

BE NEWSLETTER

MARCH 2025 | Vol.03



A Platform for Growth, Collaboration & Innovation

Held from 27th to 28th February 2025, BE in SABAH 2025 successfully brought together key stakeholders from the Asia Pacific business events industry, fostering collaboration, strategic discussions, and innovation under the theme "Empowering Asia Pacific Through Business Events."

With insightful discussions, strategic partnerships, and expert speakers, BE in SABAH reinforced Asia Pacific's growing influence in the global MICE industry. Supported by the Sabah State Government and industry partners, the event set the stage for future growth. Looking ahead, BE in SABAH 2026 is scheduled for 5th to 6th February 2026, promising even greater opportunities for collaboration and advancement. P3



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EVENTXPO
2025

Smart Solutions, Smart Events

7-9 August 2025
Kuala Lumpur Convention Centre

www.eventxpo.my

Organised by:

MACEOS
MALAYSIA

Selamat Hari Raya Aidilfitri!

FROM MACEOS

Dear Esteemed MACEOS Members,

One of Malaysia's greatest strengths is its rich diversity, where we celebrate each other's traditions, embracing vibrant, distinct, yet deeply interconnected cultures. This unique harmony is a source of pride and a key differentiator that sets Malaysia apart as a premier business events destination — offering a truly immersive and unforgettable experience.

As we mark the joyous occasion of Hari Raya Aidilfitri, we are reminded of the values it brings — not just the indulgence of festive delicacies but also renewal, gratitude, and togetherness. It is a time for reflection, reconnection, and strengthening the bonds that matter most, whether with family, friends or within our professional networks. Likewise, our business events industry thrives on relationships — the partnerships we build, the ideas we exchange, and the collaborations we forge.

This spirit of unity and collaboration was evident at BE in SABAH 2025, a resounding success that showcased the strength and potential of Malaysia's business events industry. The forum set the stage for greater partnerships and reaffirmed our position as a hub for transformative business events. Looking ahead, we are excited to continue this momentum with EventXpo in August, held alongside Kind Malaysia. This will be a pivotal platform for industry players to explore new opportunities, forge meaningful connections, and shape the future of business events.

As we step into the future, let us embrace innovation with a culturally distinctive perspective, stay ahead of global trends, and navigate challenges with resilience. Together, we can create remarkable events, drive impactful partnerships, and elevate Malaysia's standing on the global stage — strengthening not just our industry, but also contributing to the nation's economic and cultural legacy.



*In the spirit of this festive season,
I wish you "Selamat Hari Raya Aidilfitri,
Maaf Zahir dan Batin".*

*May this celebration time bring abundance,
success, and meaningful connections in your
personal and professional journeys.*

Datuk Dr M Gandhi

President of MACEOS

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

Driving Growth, Collaboration & Innovation



Held on 27th and 28th February 2025, BE in SABAH 2025 brought together key stakeholders from across the Asia Pacific business events industry, fostering collaboration, strategic discussions, and innovation to drive the sector forward. Under the theme “Empowering Asia Pacific Through Business Events,” the forum underscored the importance of regional partnerships, knowledge exchange, and industry evolution.

Officiated by Yang Berhormat Datuk Seri Panglima Dr Jeffrey G. Kitingan, Deputy Chief Minister of Sabah, representing the Chief Minister of Sabah, the event highlighted Asia Pacific’s increasing influence in global business events. In his opening remarks, he reaffirmed Sabah’s commitment to supporting the industry’s growth as a key economic driver.

Jointly organised by MACEOS Sabah Chapter and Sabah International Convention Centre (SICC), with strong support from the Sabah State Government, Ministry of Tourism, Culture and Environment Sabah, Yayasan Sabah Group, and the Ministry of Tourism, Arts & Culture Malaysia, BE in Sabah 2025 strengthened Sabah’s position as a premier destination for transformative business events. The forum provided a strategic platform for industry leaders to explore new opportunities and forge meaningful partnerships.

