

BE NEWSLETTER

DECEMBER 2024 | Vol.04



2024: A Year of Progress, A Future of Possibilities

In 2024, MACEOS championed resilience, collaboration, and innovation, strengthening Malaysia's global reputation in the business events industry through impactful initiatives and sustainable practices. Looking ahead, MACEOS remains committed to fostering growth, inclusivity, and innovation, guided by the I.D.E.A. framework and the MACEOS Strategic Roadmap to drive sustainable development and economic progress.

P3



- ★ Training Programme P5
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2ND INTERNATIONAL BUSINESS EVENTS FORUM

"Empowering Asia Pacific through Business Events"

27 – 28 FEBRUARY 2025

Sabah International Convention Centre
KOTA KINABALU, SABAH, MALAYSIA

be in
SABAH

Memories OF MACEOS 2024



2024

2024: A Year of Progress, A Future of Possibilities

Dear Members and Industry Colleagues,

As we look back on 2024, it is clear that resilience and collaboration have been the cornerstones of this transformative year for the business events (BE) industry. MACEOS has proudly led the way, championing impactful initiatives, building strategic alliances, and advancing capacity-building efforts to elevate Malaysia's global standing. By prioritising sustainability and innovation, we have established a solid foundation for future growth. I am deeply grateful and proud of all that we have accomplished together.

Highlights of 2024

★ **Driving Collaboration and Innovation:**

The success of EventXpo solidified its position as Malaysia's flagship BE platform, fostering conversations that are shaping the future of our industry. We also marked a milestone with the return of the AFECA Convention, demonstrating our regional leadership in collaboration.

★ **Celebrating Excellence:**

The Malaysia Business Events Award (MBEA) and the MACEOS All-Star Recognition Dinner shone a spotlight on our industry's excellence—honouring outstanding events, industry pioneers, and rising stars.

★ **Advancing Sustainability:**

Our impactful partnerships with the Tourism Productivity Nexus (TPN) and Malaysia Productivity Centre (MPC) laid the groundwork for integrating global sustainability goals into our ecosystem. Together, we are building a more responsible future for Malaysia's BE industry.

★ **Fostering Talent Development:**

Strengthened collaborations with leading universities such as UUM, Sunway, Taylor's, UCSI, and UiTM ensured that the next generation of leaders is equipped to drive innovation and resilience in an evolving global market.

Looking Ahead to 2025

The achievements of 2024 have set the stage for an exciting and ambitious year ahead. However, our continued success depends on collective effort. I am deeply thankful to the MACEOS Executive Committee for their unwavering dedication and to our members, partners, and stakeholders for their invaluable support.

As we move into 2025, we are committed to seizing new opportunities, overcoming challenges, and creating lasting impacts for our industry and the communities we serve. Together, we will innovate, inspire, and elevate Malaysia's position as a leader in the global business events arena.

Your membership and support are the cornerstones of our shared success. I invite each of you to stay actively engaged in our mission and to contribute to building a stronger, united, and forward-thinking industry.

Here's to a New Year filled with opportunities, achievements, and shared success. Let us continue this journey together and make 2025 another remarkable year for Malaysia's business events industry.

Datuk Dr M Gandhi

President of MACEOS

(Malaysian Association of Convention & Exhibition Organisers & Suppliers)
for term 2024 - 2026





Empowering Excellence in BE Education

- Insights from Mona Abdul Manap

MACEOS Vice President - Education (2024 - 2026)

As the Vice President of Education for MACEOS, could you share your vision for shaping the MACEOS's training and educational initiatives in the years ahead?

The vision for the MACEOS education pillar focuses on expanding opportunities across Malaysia's Business Events (BE) industry by increasing the overall market size. Education is a key driver of this growth.

By delivering global standards in service and execution, Malaysia's BE industry can compete internationally, with its only differentiator being geographic location. With enhanced knowledge and expertise, local industry players can bid for international events more competitively and develop world-class home-grown events that rival those in neighbouring countries.

