e. AI/ Chatbot & virtual assistants, facial recognition)
- ✓ Product demonstration (ie. VR/AR)

Sustainable / Future Initiatives

- ✓ Food donation programme
- ✓ Recycling & upcycling
- ✓ Waste reduction/ eco-friendly practices
- ✓ Venue selection

Human Capital Development

- ✓ Grant for local young professionals
- ✓ Talent development programme (ie. Forum for Young Professionals)

Diversity, Equity & Inclusion (DEI)

- ✓ CSR & Legacy Programme (i.e. Community outreach)

Let **Malaysia** be your canvas for
groundbreaking business events – The future
of your events starts here!

#MeetInMalaysia #BEGreaterTogether

www.myceb.com.my



MyCEB



MyCEBinfo