Beyond keynote sessions and panel discussions, BE in SABAH 2025 facilitated high-level networking and dialogues. Experts examined emerging markets, regional synergies, and strategic initiatives to position Asia Pacific’s business events sector for long-term success. The forum’s focus on cross-border collaboration, investment opportunities, and industry resilience ensured its impact extended well beyond the two-day event.



Key Industry Themes

BE in SABAH 2025 featured thought-provoking discussions on critical topics shaping the industry:

- **Business Growth** – Strengthening industry capabilities and expanding market opportunities.
- **Leveraging Nature and Culture** – Showcasing how Asia Pacific’s natural and cultural assets enhance business event experiences.
- **Cultivating Leadership** – Developing the next generation of business events professionals.
- **Enhancing Skills and Strategic Planning** – Equipping industry players with the tools to navigate a rapidly evolving market.



BE in SABAH 2025 showcased an esteemed lineup of 27 speakers, panellists, and moderators from Asia Pacific, alongside experts from Europe, Latin America, and North America. Their diverse perspectives and expertise enriched discussions, driving global collaboration and innovation in the business events sector. This dynamic exchange of insights reinforced BE in SABAH 2025 as a pivotal platform for shaping the future of the industry.



Closing Remark

Standing at the forefront of Asia Pacific's business events industry, Sabah is embracing global engagement, innovation, and strategic partnerships to drive growth. The participation in the ICCA Congress 2024 in Abu Dhabi marked a significant milestone, elevating Sabah's presence on the international stage and reinforcing its potential as a competitive destination for world-class events. With strong support from the Sabah state government and collaborative efforts with MACEOS and ICCA, the region is poised to strengthen its role within the global MICE ecosystem.

As the industry navigates digital transformation and sustainability imperatives, Sabah is committed to fostering knowledge exchange, investment, and economic development through business events. This forum has reaffirmed the importance of cross-border collaboration, positioning Sabah as a vital force in shaping the future of business events in the Asia Pacific region.

- YB Datuk Seri Panglima Christina Liew
Minister of Tourism, Culture & Environment Sabah
Patron of BE in Sabah



As BE in SABAH 2025 comes to a close, I want to take a moment to reflect on what we have achieved together. Our goal was clear — to expand BE in Sabah by fostering connections, collaboration, and business growth. I can confidently say we have made significant strides in this journey.

The insights, discussions, and partnerships formed here will not end when we leave this venue. Instead, they serve as the foundation for future collaborations, business opportunities, and industry advancements, shaping the business events landscape in this region and beyond. The knowledge shared by our distinguished speakers and the partnerships cultivated are already setting new ideas into motion, ensuring the impact of BE in SABAH 2025 extends far beyond this event.

A heartfelt thank you to our speakers, strategic partners, sponsors, and the Government of Sabah for your unwavering support. Your contributions have been instrumental in making this event a success. Let's continue this momentum — strengthening our industry, fostering innovation, and driving meaningful change. Thank you for being part of this journey. See you at BE in SABAH 2026!

- Ybhg Datuk Dr. Hajah Rosmawati Haji Lasuki J.P
Organising Chairperson of BE in SABAH
MACEOS Sabah Chair cum CEO of Sabah International Convention Centre



As we conclude BE in Sabah, I am grateful for the remarkable exchange of ideas and partnerships we have fostered over the past two days. This event has highlighted the immense potential of the business events industry in the Asia Pacific region to drive economic growth, innovation, and cultural collaboration.

Business events play a vital role across the region, serving as a catalyst for economic development, knowledge exchange, and cultural diplomacy. With its diversity and forward-thinking approach, Asia Pacific continues to set new benchmarks for excellence in the global MICE industry. To our industry family — your unwavering support continues to shape the future of tourism and business events in Sabah. To our esteemed speakers from around the world, your insights have inspired new strategies and ignited fresh ideas for sustainable growth and excellence.

