

BE NEWSLETTER

NOVEMBER 2024 | Vol.03



AFECA Convention 2024 KUALA LUMPUR

Malaysia is honoured to host the prestigious AFECA Convention 2024, marking its return since the last edition in 2015. Organised by the Asian Federation of Exhibition and Convention Associations (AFECA) and co-hosted by the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS), this esteemed annual event unites top industry leaders and government officials from across Asia. The convention serves as an essential platform to strategise regional growth and promote a culture of collaboration and shared learning. P5

Celebrating Excellence

The MACEOS All-Star Recognition Dinner celebrates individuals whose dedication and innovation have shaped Malaysia's business events industry. Congratulations to the honourees for their extraordinary contributions!

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Exclusive Feature - PICO Malaysia

PICO Malaysia, a leading event organiser in 2024, is renowned for delivering innovative and seamless large-scale events that foster growth and connection. Let's take a look at its track record for the year.

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Mark Your Calendar

Stay tuned for upcoming events! Discover exciting opportunities to gain valuable insights and connect with industry leaders.

- ★ Events Calendar
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be in
SABAH

- ★ MACEOS Sarawak Region Christmas Gathering P16
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As we approach the year's end, let us reflect on our remarkable journey in 2024. From hosting the prestigious AFECA Convention to celebrating the achievements of individuals at the MACEOS All-Star Recognition Dinner, we have witnessed the power of togetherness, collaboration, innovation, and sustainability in shaping a dynamic future for our industry.

Our participation in global forums, such as the A20 Business Events Forum and the Global Exhibition Forum, highlights the transformative potential of technology, particularly AI, and the importance of regional partnerships. These platforms allowed us to share knowledge, foster innovation, and set benchmarks for excellence, ensuring our industry remains competitive on the world stage.

Equally significant is our commitment to nurturing young talent, as seen in the success of Malaysian teams at the AFECA Asia MICE Youth Challenge. Their achievements reflect the promise of future industry leaders who will drive the BE industry to greater heights.

I would also like to take this opportunity to acknowledge PICO Malaysia for their sponsorship of this month's newsletter, which has helped us share key updates and achievements with our members.

As we look ahead, let's continue working hand in hand to innovate, inspire, and grow together. Here's to a future filled with opportunity and progress.

Datuk Dr M Gandhi

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

Global Exhibition Forum 2024



MACEOS had the privilege of participating in the prestigious Global Exhibition Forum in Hangzhou, China, on October 25th, 2024. This significant gathering brought together leaders from Asia, Europe, and the US, both in person and online, to discuss the evolving role of business events in fostering economic and social development.

Representing Malaysia's vibrant business events (BE) industry, MACEOS President Datuk Dr M Gandhi delivered an inspiring presentation, highlighting the nation's strengths and extending an invitation to Chinese counterparts for collaboration. Central to the discussions was the pivotal role of technology, particularly artificial intelligence (AI), in shaping the future of business events and driving digital transformation.

A significant milestone of the forum was the signing of a Memorandum of Cooperation (MoC) between MACEOS and several prominent exhibition associations across Asia. This agreement seeks to deepen regional ties, unlock shared development opportunities, and accelerate innovation within the industry. Additionally, key presentations by esteemed leaders underscored the critical importance of seamless technology integration in business events, with China's advancements serving as a benchmark for global progress.

MACEOS remains committed to leveraging these partnerships and insights to elevate Malaysia's BE industry to new heights, driving both regional collaboration and innovation for a dynamic future.



Two-day Conference-Planning Workshop



MACEOS successfully concluded a dynamic two-day conference workshop held from November 8-9, 2024, at the Sunway University School of Hospitality & Service Management, bringing together enthusiastic Year 1 students. This workshop offered a focused yet comprehensive introduction to the business events industry, featuring interactive sessions on strategic planning, sponsorship, event design, budgeting, and bidding. Through engaging activities and expert guidance, participants gained valuable insights and practical knowledge in this vibrant field.