Additionally, aligning the education system with industry needs is crucial. Collaborating with Malaysian universities, we contribute to specialised short courses and certification programmes, preparing students for careers in the BE industry and giving them an edge in the job market.

Mona Abdul Manap is the co-founder and CEO of Place Borneo, a Sarawak-based professional congress organiser (PCO). Under her leadership, Place Borneo became the first organisation in East Malaysia to achieve accreditation from the International Association of Professional Congress Organisers (IAPCO). In addition, she has been elected as the Vice President of Education for MACEOS for term 2024-2026, further showcasing her commitment to advancing the business events industry.

How do MACEOS's training programmes address the unique challenges and opportunities faced by professionals in the business events industry?

MACEOS training programmes address several challenges and opportunities within the BE industry:

- **Talent Shortages and Upskilling**

To tackle the lack of skilled professionals, MACEOS offers certification programmes such as the Conference Certification Programme, Exhibition Management Programme, and Total Event Management. These programmes ensure both new entrants and existing professionals are equipped with essential skills.

- **Regional Variations**

The BE industry's needs vary across Malaysia. Collaborating with state CVBs and regional MACEOS chairs in Northern, Southern, Klang Valley, Sarawak, and Sabah, we identify specific training requirements, such as rigging or sound engineering, and tailor initiatives accordingly.

- **Time Constraints for Professionals**

Recognising the limited time event professionals have, MACEOS is launching an E-Learning Resource Centre. This platform offers self-paced online learning, enabling members and their teams to upskill conveniently.



Mona and Phoebe from the MACEOS Education team celebrated the outstanding achievements of the student teams and their coach from the School of Hospitality & Service Management at Sunway University, who secured top honours in three prestigious competitions in 2024:

★ **National Level:** Champions of the Malaysia Business Events National Challenge 2024, winning Best PowerPoint Presentation and Best Presenter.

★ **Asia Pacific Level:** Champions of the Asia Pacific Business Events Youth Challenge 2024.

★ **Asia Pacific Level:** Champions of the AFECA Asia MICE Youth Challenge 2024, with awards for Best Sustainability Idea and Best PowerPoint Presentation.



Elevate Your Expertise

These exclusive programmes are thoughtfully designed by meeting professionals, for meeting professionals.



01 Congress Certification Programme (CCP)

Elevate Your Conference Management Expertise with CCP, a comprehensive course covering essential principles and practical applications for various meetings. Led by industry experts, it offers valuable insights for both leaders and support roles, empowering you to create successful events.

CCP Programme Schedule

- 📍 **Klang Valley**
Date: 15-17 January 2025
- 📍 **Kuching, Sarawak**
Date: March 2025
- 📍 **Kota Kinabalu, Sabah**
Date: 9-11 April 2025
Venue: Sabah International Convention Centre (SICC)
- 📍 **Penang**
Date: June 2025



02 Exhibition Management Programme (EMP)

The Exhibition Management Programme (EMP) is an intensive three-day course designed by industry experts to provide participants with the essential knowledge and skills for executing exhibitions seamlessly and successfully.

EMP Programme Schedule

- 📍 **Kuching, Sarawak**
Date: 17-19 February 2025
- 📍 **Klang Valley**
Date: 10-12 March 2025
- 📍 **Kota Kinabalu, Sabah**
Date: 11-13 June 2025
Venue: Horizon Hotel Kota Kinabalu
- 📍 **Penang**
Date: June 2025



03 Total Event Management (TEM)

The event industry is dynamic and demanding, requiring precision at every step. Whether you're a newcomer or a seasoned professional, TEM is your pathway to mastering successful event planning.

This two-day immersive programme, crafted by industry experts, covers every stage of event management—from concept to execution—providing practical insights to make the process both efficient and enjoyable.