Looking ahead, the future of business events in Asia Pacific is filled with potential. Let's build on the momentum we have created here — fostering partnerships, embracing innovation, and championing sustainability to drive our industry forward.

- Datuk Dr M Gandhi
Founder & Chairman of Bumiati Holdings Sdn Bhd
President of MACEOS

A Legacy of Growth, Innovation, and Collaboration



As BE in SABAH 2025 concludes, it leaves behind a powerful legacy of collaboration, innovation, and progress. With the unwavering support of the Sabah State Government, ICCA, MACEOS, MyCEB, and key industry players, the forum has set the stage for a future where business events go beyond gatherings — they become catalysts for economic growth, knowledge sharing, and industry transformation.

With momentum at an all-time high, BE in SABAH 2026 is set to take place on 5th and 6th February 2026. Building on this year's success, the next edition promises even greater opportunities for collaboration, innovation, and industry advancement — ensuring Asia Pacific remains at the forefront of the global business events landscape.

For more information: beinsabah.com.my

See You at BE in SABAH 2026!

~ 5th - 6th February 2026 ~



Beyond Forum

Celebrating MACEOS Members' Meaningful Moments



EventXpo 2025 : Smart Solutions, Smart Events



Elevating Business Events with Innovation and Impact

MACEOS is proud to present **EventXpo 2025**, Malaysia's premier business events showcase, returning bigger, bolder, and better from 7th to 9th August 2025 at the Kuala Lumpur Convention Centre. Building on the success of its inaugural edition, this highly anticipated event continues to advocate, elevate, and transform Malaysia's business events industry, driving trade, investment, innovation, talent development, and positive societal impact while strengthening the nation's presence on the global stage.

Themed "Smart Solutions, Smart Events," EventXpo 2025 will bring together over 120 exhibitors, industry experts, and thought leaders to explore the latest trends, technologies, and sustainable practices shaping the MICE industry. Attendees can engage in strategic networking sessions, live demonstrations, and expert-led discussions designed to foster collaboration and business growth.

Adding to the impact, Kind Malaysia returns alongside EventXpo 2025, reinforcing corporate social responsibility by connecting businesses with non-profit organisations to drive meaningful change. With a strong foundation of over 3,000 trade visitors, 85 exhibitors, and 115 hosted buyers from the previous edition, this year's event is set to raise the bar even higher. Be part of the movement shaping Malaysia's business events industry — secure your spot today!

For more information: www.eventxpo.my





EVENTXPO 2025

Smart Solutions, Smart Events

7-9 August 2025
Kuala Lumpur Convention Centre



www.eventxpo.my



Organised by:

MACEOS
M A L A Y S I A

Congress Certification Programme (CCP)



Advance Your Career Today

Designed to meet the growing demand for expertise in congress management, Congress Certification Programme (CCP) offers a comprehensive module covering best practices, proven methodologies, and essential processes. This hands-on learning experience equips you with the skills needed to excel in the industry.

Enrol now and establish yourself as a key player in the evolving business events landscape!

ENROLL NOW





CONGRESS CERTIFICATION PROGRAMME 2025

Created by Meeting Professionals
Claimable CE Hours

DATE	VENUE
12 - 14 MAR 2025	BORNEO CONVENTION CENTRE KUCHING (SARAWAK)
09 - 11 APR 2025	SABAH INTERNATIONAL CONVENTION CENTRE (SABAH)
05 - 07 MAY 2025	SIME DARBY CONVENTION CENTRE (KUALA LUMPUR)

WHO SHOULD JOIN

- Those wishing to embark into the Business Events industry;
- Academics in the events management field to specialise and understand practical applications;
- Upgrade oneself for professional accreditation to be a Certified Meeting Professional (CMP)

For more information, please contact **MACEOS Secretariat**
Ms. Holiday Tan
Mobile: +6012-6446106 (Whatsapp)
Email: jiachee@maceos.org.my

JOIN US TODAY!