MACEOS is proud to support the next generation of industry leaders, inspiring innovation and excellence in shaping the future of business events. A heartfelt thank you to everyone who contributed to making this workshop a resounding success!

Exclusive Invitation From KLIA Express – Express Rail Link



On November 12, 2024, Express Rail Link Sdn Bhd (ERL) hosted an exclusive networking event for MACEOS members, showcasing their latest service offerings. The highlight was a premium VIP arrival experience tailored for the Business Events industry, offering seamless travel from KLIA to Kuala Lumpur's city center. This innovative service aims to elevate Malaysia's hospitality standards, ensuring an exceptional first impression for VIP guests and delegations attending events in the country.



For more details:

Tel: +6011 1626 9717 (Mr Naufal)

Website: www.kliaekspres.com



Industrial Talk by MACEOS Vice President of Innovation

Building on MACEOS's efforts to nurture future industry leaders, Mr. Yusno Yunus, Vice President of Innovation at MACEOS, provided valuable insights into the evolving role of technology in business events. He emphasised how virtual and hybrid formats are reshaping the landscape by enabling sustainable and inclusive experiences in the post-pandemic era.

These innovative approaches remove geographical barriers, minimise environmental impact through reduced travel, and improve accessibility with features like multilingual support and on-demand content. By combining physical and digital elements, hybrid events encourage broader participation, foster engagement, and ensure diverse perspectives are included, redefining how the industry operates with an emphasis on innovation and inclusivity.

MACEOS's ongoing collaboration with UUM underscores its dedication to bridging academia and industry, equipping future professionals with the skills and knowledge needed to excel in the dynamic business events (BE) sector.

INDUSTRIAL TALK

UUM
Universiti Utara Malaysia

Hybrid Ft. Virtual Event

"VIRTUAL AND HYBRID EVENTS IN THE POST-PANDEMIC ERA: LEVERAGING TECHNOLOGY FOR SUSTAINABLE AND INCLUSIVE EXPERIENCES"

9th Nov 2024
9 a.m - 12 p.m
Webex Platform

Scan To Register!

MR. YUSNO YUNOS, CMP
CEO & Founder of Evenesis
Vice President Innovation of MACEOS

FREE ENTRANCE
MERIT PROVIDED

For Further Inquiries Please Contact
016-520 9069 MOK SYUEN
012-220 2601 LOH JING QI

40 AACSB AMBA EQUIS BACHELOR Event Management Research Unit Institute of Hospitality IQA ISO 9001:2015 SUSTAINABLE DEVELOPMENT GOALS SULAM Universiti Utara Malaysia

MACEOS RESEARCH INNOVATION

Festivals and the Theory of Inclusive Development in Malaysia: Perspectives from a Festival Organizer

Festivals and the Theory of Inclusive Development in Malaysia: Perspectives from a Festival Organizer

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► Goh, Y. S., & Teh, P. Y. (2022). Festivals and the theory of inclusive development in Malaysia: Perspectives from a festival organizer. *Advances in Southeast Asian Studies*, 15(2), 295-307.

Festivals play a vital role in catalyzing inclusive development through their ability to increase social capital. They can enhance social ties through creating shared knowledge, building trust, and forming networks. In the Malaysian context, few studies have been done on how festivals promote inclusive development. Hence, this paper seeks to present a case study on Pangkor Island Festival (PIF), which is a Malaysian arts and culture festival, concerning the process, opportunities, and challenges of inclusive development from the perspectives of the festival organizer. In-depth interviews with the festival organizer and curator and field observations were conducted. Findings show that festivals promote inclusive development through a five-phase process, from establishing relationships with residents and exploring local assets to the sustainability of PIF and inclusive development. This study also suggests three-fold opportunities that include community cohesiveness, revitalization, and cultural value restoration as well as challenges of securing suitable stakeholders.

