



MACEOS STRATEGIC ROADMAP 2022-2030

MALAYSIAN ASSOCIATION OF CONVENTION & EXHIBITION ORGANISERS & SUPPLIERS

[RELEASED ON 24 MAY 2022]



Disclaimer: All information contained herein is subject to change upon further review by the MACEOS Executive Committee.

BACKGROUND

In November 2018, the global Business Events (*BE - the term "business events" refers to a gathering of 10 or more participants for a minimum of four hours in a contracted venue. Business events include conventions, conferences, congresses, trade shows and exhibitions, incentive events, corporate/business events, and other business events that fit the aforementioned criteria*) sector is reported to be worth **US\$621.4 billion**, contributing to a total **global GDP impact of US\$1.5 trillion**, which is much bigger than several economies around the world. It accounted for **10.3 million jobs** created worldwide and impacted **25.9 million jobs** from the supporting sectors of the Business Events Industry.

Business events, as a whole, positively impact various industries, namely tourism, food and beverages, retail, venue and other rental services, accommodation, transportation, event organisers, and more. Malaysia's business events industry has been growing strong in the past few years. In 2019, a total of 1,138 business events were organised and attracted over 540,000 international business travellers to Malaysia to attend meetings, incentives, conventions, and exhibitions. It contributed **RM3.9 billion direct expenditure** and **RM9.2 billion** in economic impact to the country.

Since March 2020, business events economy plunged as badly affected by Covid-19. **Research by MACEOS recorded a 90% drop of business revenue in the business events economy, close to 35,000 industry workforce, adversely affected.** Furthermore, the lack of financial support by the Government is a huge blow to the struggling business events businesses to stay afloat.

This roadmap to **recovery, resilience and sustainability** will enable us to **maximise every opportunity, identifying possible gaps, seeking new business markets and ensuring every industry stakeholder understands the role they have to play.** The road forward is neither straight nor predictable. It takes time, effort and dedication to make progress, so agility is key and the strategies will adapt and change.

Business events industry can no longer be left in isolation - it is linked to all aspects of the National Key Economic Areas (NKEAs). It **drives innovation, product development, knowledge transfer, network creation and stimulates economic growth.** It is, therefore, vital to bring Malaysians together within the Business Events industry for the prosperity of Malaysia.

VISION

TO CHAMPION MALAYSIA'S BUSINESS EVENTS INDUSTRY

MISSION

TO POSITION MACEOS AS AN
INDUSTRY CONSULTANT



TO ENCOURAGE THE CONTINUED GROWTH
OF THE BUSINESS EVENTS COMMUNITY



TO ADVOCATE BUSINESS EVENTS ECONOMY AS A KEY INDUSTRY
CONTRIBUTOR TOWARDS THE NATIONAL ECONOMY



TO BE THE BUSINESS EVENTS
EDUCATION HUB IN ASEAN

GOALS

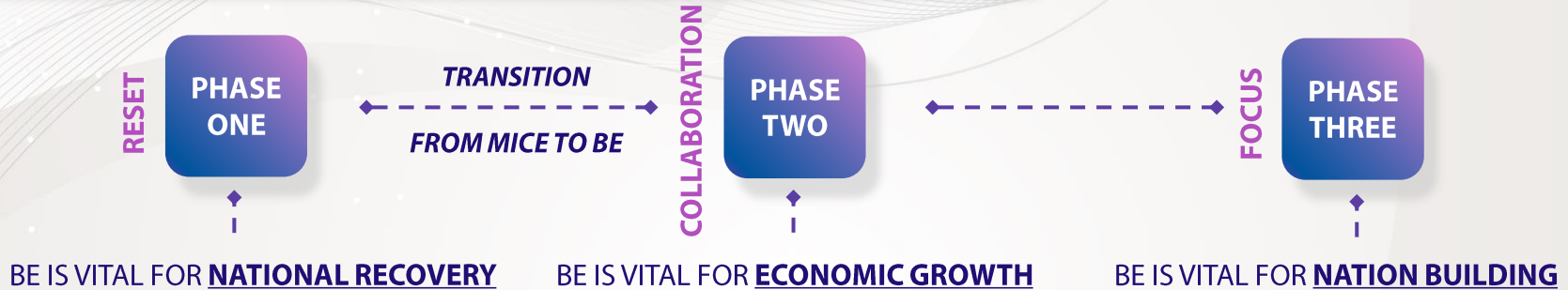
01 INNOVATION ◆-----◆
TRANSFORMING BUSINESS EVENTS IN A NEW LANDSCAPE

02 DEVELOPMENT ◆-----◆
BUILDING A STRONGER AND ENGAGED BUSINESS EVENTS COMMUNITY

03 EDUCATION ◆-----◆
SHAPE THE FUTURE OF BUSINESS EVENTS BY NURTURING, ENABLING AND EMPOWERING TALENT

04 ADVOCACY ◆-----◆
BUSINESS EVENTS AS CATALYST OF NATIONAL AND ECONOMIC DEVELOPMENT

MACEOS STRATEGIC ROADMAP 2022-2030



STRATEGIES

- 1 **EMBRACE** DIGITAL TRANSFORMATION
- 2 **UPHOLD** PROFESSIONAL STANDARDS
- 3 **STRENGTHENING** BUSINESS EVENTS COMMUNITY
- 4 **UP-SKILL** INDUSTRY WORKFORCE
- 5 **CONCISE NARRATIVE** OF BUSINESS EVENTS INDUSTRY