Exhibition Management Programme (EMP)





EXHIBITION MANAGEMENT PROGRAMME 2025

Created by Meeting Professionals
Claimable CE Hours

DATE	VENUE
12 - 14 MAR 2025	SIME DARBY CONVENTION CENTRE (KLANG VALLEY)
11 - 13 JUN 2025	HORIZON HOTEL KOTA KINABALU (SABAH)

WHO SHOULD JOIN

- Professionals seeking to deepen their exhibition management skills.
- Those new to the business events industry and eager to learn the fundamentals of exhibition operations and management techniques.
- Organisations and trade associations planning flagship exhibitions tailored to specific sectors.

JOIN US TODAY!



For more information, please contact **MACEOS Secretariat**
Ms. Holiday Tan
Mobile: +6012-6446106 (Whatsapp)
Email: jiachee@maceos.org.my

Be Ready to Make An Impact

The Exhibition Management Programme (EMP) is an intensive 3-day course designed by industry experts to provide participants with the knowledge and skills needed for successful exhibition execution.

Gain practical insights into key aspects of the exhibition industry, including budget planning, floor management, and stakeholder collaboration. Understand the critical roles involved and how teamwork ensures a seamless event.



AI-Powered Digital Marketing



Enhance Your Campaigns with Proven Strategies & Real-World Insights

Led by Alexander Ang, a Certified Digital Marketing Professional, this training equips business owners, entrepreneurs, and marketing professionals with expert strategies in social media and digital marketing. Gain practical knowledge and real-world case studies to elevate your marketing success!

ENROLL NOW

Events Mastery @eventsmastery.com MACEOS MALAYSIA

AI-Powered DIGITAL MARKETING

Venue: Triune Centre, KL Eco City
Date: 29 & 30 April 2025

A 2-day Training Programme with **ALEXANDER ANG**, Certified Digital Marketing Professional, HRD Corp Trainer, Featured Speaker & Online Marketing Consultant for SMEs, & Multi-National Corporation

Bonus: Half-day online Zoom Coaching!

JOIN NOW

For more information, please contact MACEOS Secretariat:
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Mobile: +6012-6446106 (WhatsApp) Email: jlachee@maceos.org.my

MACEOS RESEARCH INNOVATION

The Impact of Eco-Friendly Perceptions on Festival Attendees' Decision-Making

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The Impact of Eco-Friendly Perceptions on Festival Attendees' Decision-Making

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Abstract: People are becoming increasingly concerned with environment as the society becomes more environmentally conscious and this is on a global basis. Festivalgoers are now very much concerned about the environmental impact of the events they go to, a consumer behavior shift. As a result of that, festival organizers are taking this into account when developing their strategies for future festivals. This research examines the influence of eco-friendly perceptions on the decision-making process among festival visitors. The study used an extended version of the planned behavior model which takes into account attitudes, subjective norms, anticipated positive emotions, expected negative emotions, and perceived behavioral control concerning decision-making. This correlation study focuses on attitudes towards attending eco-friendly events in terms of behavioral intention, subjective norms, positive anticipated emotion, negative anticipated emotion, and perceived behavioral control. 197 data sets were collected through convenience sampling of event management students at UiTM Puncak Alam via different online platforms were used for the analysis. The SPSS was used for the analysis of results through reliability tests, correlations, and regressions. The result indicated that there was a significant relationship between all the variables involved in participating in eco-friendly events. Four independent variables show a significant beta coefficient for subjective norm, positive anticipated emotion, negative anticipated emotions, and perceived behavioral control. Meanwhile, another independent variable, attitude did not significantly influence behavioral intentions. The limitations, recommendations, and implications of the study were suggested for future research.