TEM Programme Schedule

- 📍 **Johor Bahru, Johor**
Date: 26-27 February 2025
- 📍 **Kuching, Sarawak**
Date: March 2025
- 📍 **Klang Valley**
Date: 21-23 April 2025



MACEOS Business Visit to Sarawak



Driving Progress in Sarawak's Business Events Industry

MACEOS is driving significant progress in Sarawak's Business Events (BE) industry by fostering strategic partnerships with the Sarawak Business Events Association (SBE) and engaging in meaningful discussions with BESarawak and the Sarawak Business Federation (SBF). These efforts aim to bridge local talent, uphold standards of excellence, and build a cohesive ecosystem with local stakeholders and academia to drive impactful growth, innovation, and sustainability in Malaysia's BE sector.

A Strategic Approach to Excellence

To achieve this vision, MACEOS has adopted a comprehensive strategy focused on:

★ Strengthening Connections:

Hosting interactive sessions to exchange ideas, tackle challenges, and align strategies for advancing Sarawak's BE landscape.

★ Enhancing Local Talent

Providing targeted training, mentorship programmes, workshops, and professional certifications to equip the workforce with essential skills.

★ Engaging with Stakeholders

Facilitating meaningful dialogues with local government agencies, business leaders, and federations to foster a unified and inclusive BE community.

★ Expanding Membership

Increasing awareness and encouraging participation among local businesses and professionals across Sarawak.

★ Forging Strategic Partnership

Cementing collaboration through initiatives such as the MoU with the Sarawak Business Events Association (SBE) to elevate Sarawak's global competitiveness.

By leveraging Sarawak's unique strengths and fostering synergies across various sectors, MACEOS is committed to empowering the BE industry and positioning Sarawak as a premier global destination for business events.



MEDIA CONNECT by MACEOS Sabah Chapter



Bridging Media and Business Events in Sabah

MEDIA CONNECT is a strategic initiative aimed at fostering collaboration between local media and key stakeholders in Sabah's flourishing Business Events (BE) industry, including the distinguished members of the MACEOS Sabah Chapter. This event serves as a vibrant platform to exchange ideas, explore synergies, and forge partnerships that strengthen Sabah's reputation as a premier destination for business events.

Sabah's breathtaking natural beauty, rich cultural heritage, and cutting-edge infrastructure, such as the Sabah International Convention Centre, have positioned it as a preferred choice for local, national, and international events. The media plays a pivotal role in amplifying this potential by showcasing Sabah's unique appeal to broader audiences, fueling tourism, attracting investments, and contributing to economic growth.

MEDIA CONNECT emphasises the power of collaboration, empowering media professionals to shape compelling narratives that resonate globally while celebrating Sabah's identity. The event also highlights the mutual benefits of aligning with the BE industry, opening doors to rewarding opportunities and collective success.



“

As we wrap up 2024, I am proud to reflect on the incredible progress we've achieved together as a Business Events (BE) community in Sabah. This year has been a testament to the power of collaboration and innovation, setting the stage for an even brighter future.

Key Takeaways from 2024

★ Unified Ecosystem

The BE community in Sabah has embraced collaboration, teamwork, and synergy, making significant strides in elevating Sabah as a premier BE destination.

★ Government Collaboration

The support of key stakeholders, including Pn Noredah (Sabah Convention Bureau), Tuan Julinus (Sabah Tourism Board), and Ministry of Tourism, Culture & Environment Sabah, has reinforced the strength of our public-private partnerships.

★ Strategic Growth

Members effectively addressed low-peak seasons by organizing impactful local events and exhibitions, achieving record-breaking outcomes. Through collaboration and leveraging each other's strengths and expertise, they delivered several successful events this year.

★ Member Initiatives

BE players are now proactively organising events, cross-marketing, and fostering meaningful connections to showcase Sabah's potential.

★ Future-Ready Mindset

The BE industry in Sabah is no longer isolated but united, with members leveraging each other's strengths and working collectively to create impactful events.