GOVERNMENT AUTHORITIES
GENERAL STAKEHOLDERS
SUPPORTING MEMBERS

AUDIENCES

OVERVIEW

We are all in this together. The Covid-19 pandemic has left its mark on the business events industry, and now is an excellent time to consider how we can work together as one community with diverse needs but shared priorities for success - more than ever before!

MACEOS is bringing people together to **create progress in reviving the Malaysia's Business Events**.

Everyone - Government, bureaus, industry stakeholders and members – has a vital part to play to get our industry back up off the ground. The Government can help with regulations and incentives while bureaus work towards re-mapping infrastructure in order for us all succeed.

PHASE 1: RECOVERY

RESET

- **Learn from the crisis**, best opportunity to rethink the future of business events.
- To **restore markets confidence** that attending business events in Malaysia will be Covid-19 secure.
- **Advocate and remind** the Government of the value, legacies, community and industrial impact in Business Events are beyond tourism. This will be underpinned by our industry statistics.

OUR COMMITMENT

To produce effective (simple and direct) messaging and using every opportunities available to us to **advocate the value of business events** to all audiences that can boost the industry.

PHASE 2: RESILIENCE

COLLABORATION

- With the passage of time, recovery is followed by **growth**. We will drive our industry return to its position as BE central hub for the members, and open further sources of diverse revenue for the Association.
- Keeping members engaged - establish a dedicated coalition of leaders across the BE sectors to map out a long-term infrastructure plan, to make sure that future infrastructure needs are met.
- To cross promote business events organised by both public and private sector.

OUR COMMITMENT

To further develop measures and future-focused plan to advance the BE industry in building a more resilient **business events economy**.

PHASE 3: SUSTAINABILITY

FOCUS

- Building business events excellence.
- The industry, community and economy **impact** of business events.
- Business events **quality** favoured over quantity.
- To include business events economy in The Malaysia Plan (RMK).

OUR COMMITMENT

To **champion** the business events industry as an effective business platform to connect businesses, attract business travellers and foreign investments to our country.

	PHASE 1: RECOVERY	PHASE 2: RESILIENCE	PHASE 3: SUSTAINABILITY
STRATEGY	- Adopting change management through new technologies, innovation and business models. - The transition from traditional business model are being phased out and replaced by progressive ones with modern ideas has taken place. - Collaboration with other industry practitioners / academia	- Multi Events Festivalisation - Capitalising on digitalisation - to create a digital environment giving more people the opportunity to engage with the content, share it, and continue to make connections with the business network.	To harness new technologies and event solutions, so that businesses can stay ahead of the curve and maintain a strong presence in today's ever-changing marketplace.
KEY ACTIVITIES	- Thought leadership seminars / webinars - Tech talks, virtual networking - Event design workshop	- Using technology as a tool as BAU (business as usual) - Collaboration within the industry associate partners	- Innovative award in MBEA, economic proof - Monthly Entrepreneurs' breakfast session on innovative manner - Development of Think Tank for innovation to support members initiatives - The new generation BE - Smart BE
INDICATOR TO MEASURE	Creating the community (align with Development)		

	PHASE 1: RECOVERY	PHASE 2: RESILIENCE	PHASE 3: SUSTAINABILITY
STRATEGY	- Rebuild confidence - Setting global standards across local market. - Comprehensive BE standards and guidance enables BE to organise in a highly-controlled and safe environment.	- Build and grow: Internationalising local events and promote local suppliers. - Synergise with other flagship programme and strategic partners.	- Leading Public-Private Partnership (PPP) projects Long-term infrastructure planning to put structures in place that will enable the BE industry to prosper and expand.
KEY ACTIVITIES	Creating safe experience - Travel Safe Alliance Malaysia (TSAM) - To promote SafeBE label, industry safe and professional standards Travel Safe Alliance Malaysia (TSAM) is highly recommended as part of bidding tool.	MACEOS BE Forum: collaborate with international partners that can help to give local event a fresh perspective and attract new audiences and business prospects.	- To collaborate with MATRADE in creating the market demand by demonstrating the industry impact. - Enroll in major business events membership to access market research reports, regulatory framework, learning industry best practices, expand business network and leads. - To identify the potential gap (mapping the unknown) by evolving response measures to maintain capacity in the sector and address gaps in supports.
INDICATOR TO MEASURE	Number of SafeBE certified venue - to have at least 50% of purpose-built convention and exhibition centres in Malaysia as accredited SafeBE venue.	- No. of internationalized events - Making the Business Events Forum (BEF) as one of the most important events in this region.	No. of PPP projects