Keywords: Festivals; Inclusive Development; Malaysia; Participation Typology; Salad Bowl Theory

KEY INSIGHTS

Festivals play a vital role in catalyzing inclusive development through their ability to increase social capital. They can enhance social ties through creating shared knowledge, building trust, and forming networks. This paper seeks to present a case study on Pangkor Island Festival (PIF). The findings show that festivals promote inclusive development through a five-phase process, and suggest three-fold opportunities, include community cohesiveness, revitalization, and cultural value restoration.

Access Article



Connect Author



Develop Case Study with MACEOS



MACEOS Research Innovation (RI) Initiative: Advancing Knowledge Sharing

The MACEOS Research Innovation Committee proudly collaborates with distinguished academic institutions and research centers across the nation. This partnership highlights critical research, providing valuable insights and fostering innovative solutions that serve to benefit all MACEOS members and drive industry progress.

Festivals and the Theory of Inclusive Development in Malaysia: Insights from a Festival Organiser

Festivals significantly contribute to fostering inclusive development by enhancing social capital. They strengthen social bonds by facilitating shared knowledge, cultivating trust, and creating robust networks. This paper examines the Pangkor Island Festival (PIF) as a case study, demonstrating how festivals drive inclusive development through a structured five-phase process. The findings highlight three core benefits: fostering community cohesion, promoting revitalisation, and preserving cultural heritage.

KL AFECA Convention 2024



Positions Asia to Redefine Global Business Events Excellence

Malaysia is honoured to host the prestigious AFECA Convention 2024 from November 4th to 6th, marking its return since the last edition in 2015. Organised by the Asian Federation of Exhibition and Convention Associations (AFECA) and co-organised by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), this esteemed annual event brings together leading industry professionals and government representatives from across Asia, representing a significant milestone for Asia's Business Events (BE) industry.

Bringing together nearly 300 delegates from 13 countries and regions, the convention underscores AFECA's unwavering commitment to fostering collaboration and innovation across the Asian BE sector. It serves as an essential platform to strategise regional growth while promoting a culture of collaboration and shared learning.

The AFECA Convention 2024 hosted the AFECA Annual General Meeting, Asia 20 Business Events Forum (A20 Business Events Forum), and the AFECA Asia MICE Youth Challenge, uniting industry leaders and academics. Building on the foundation set at last year's inaugural A20 Business Events Forum in Bangkok, which introduced the Bangkok Declaration, discussions centered on critical topics such as Regional Ease of Doing Business, Regional Business Events Updates and Guides, and Regional Manpower, Skills, and Sustainability.

Key Takeaways: Collaboration, Innovation, and Sustainability

The AFECA Convention 2024 highlighted the ongoing evolution of the BE industry, emphasising three critical areas for growth:

1. Building Strong Partnerships

Strategic alliances are essential to delivering impactful experiences tailored to a diverse global audience

2. Harnessing Technology

Embracing digital tools is crucial for engaging clients and optimising operations in a rapidly changing landscape

3. Championing Sustainability

Adopting green practices is vital for meeting sustainability demands and positioning businesses as responsible corporate leaders.

By focusing on these priorities, organisations can seize opportunities presented by the growing demand for business events, which remain pivotal to economic and social progress.





“ Our collaboration with AFECA in hosting this AFECA Convention 2024 highlights a shared vision to elevate and strengthen the business events industry, fostering growth and innovation across the region.

- Datuk Dr M Gandhi, MACEOS President



“ Welcome to Kuala Lumpur and the Asia 20 Business Events Forum 2024, a testament to our region's commitment to excellence in the business events (BE) sector. This forum celebrates collaboration, knowledge sharing, and economic growth, bringing together Asia's vibrant business events community.

Building on the collaborative model of the G20 summit, the A20 initiative launched its inaugural forum in Bangkok last year, unveiling the Bangkok Declaration. This roadmap highlights key areas such as regional ease of doing business, industry updates, and sustainable manpower development, reinforcing the role of business events as crucial economic drivers.

Asia's leadership in the global business events landscape is undeniable. The 2023 China Exhibition Report reveals that China hosted over 8,500 exhibitions, utilising 147 million square meters of space. Globally, the Event Industry Council (EIC) reported 1.6 billion participants in 2019, contributing \$1.2 trillion in direct spending. Asia accounted for a significant portion, emphasising the region's pivotal role in shaping global events and economic progress.