As we look ahead, I am confident that 2025 will bring even greater opportunities for our industry. Let us continue to build on this momentum and work together to achieve new milestones. Wishing everyone a successful and prosperous New Year!

- Ybhg Datuk Dr. Hajah Rosmawati Haji Lasuki J.P
MACEOS Sabah Chair

Congratulations

to Mr Eugene Goh on his appointment as the Northern Chapter Chairman of MACEOS!

With over 20 years of expertise in the events industry, Eugene has played a pivotal role in organising corporate dinners, conferences, and exhibitions for both local and international clients. His leadership vision focuses on positioning the northern region as a leading business events destination, nurturing local talent, and driving sustainable practices.

We are confident that with Eugene at the helm, the northern region will thrive as a centre for innovative and impactful business events.



Founder and Managing Director
Goche Corporation Sdn Bhd

MACEOS Northern Region Chapter



Paving the Way for 2025/2026

The inaugural meeting of the MACEOS Northern Region Chapter, held on 6th December 2024 at Citadines Connect, Georgetown, marked a pivotal step toward strengthening the Northern region's role in Malaysia's business events industry. With a clear focus on collaboration, innovation, and growth, the session set the stage for impactful initiatives in the year ahead.

Led by Chairperson Mr Eugene Goh (Goche Corporation Sdn Bhd), the meeting brought together an impressive committee comprising:

- Advisors: **Dato' Khoo Boo Lim** (Director of PCEB) and **Mr Ashwin Gunasekaran** (CEO of PCEB)
- Secretary: **Ms Geetha V Balakarishnan** (Instant Exposition Services Sdn Bhd)
- Treasurer: **Ms Andrea Cheah** (Olive Tree Hotel)
- Vice Presidents:
 - Innovation: **Dr Azizah Binti Ismail** (UUM)
 - Development & Membership Engagement: **Ms Shelly Loo (SPICE)** and **Mr Jude Nagalingam (Power Trax Network)**
 - Education: **Mr Wilson Teoh** (Goche Corporation Sdn Bhd)
 - Advocacy: **Dato' Gulab Mahatam Rai** (Hotel Neo Penang), **Mr Bryan Khoo** (Ezzy Global), and **Mr Low Chin Siang** (ATLANTIC by Motion in Style)
 - Young Industry Professionals (Gen2): **Mr Adrian Praveen** (Arrowood) and **Mr Kelvin Ong** (Paradigm Event)

Discussions centered on aligning efforts with MACEOS' four key pillars: Advocacy, Innovation, Education, and Development. The committee explored ways to drive impactful initiatives, from fostering regional collaborations to raising professional standards and delivering value to industry stakeholders. The session concluded with a shared commitment to position Northern Malaysia as a vibrant hub for business events. Mr Eugene Goh emphasised the importance of teamwork, vision, and collective action to unlock opportunities and elevate the region's potential.

With strong leadership, clear direction, and an experienced committee, the Northern Chapter is ready to deliver a promising and transformative year ahead for the business events industry.



HILTON HOLIDAYS

A HILTON KUALA LUMPUR
FESTIVE CELEBRATION

25 NOVEMBER 2024 - 1 JANUARY 2025





MACEOS
MALAYSIA

15 JAN 2025

WANGSA BOWL @ 1 UTAMA SHOPPING CENTRE

JANURARY 2025

15
Jan

ATF 2025

Date: 15th - 20th January 2025

Venue: Johor

ASEAN Tourism Forum (ATF) 2025, themed "Unity In Motion: Shaping Asean's Tourism Tomorrow," focuses on creating a sustainable and resilient tourism industry for ASEAN. The event will address challenges and foster collaboration among member states to shape a prosperous future, celebrating the region's natural beauty and rich cultural heritage.

www.atf.travel



ASEAN
TOURISM FORUM

"UNITY IN MOTION" SHAPING ASEAN'S TOURISM TOMORROW

15-20
January

2025
Johor, Malaysia

1

Expert Insights and Strategies

Gain actionable insights from thought leaders through discussions on topics like sustainable tourism, leadership development, and the future of business events.