Keywords: Decision-making, Extended model of goal-directed behavior, sustainability, eco-friendly, festival

1. Introduction and Background

Presently, there has been a growing recognition and awareness of environmental concerns worldwide. The increasing awareness that individuals' actions have consequences on their environment has resulted in increased initiatives to decrease carbon footprints. Environmental awareness encompasses not just the daily purchases and consumption of individuals, but also expands to their participation in events. As a result, environmentally conscious individuals are more inclined to attend eco-friendly events as opposed to regular events, which can have a significantly higher detrimental impact on the environment (Kim & Lee, 2023). Kim and Lee (2023) found that persons who have a strong environmental consciousness tend to favor eco-friendly choices. The reason for this is their awareness of the impact their purchase decisions have on the environment, which compels them to adopt sustainable practices and eco-friendly alternatives. Furthermore, the decision to attend an event today is increasingly influenced by a widespread recognition of environmental issues (Song et al., 2012; Kim & Lee, 2023). Therefore, an increased awareness of the environmental effects of attending events necessitates that individuals take sustainability concerns into account when deciding whether or not to participate. Holmes and Mair (2018) suggest that festivals should operate in an environmentally responsible manner, and that festival attendees should be encouraged to live more sustainable lives.

KEY INSIGHTS

The study found that attitude did not significantly impact behavioral intentions, while subjective norms, positive and negative anticipated emotions, and perceived behavioral control did in eco-friendly on festival attendees' decision-making.

Access Article



Connect Author



Develop Case Study with MACEOS



The MACEOS Research Innovation Committee is committed to advancing industry knowledge through strategic collaborations with leading academic institutions and research centers nationwide. These partnerships drive impactful research, providing valuable insights and innovative solutions that benefit all MACEOS members.

The Impact of Eco-Friendly Perceptions on Festival Attendees' Decision-Making

This study explores how perceptions of eco-friendliness impact festivalgoers' decision-making. As environmental awareness grows, attendees are becoming more conscious of festivals' ecological footprint, prompting organizers to adopt sustainable practices.

Using an extended Theory of Planned Behavior (TPB) model, the research examines the role of attitudes, subjective norms, anticipated emotions, and perceived behavioral control in influencing participation in eco-friendly events. Data was gathered from 197 event management students at UiTM Puncak Alam via online surveys and analysed using SPSS. Findings indicate that while attitudes did not significantly impact behavioral intentions, subjective norms, anticipated emotions (both positive and negative), and perceived behavioral control played a crucial role. The study discusses its limitations, recommendations, and implications, offering valuable insights for future research and event organisers aiming to enhance sustainable festival practices.

I AM



*Manifest Yours by **Driving Impact Together** with us.*



**Scan to connect with
Business Events Sarawak**
businesseventssarawak.com



**TRIBE
LEGACY
SARAWAK
CAMPAIGN**

Events Calendar

April 2025

**9
Apr**

Solar & Storage Live Malaysia 2025

Date: 9th - 10th April 2025
Venue: MITEC

Solar & Storage Live Malaysia 2025 highlights the latest innovations in solar, energy storage, and smart energy solutions, accelerating Malaysia's shift towards a greener and decentralised energy system. Building on successful renewable energy exhibitions across Southeast Asia, this event unites industry leaders, innovators, and disruptors to explore advancements shaping the future of clean energy in Malaysia.

<https://terrapinn.com/exhibition/solar-storage-live-malaysia>



**11
Apr**

HomeTech 2025

Date: 11th - 13th April 2025
Venue: MITEC

HomeTech 2025 is set to showcase cutting-edge modern home furniture, AI-powered smart home technology, and next-generation EV vehicles — all under one roof, where innovation meets lifestyle! Enjoy exclusive discounts, instant rebates, and immersive experiences as you explore the future of modern living.