Looking ahead, we are committed to strengthening partnerships among governments, industry associations, and convention bureaus to develop policies, foster innovation, and pursue sustainability goals. The A20 Forum serves as a platform for collaboration, innovation, and preparing the next generation of leaders.

Thank you for your dedication to making this event a success. Let us continue to work together to drive growth, share prosperity, and shape the future of business events in Asia and beyond. Together, everyone achieves more. Thank you.

- Dato' Vincent Lim, AFECA President

“ It is an honour to address the AFECA Convention 2024, a significant milestone in shaping the future of Asia's business events (BE) industry. This forum highlights the transformative power of business events as catalysts for economic progress, cultural exchange, and innovation across Asia. Since its inception, MyCEB has showcased the strength of public-private collaboration, supporting over 3,000 events, contributing billions to Malaysia's economy, and securing nearly 400 future events projected to attract 770,000 delegates by 2030.

The role of public private partnership is essential to unlock funding opportunities, streamline processes and ensure the support of local communities is critical for advocating the BE industry's reach and impact. I urge all of us here to consider how we can further strengthen this partnership for a resilient and blooming BE ecosystem.

Looking ahead, sustainability and technology will define the BE industry's future. Our commitment to environmental stewardship and innovation, from AI to hyper-personalised event experiences, is essential. Equally vital is nurturing young talent through initiatives like the AFECA Asia MICE Youth Challenge, ensuring a vibrant future for the BE sector.

The AFECA Convention exemplifies the strength of regional collaboration. Together, let us address challenges, share knowledge, and propel the BE industry to unprecedented heights, fostering growth and leaving lasting legacies for communities.

- YB Tuan Sivakumar Varatharaju Naidu, MyCEB Chairman





Advancing Regional Strategic Priorities

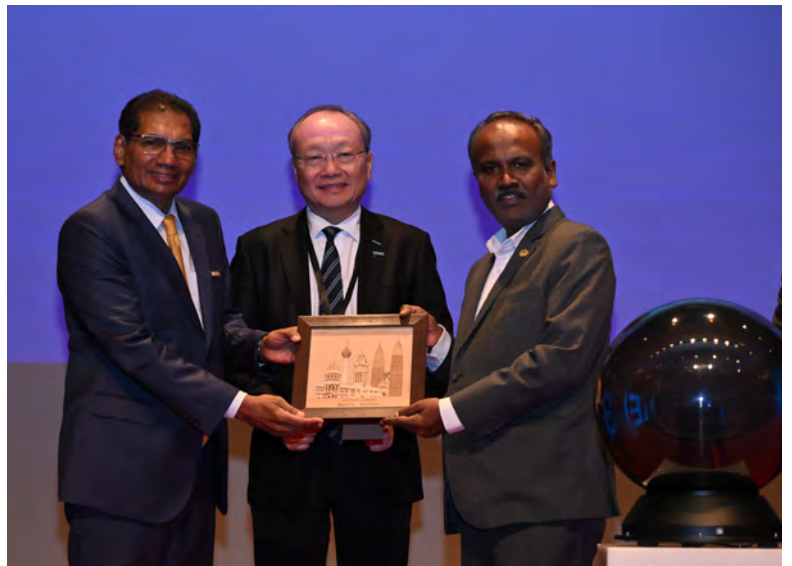
The A20 Business Events Forum highlighted the pivotal role of the BE industry in fostering economic growth. It emphasised the need for enhanced collaboration among key stakeholders such as government agencies, convention bureaus, MICE associations, private sector players, and event organisers, to drive meaningful support for the industry's development.

The forum brought together government officials, association leaders, and industry representatives to explore challenges and opportunities within the BE sector. Discussions focused on improving business facilitation with purpose-built venues, advancing workforce up-skilling, preparing businesses for policy adoption, and integrating sustainability into operations, which are key initiatives to position Asia as a global leader in the BE industry.