5 Key Reasons to Say “YES” to BE in Sabah!



2

Networking Opportunities

Connect with industry leaders, professionals, and stakeholders from across East ASEAN and the Asia Pacific to build valuable partnerships and expand your professional network and the future of business events.

3

Collaborative Growth Opportunities

Engage in meaningful dialogues that empower attendees to unlock new opportunities, embrace innovation, and contribute to the growth of the regional and global business events landscape.

4

Innovative and Sustainable Practices

Discover the latest trends in sustainability, community-based tourism, and ESG (Environmental, Social, and Governance) principles to foster long-term success and create meaningful impact in the BE industry.

5

Experience Sabah's Unique Appeal

Experience Sabah's natural beauty, cultural heritage, and world-class infrastructure, positioning it as a premier destination for impactful business events.



A Warm Welcome to BE in Sabah from
Ybhg Datuk Dr. Hajah Rosmawati Haji Lasuki J.P
Organising Chairperson of BE in SABAH, MACEOS Sabah Chair (2024 - 2026)
CEO of Sabah International Convention Centre (SICC)

be in
SABAH

be in
SABAH

2ND INTERNATIONAL BUSINESS EVENTS FORUM

◎ EMPOWERING ASIA PACIFIC THROUGH BUSINESS EVENTS

27th-28th February 2025

Sabah International Convention Centre (SICC), Kota Kinabalu, Sabah, Malaysia

Sabah is emerging as a premier gateway for business events (BE) in East ASEAN, strategically positioned to connect a thriving population of approximately 80 million. With its modern infrastructure, stunning natural beauty, and rich cultural heritage, Sabah is redefining itself as a vital hub for growth and collaboration in the Asia Pacific region.

The **BE in Sabah** forum serves as a dynamic platform to harness this potential, leveraging the region's unique assets to strengthen the BE sector. By hosting global industry leaders in an inspiring setting, Sabah offers an unparalleled venue for collaboration and progress. Experience the convergence of innovation, culture, and connectivity as Sabah cements its position as the ultimate destination for impactful business events in the Asia Pacific.



STRENGTHENING THE BUSINESS EVENTS INDUSTRY

Enhance the development and impact of the Business Events sector in the Asia Pacific region.

EMPOWERING BUSINESS GROWTH

Drive economic progress through focused initiatives and strategies.



CULTIVATING LEADERSHIP

Foster strong and effective leadership within the Business Events industry.

LEVERAGING NATURE AND CULTURE

Promote business events by capitalising on the region's natural beauty and cultural heritage.



STRATEGIC BUSINESS PLANNING

Develop and implement resilient business strategies through insightful discussions.

www.beinsabah.com.my

WELCOME



MACEOS MEMBERS

A warm welcome to our newest members! We are thrilled to have you join our growing community and look forward to collaborating with you as we work together to elevate professionalism and standards within the business events (BE) industry we all deeply value. Your support is greatly appreciated, and we are excited about the remarkable achievements we will accomplish together. At present, MACEOS offers three membership categories: **Ordinary Members, Associate Members, and Individual Members.**

ORDINARY MEMBERS



Grit Event Management

Lot 3104, No 46, 1st Floor, Kueh Hock Kui Commercial Centre,
93400 Kuching, Sarawak, Malaysia.

Tel: +6012-400 2890

Email: gritevent@gmail.com

Website: gritevent.com

Category: Event Management Company



Paradigm Event & MICE Sdn Bhd

7471, Jalan Tanjung Indah, Pusat Perniagaan Seri Tanjung,
13400 Butterworth, Penang, Malaysia.