	PHASE 1: RECOVERY	PHASE 2: RESILIENCE	PHASE 3: SUSTAINABILITY
STRATEGY	• Ensuring supply chain community • Protecting jobs by creating job opportunities to bridge the labor supply and industry demand.	• Remain relevant, enhance membership experience, maximize membership ROI • Changing members needs and priorities to eliminate one-size fits all approach. • To build a strong community within the industry, building connectivity in a community to generate ideas and work together.	• MyGreen Standard
KEY ACTIVITIES	• Industry recruitment platform (http://talent.maceos.org.my) to match the employers and job seekers – offering access to an exclusive job board for BE industry.	• Sectorial member engagement - creation of Special Interest Groups (SIG) lead by a proactive chairperson - focus group community • Membership drive, tiered fee • Discounted or free industry publications or resources • MACEOS Youth (FOC individual membership for students; to nominate x2 youth from each Ordinary member)	• Sustainability standard and accreditation, toward net zero carbon event (UNSDG)
INDICATOR TO MEASURE	• A minimum of 300 job listings	• Effectiveness of members' engagement events • To grow the size of MACEOS membership to a minimum of 1,000, consists of 200 corporate members.	• No. of MyGreen standard accreditation

EDUCATION

UP-SKILL INDUSTRY WORKFORCE

SHAPE THE FUTURE OF BUSINESS EVENTS BY NURTURING, ENABLING AND EMPOWERING TALENT

	PHASE 1: RECOVERY	PHASE 2: RESILIENCE	PHASE 3: SUSTAINABILITY
STRATEGY	- Digitalise education, evolve to flexible online learning module to wider audience. - Collaborate with higher-educational institutions by engaging in practical workshops and sharing knowledge.	- Increase pool of BE trainers - Capacity building, provide extra membership value through ongoing education.	- Regional Education Hub Deepen collaboration with academia and HRDCorp under a single window platform to ensure the industry workforce continue to upskill and reskill towards greater employability.
KEY ACTIVITIES	- Learning Management System (LMS) - MACEOS BE Academy - Gig community, HRDCorp engagement - Focus on the youth development programme through Business & Major Events Academic Council (BMEAC) - Industry Advisory Panel (IAP) - Continuing MACEOS Youth Mentorship Programme (MYMP)	- Training programme content development - To explore innovative and blended programme: Digital marketing, event bidding, event sales, FOC 101 courses for youth and etc. - Groom industry trainers - Beyond members, bootcamps	To establish MACEOS Education Fund (Scholarship)
INDICATOR TO MEASURE	- Number of IAP - Number of student mentored, inclusive job placement, mentorship and continuing education programme in the pipeline. - AFECA Asia MICE Youth Challenge – Malaysia ranking - To launch MACEOS BE Academy in the first half of 2022	- To have a minimum of 10 TTT trainers in the MACEOS training pool - Number of hours trained	Growth of certified professional (CMP, CEM, DES & CIS) to elevate the professional standard of the BE workforce in Malaysia.

	PHASE 1: RECOVERY	PHASE 2: RESILIENCE	PHASE 3: SUSTAINABILITY
STRATEGY	Governmental engagement & data driven to foster awareness around the importance of business events as a fast track for economic and societal recovery.	- Nation Growth Policy - Certified Data	- Regulated industry and data - To elevate the industry's impact on investment and trade that accelerates national transformation.
KEY ACTIVITIES	- Ensuring purpose and ministry authorities engagement on BE economic impact and <u>industry impact</u>. - BECM, the storyteller - Industry research framework to measure the specific <u>industry impact</u>. - Work with Bureaus/academia/BECM to gather the data we need to monitor progress.	- Engagement with policy-makers, RMK inclusion - Industry data endorsed by Department of Statistics Malaysia (DOSM) - To develop a concise but comprehensive narrative of our industry with the messaging of 'not what government can do for our industry, but what our industry can do for our government.'	- Enhance synergies between public and private sectors - Recognition by ministries and government authorities
INDICATOR TO MEASURE	- Estimated economic impact of business events generated and its direct contribution to national GDP. - To identify at least 5 industry impact	- Reliable industry data ready to be used by all sectors - Rancangan Malaysia (RMK) inclusion	- Separate business events from mass gathering and classify it as essential commercial activities. - MITI trade code - Number of leads generated from business events for investment in Malaysia.



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