<https://hometech.my>



**11
Apr**

HOMEDec 2025

Date: 11th - 13th April 2025
Venue: Setia SPICE Convention Centre

Since 2003, HOMEDec has been the trusted platform for homeowners seeking expert guidance in home design and renovation. With a legacy of inspiring over 4 million homeowners, we have collaborated with more than 20,000 exhibitors to bring the latest trends and innovations to life. Explore the cutting-edge solutions and transform your living spaces like never before!

<https://homedec.com.my>



**11
Apr**

Property Hunter Expo 2025

Date: 11th - 13th April 2025
Venue: Sabah International Convention Centre (SICC)

The Property Hunter Expo 2025 brings together leading developers, homebuyers, and investors, offering exclusive deals, expert insights, and market trends. As Sabah's top property showcase, it fosters industry growth and meaningful connections, serving as a vital hub for real estate opportunities.

www.propertyhunter.com.my



**15
Apr**

CASSIC 2025

Date: 15th - 17th April 2025
Venue: The Waterfront Hotel, Kuching, Sarawak

The Creative Arts & Social Science International Conference 2025 (CASSIC 2025) is a pioneering event uniting academicians, researchers, and scholars to explore the intersection of creative arts and social sciences. With a renewed focus on technology and economic impact, the conference highlights the role of creative development in the mainstream economy.

www.confbay.com



23 APHC 2025

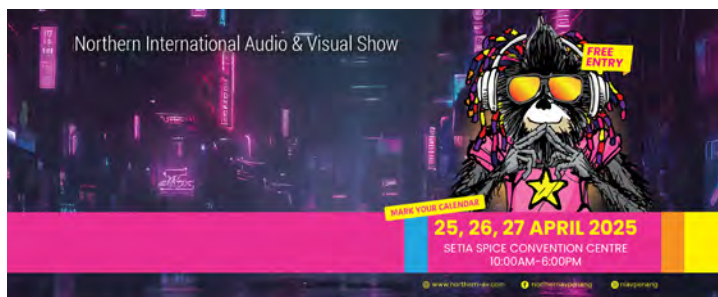
Apr

Date: 23rd - 26th April 2025

Venue: Borneo Convention Centre Kuching

The 16th Asia Pacific Hospice Palliative Care Conference (APHC) 2025 gathers global experts and discover innovative approaches to palliative care. Embrace diversity and empower communities together.

www.aphc2025.com



25 NIAV 2025

Apr

Date: 25th - 27th April 2025

Venue: Setia SPICE Convention Centre

As the premier platform for industry leaders and enthusiasts, Northern International Audio & Visual Show (NIAV) 2025 will showcase over 125 world-class brands and exhibitors from around the globe, offering an immersive sensory experience like no other. Beyond the exhibition floor, attendees can look forward to expert-led talks, exclusive product demonstrations, and a special highlight—a FREE jazz concert featuring the internationally acclaimed Nao Yoshioka on 25th and 26th April. Don't miss this extraordinary celebration of audio and visual excellence!

www.northern-av.com

23 SEACare 2025

Apr

Date: 23rd - 25th April 2025

Venue: MITEC

SEACare 2025 is expanding by 25%, targeting 15,000 trade visitors and over 500 booths, with an anticipated RM 1 billion in potential sales. Alongside the exhibition, the SEA Healthcare and Pharma Conference 2025 brings together key stakeholders, industry pioneers, and policymakers for high-level discussions on policy shifts, investment opportunities, and emerging trends.

<https://sea-healthcare.com>



24 ICBS & MY Food Exhibition 2025

Apr

Date: 24th - 26th April 2025

Venue: Kuala Lumpur Convention Centre

Explore the latest trends, innovations, and top brands at International Café & Beverage Show (ICBS) 2025, the must-attend event for coffee lovers, café owners, and industry professionals. Experience thrilling competitions like the Malaysia Open Championships and Halal Mixology Showdown, connect with passionate roasters at Roasters Village, and discover sustainable sourcing at the MY Food Exhibition. Gain industry insights at My Food Conference, featuring expert discussions and a keynote by YBHG Datuk Seri Isham Bin Ishak.