Tel: +6012-528 8456

Email: ask_us@paradigmeventmice.com

Website: paradigmeventandmice.com

Category: Event Specialist



The Waterfront Hotel Kuching

68, Jalan Tun Abang Haji Openg,
93000 Kuching, Sarawak, Malaysia.

Tel: : +6082-22 7227

Email: sales@thewaterfrontkuching.com

Website: thewaterfrontkuching.com

Category: Hotel with Meeting Facilities



Cove 55

Lot 55, Jalan Sultan Tengah (Santubong / Damai Road)
Santubong, Sarawak 93010, Malaysia

Tel: : +6082-84 6068

Email: reservations@cove55.com

Website: cove55.com

Category: Hotel with Meeting Facilities



Karuna (Sarawak) Enterprise Sdn Bhd

No. 67, Lot 10210, 3rd floor, Jalan Tun Jugah,
93350 Kuching, Sarawak, Malaysia.

Tel: +6082-57 6113

Email: sales@karunasarawak.com

Website: karunasarawak.com

Category: Event Specialist



Kuehne + Nagel Sdn Bhd

Perindustrian Bukit Jelutong,
40150 Shah Alam, Selangor, Malaysia.

Tel: +603-6414 1089

Email: info.kualalumpur@kuehne-nagel.com

Website: kuehne-nagel.com

Category: Freight Forwarder / Specialist Logistics



Power Trax Network Sdn Bhd

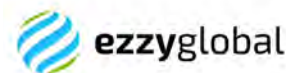
No. 28, Jalan Sungkai, Off Kampar Road,
10460 George Town, Penang, Malaysia.

Tel: +6016-431 9000

Email: pwrtrx@gmail.com

Website: powertraxnetwork.com.my

Category: Audio Visual, Lighting



Ezzy Global Sdn Bhd

31-2, Jalan Lenggong, Taman Vantage Point,
11600 George Town, Penang, Malaysia.

Tel: +016-461 3132

Email: admin@ezzyglobal.co

Category: Event Management Company

Individual Member

- Dato' Gulab Mahatam Rai: +6011-3762 3711
- Monica Shiau Jing Yi: +6016-813 4435
- Ruebendran Amarjit Singh: +6017-612 4002

Elevate Your Thinking with the Six Thinking Hats

Unlock a new way of thinking with the Six Thinking Hats training programme. This innovative approach focuses on parallel thinking, guiding you to explore one perspective at a time. The outcome? Deeper discussions, smoother decision-making, fewer conflicts, and a more thorough evaluation of information, risks, and opportunities.

The Six Thinking Hats method offers a structured framework that enhances clarity and efficiency in problem-solving, planning, brainstorming, and decision-making. It's a powerful tool for improving analytical thinking, goal-setting, creativity, strategic planning, critical thinking, and team management. Transform your thinking process and achieve outstanding results. Join us and take your thinking to the next level today!

Dr. Edward de Bono Six Thinking Hats

World Acclaimed Thinking Methodology

**Fully Claimable
HRDF SBL Khas**

1

Six Thinking is a very systematic thinking framework which allows the thinker to organise their thinking to achieve optimum results.

2

This versatile thinking methodology can be used in Problem Solving, Planning, Idea Brainstorming, Meeting Facilitation, Decision Making, etc

3

It covers Analytical Thinking, Goal Setting, Ideation, Strategic Thinking, Critical Thinking, Creative Thinking and Team Thinking Management

Klang Valley
Dates: 12-13 Dec 2024 (Thu-Fri)
Time: 9:00am - 5:00pm
Venue: Sime Darby Convention Centre
Published Training Fees: RM2,200/pax (incl. copyrighted material) – HRDF claimable

Kuching, Sarawak
Date: 18-19 Jan 2025 (Mon-Tue)
Time: 9:00am - 5:00pm
Venue: UCSI Hotel Kuching
Published Training Fees: RM2,200/pax (incl. copyrighted material) – HRDF claimable

