

At a Glance **BUSINESS EVENTS** in **MALAYSIA**



www.myceb.com.my

Malaysia Convention & Exhibition Bureau
(Ministry of Tourism, Arts and Culture)
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**Malaysia...
Convention
& Exhibition
Bureau™**

FOCUS ON BUSINESS EVENTS & INTERNATIONAL SPORTING EVENTS



Convention



Exhibition



Corporate
Meeting



Incentive
Travel



International
Sporting Events



About MyCEB

- MyCEB aims to strengthen Malaysia's business tourism brand and position in the international business events market
- A Company Limited by Guarantee (CLBG)
- Established in 2009 under the Ministry of Tourism, Arts and Culture Malaysia

Objectives

- To position Malaysia at the forefront of international business events
- To place business events as the leading driver of Malaysia's economic
- To strengthen Malaysia's international profile as knowledge capital destination
- To generate economic and legacy impact through the hosting of international business events

Malaysia Business Events Strategic Marketing Plan 2021 - 2030

Optimisation

- Optimising opportunities
- Strengthening the domestic market
- Develop capacity-construct initiatives

Foresight

- Efficient forecast
- Construct & curate saleable contents
- Empowering research unit

Competitiveness

- Stay absolutely robust globally and domestically
- Constantly evaluate and trial
- Introduce differentiation unique approach
- Craft creative beleisure elements & packages
- Establish 'Meet In Malaysia (MIM)' as an extraordinary global brand

MyCEB Achievements 2011-2024



3,182
Events



3.73 million
Delegates



RM9.7bil
Delegates
Expenditure



RM22.7bil
Economic
Impact

Top Segments



Convention

- Medical / Pharmaceutical
- Science and Technology
- Social Science & Welfare
- Finance, Banking, Investment, Insurance
- Education



Exhibition

- Business & Commerce
- Architecture & Construction
- Food & Beverage
- Agriculture
- Manufacturing



Incentive

- Finance, Banking, Investment, Insurance
- Manufacturing
- Direct Sell
- Medical / Pharmaceutical
- Tourism and Hospitality

Affiliations :



Business Events 2024



285
Events



770,725
Delegates



RM3.4
billion

Estimated Economic Impact

Source : MyCEB

Key Programmes



Signature event
August, annually

2014 - 2025

3019

No. of delegates



Platform for planners and organisations to seek specialised services on environmental and social initiative.

2010 - 2025

40

CSR activities



Malaysia's very own **Conference Ambassador**, championing the country as a premier business events destination.

2012 - 2025

68

Kesatria ambassadors

37

Active/ In Service Kesatria ambassadors

Source : MyCEB

International Activities

Tradeshows



ibtm WORLD

Industry Events

- PCMA Convene (Jan 2025)
- CVENT Connect (June 2025)
- Expo Investment Fair for International Exhibition Cooperation China (July 2025)
- IEEE Convene (Aug 2025)
- AEO Conference 2025, UK (Sept 2025)
- Europe Sales Call, UK (Sept 2025)
- Parcel Post Amsterdam (Oct 2025)
- Vision 2025, Stuttgart (Oct 2025)
- ICCA Congress, Porto (Nov 2025)

Secured Events 2022-2030



380,264
Delegates

RM3.24 Billion
USD840.5 Million
in Economic Impact

- 7th World Union of Wound Healing Congress 2026
- Orient and Southeast Asian Lions (OSEAL Forum) 2026
- IWA World Water Congress & Exhibition 2028

Source : MyCEB

Accolades



Kuala Lumpur Ranks 2nd In 2025 Top Trending Travel Destinations List

Kuala Lumpur has been named the second most popular travel destination in the world for 2025, according to TripAdvisor's newly released rankings.



Malaysia ranked 5th in global affordability for budget travelers

Malaysia has once again earned its place amongst the top destinations for budget-conscious travelers. According to a recent report by U.S. News and World Report, Malaysia ranks 5th globally and 4th in Southeast Asia for its affordability.



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**RANKING
REPORT 2024**

Strong presence in hosting international meetings and conferences.

Kuala Lumpur ranked 26th in the World and 6th in the Asia Pacific region

Purpose Built Convention Centres in Malaysia

Total Number of
Convention Centres

29

Total Sqm

>358,000
sqm

Total Capacity

>610,000
Delegates

Top 10 Venues in Malaysia by Sqm



Malaysia International Trade & Exhibition Centre (MITEC)

Total sqm	Total Capacity
51,175	>100,000



Malaysia Agro Exposition Part Serdang (MAEPS)

Total sqm	Total Capacity
42,000	>80,000



Kuala Lumpur Convention Centre (KLCC)

Total sqm	Total Capacity
33,647	>60,000



World Trade Centre Kuala Lumpur (WTCKL)

Total sqm	Total Capacity
30,604	>60,000



Mines International Exhibition & Convention Centre

Total sqm	Total Capacity
16,722	>30,000



Putrajaya International Convention Centre (PICC)

Total sqm	Total Capacity
12,541	>20,000



Sabah International Convention Centre (SICC)

Total sqm	Total Capacity
12,317	>20,000



Penang Waterfront Convention Centre

Total sqm	Total Capacity
7,318	>10,000



Persada Johor International Convention Centre

Total sqm	Total Capacity
7,196	>10,000



Borneo Convention Centre Kuching (BCKK)

Total sqm	Total Capacity
4,616	>8,000