<https://intl-cbs.com>

25 SIFEX 2025

Apr

Date: 25th - 27th April 2025

Venue: Sabah International Convention Centre (SICC)

Sabah International Food Expo (SIFEX) 2025 brings together industry leaders, food innovators, and culinary enthusiasts to explore the latest trends, technologies, and flavors shaping the future of the food industry. From cutting-edge food innovations to networking opportunities with top suppliers and experts, SIFEX 2025 is the must-attend event for anyone passionate about food and business. Don't miss your chance to discover, taste, and connect at the heart of Sabah's thriving food scene!

<https://esmmalaysia.com>



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



Putrajaya Marriott Hotel
(Resort Villa Development Sdn Bhd)
IOI Resort City, Putrajaya, 62502 Selangor, Malaysia.
Tel: +603-8949 8888
Email: kulp.sales@marriott.com
Website: www.marriottputrajaya.com
Category: Hotel with Meeting Facilities



Unique Travel & Convention Sdn Bhd
F-5-5, Starparc Point Business Park,
Jalan Taman Ibu Kota,
53300 Kuala Lumpur, Malaysia.
Tel: : +6012-662 0500
Email: enquiry@uniquecom-inc.com
Website: uniquecom-inc.com
Category: Event & M.I.C.E Specialist

Individual Member

- **Tetty Marico Michael:** +6088-480 888



2025 Malaysia Business Events Directory

All MACEOS members will be listed in this comprehensive directory, showcasing organisers, venues, event management companies, booth contractors, and service providers within Malaysia's business events industry.

SCAN QR CODE

TO DOWNLOAD THE DIGITAL DIRECTORY.

Get Started





TMX

THAILAND MICE X-CHANGE

NEXHIBITION

THE NEXT SOLUTIONS OF INNOVATION
AND SUSTAINABILITY FOR EXHIBITION INDUSTRY.

2-3 APRIL 2025

PARAGON HALL, BANGKOK 10:00-19:00 HRS.



**Let Exhibitions & Meetings professionals
ease your work & boost your success!**

See us at booth

No. E3.4

MALAYSIAN ASSOCIATION OF CONVENTION AND EXHIBITION ORGANISERS AND
SUPPLIERS



ORGANISED BY



STRATEGIC PARTNER



STAY TUNED

MACEOS

M A L A Y S I A

UPCOMING EVENTS (APRIL - MAY 2025)

MACEOS

M A L A Y S I A

Raya Open House

MACEOS warmly invites you to our Raya Open House, a special gathering to celebrate the spirit of Hari Raya with our esteemed members and invited guests. Join us for an afternoon of delightful festive treats, meaningful connections, and an opportunity to strengthen professional relationships.

16th APRIL 2025

12.00pm - 3.00pm

World Trade Centre Kuala Lumpur (WTCKL)

- ◆ ◆ ◆ This event is strictly by invitation and exclusive to MACEOS members and invited guests.
- ◆ ◆ ◆ RSVP is mandatory.

MACEOS

M A L A Y S I A

35th Annual General Meeting

Date: 19th May 2025

Venue: Klang Valley



MEMBERSHIP SURVEY

Closing Deadline: 11 April 2025

We Value Your Feedback!

Your insights are essential in helping us understand your experience as a MACEOS member and your perception of MACEOS's role as a national trade association. Your feedback will help us improve our programmes, initiatives, and overall membership experience to better serve your needs.

We kindly request one response per organisation, and all feedback will remain confidential and used solely for improvement purposes.

We would greatly appreciate it if you could take a few minutes to complete the survey by **11th April 2025** — your input makes a difference!

Survey Link: <https://bit.ly/MembershipSurvey2025>



Online Survey



MACEOS Secretariat Office

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Level 2, No. 41, Jalan Tun Ismail,
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Website : www.maceos.org.my

Stay Connected :



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