[Registration] bit.ly/MACEOS_SixThinkingHats
[For enquiries] MACEOS Secretariat
+6012-640 6106 (WhatsApp) or secretariat@maceos.org.my

Edward de Bono's Six Thinking Hats

Strengthen Thinking Ability

- Shorter time to make decisions
- Get ideas and messages across easily
- Handle information overload easily
- Thinking based on justified assumptions
- Analysing information becomes easy
- Critical & Strategic Thinking becomes part of thinking
- Think of out box ideas using creative methods
- Balance of Logical thinking and feelings

Benefits of Using Six Thinking Hats

- Increased ability in planning and executing work
- Increased ability to control flow of discussions and meeting
- Increased ability to think and solve problems systematically
- Increased speed in making decisions after analysing from all angles
- Greater Idea Brainstorming ability and solution extraction
- Able to manage thinking of Teams members more professionally

Course Outline

Introduction
Understanding Six Thinking Hats Framework
Learning the Hats and their Functions

The White Hat

- Analytical Thinking
- Interpretation of Data
- Questioning Data
- Breaking Assumptions (OCA)
- Summarising

The Blue Hat

- Big Picture Analysis
- Goal Setting Essentials
- Planning - Creating Clarity in Others

Green Hat

- Idea Brainstorming
- Exploring Alternatives
- Thinking Out of Box Techniques
- ABC Communication Techniques

Yellow Hat

- Analysing Benefits
- Execution and Getting Things Done

Black Hat

- Risk Analysis
- Time and Consequences Analysis
- Exploring Difficulties, Barriers, Bottlenecks, etc

Red Hat

- Red Hat FC
- Managing Team Members & Difficult Relationships
- Making Decisions Optimistically without compromising

Blue Hat

- Sequencing of Hats
- Meeting Facilitation

Applying Parallel thinking
Meeting Facilitation
Coaching using Six Thinking Hats Map
Solving Strategic Problem Using Six Thinking Hats

Methodology of Learning:
Case studies, Group work, Group presentation, discussions, power point presentation, interactive questioning and dialogues, role play. Importance is given to the ability to apply the tools through activities.

**REGISTER
NOW!**



MACEOS

M A L A Y S I A

MACEOS Secretariat Office

Co-Work World Trade Centre Kuala Lumpur,
Level 2, No. 41, Jalan Tun Ismail,
50480 Kuala Lumpur, Malaysia.
Tel : 6012-640 6106

Email : secretariat@maceos.org.my

Website : www.maceos.org.my

Stay Connected :



IMPORTANT NOTICE!

Our correspondence address has officially changed effective 1st December 2024, while all other contact details remain unchanged.

New Correspondence Address:
Co-Work World Trade Centre Kuala Lumpur
Level 2, No. 41, Jalan Tun Ismail,
50480 Kuala Lumpur, Malaysia.

ANNOUNCEMENT

MACEOS Communications Subcommittee

President : Datuk Dr M Gandhi

Communication Chairperson : Gerard Leeuwenburgh

Secretariat :

Executive Director : Ezriq Sajad Ismail Sajad

Deputy General Manager : G'ny Chin

Senior Executive : Holiday Tan

Media Agency : Adelston Media Sdn Bhd

MACEOS is amplifying the Voice of Business Events through five key strategies outlined in the MACEOS Strategic Roadmap (MSR) 2030 :-

- Embracing Digital Transformation
- Upholding Professional Standards
- Strengthening the Business Events Community
- Up-skilling the Industry Workforce
- Crafting a Clear Narrative for the Business Events Industry

Business Events (BE) is essential for economic growth and nation building. Let's collaborate to drive the positive growth of the BE industry, ensuring mutual benefits for all stakeholders.

* Advertising opportunities are now available in MACEOS Newsletter.

For advertising enquiries, please contact

- MACEOS Secretariat at secretariat@maceos.org.my or

- Adelston Media at benewsletter@adelstonmedia.com