Strengthening Asia's Leadership in the BE Industry

The AFECA Convention 2024 marked a significant milestone in uniting Asian nations to collaboratively shape the future of the BE sector. With Asia's economic influence expanding, the industry will play an increasingly vital role in driving regional development and fostering international partnerships.

Looking ahead, AFECA has announced Indonesia as the host country for its next convention in 2025, continuing its mission to strengthen Asia's leadership in the global MICE arena.





Shaping the Future Leader of BE Industry

The 9th AFECA Asia MICE Youth Challenge presented an exciting platform for creativity, showcasing 21 teams from 9 countries and regions. This competition challenged students to design and pitch innovative MICE event concepts, enabling them to apply theoretical knowledge to real-world industry scenarios. This year's challenge underscored the MICE industry's dedication to cultivating future leaders.

Winning Teams

★ Champion

School of Hospitality & Service Management, Sunway University, Malaysia

★ 1st Runner-Up

Institute of Technical Education (ITE) College Central, Singapore

★ 2nd Runner-Up

Technological and Higher Education Institute of Hong Kong (THEi), Hong Kong SAR

★ Special Recognition Awards

- Incheon National University, Korea
- University of the Cordilleras, Philippines
- Wenzao Ursuline University of Languages, Taiwan

★ Best Sustainability Idea Award

School of Hospitality & Service Management, Sunway University, Malaysia

★ Best Presenter Award

- Thanawat Sudsaard, Mae Fah Luang University, Thailand
- Ken Daren Cakraningrat, Politeknik Negeri Jakarta, Indonesia

★ Most Knowledgeable Award

- Kang Chaewon, Dongduk Women's University, Korea
- Yusli Tamara, Universitas Prasetya Mulya, Indonesia

★ Best Theme Attire Award

University of the Cordilleras, Philippines

★ Best PowerPoint Presentation Award

School of Hospitality & Service Management, Sunway University, Malaysia

★ Most Popular Team Award

School of Hospitality, Tourism & Events, Taylor's University, Malaysia



Team Malaysia, Inspirational and Forward-Looking

MACEOS, as the proud host of three exceptional teams from the School of Hospitality, Tourism & Events at Taylor's University and the School of Hospitality & Service Management at Sunway University, is delighted to celebrate their remarkable achievements! Competing against 21 teams from across Asia in the AFECA Asia MICE Youth Challenge, our Malaysian teams demonstrated outstanding talent and brought home prestigious awards:

- ★ **Champion:** School of Hospitality & Service Management, Sunway University (Team1)
- ★ **Best Sustainability Idea Award:** School of Hospitality & Service Management, Sunway University (Team 2)
- ★ **Best PowerPoint Presentation Award:** School of Hospitality & Service Management, Sunway University (Team 2)
- ★ **Most Popular Team Award:** School of Hospitality, Tourism & Events, Taylor's University

These achievements reflect the innovation and excellence of Malaysia's youth. MACEOS is committed to nurturing future leaders in the business events industry and encourages aspiring talents to seize the many opportunities in this thriving sector.



MACEOS All-Star Recognition Dinner



The MACEOS All-Star Recognition Dinner is a distinguished event celebrating the achievements of individuals whose dedication and innovation have significantly shaped Malaysia's business events industry. We are honoured to recognise these visionaries for their extraordinary contributions. Congratulations to all the honourees!

A heartfelt thank you to Mr Eric Ho, Vice President - Development of MACEOS and Chairman of the MACEOS All-Star Recognition Dinner, along with his dedicated team, for organising this remarkable awards night. Our gratitude also extends to Dato' Vincent Lim, President of AFECA, as well as the secretariat, sponsors, and members of MACEOS and AFECA for their unwavering support and contributions. Together, let us continue driving our industry to even greater heights.

Congratulations

Lifetime Achievement Award

Honouring 30+ Years of Outstanding Contribution to Business Events

1. **Chris Smith**, Chairman of R. E. Rogers (Malaysia) Sdn Bhd
2. **Datuk Peter Brokenshire**, 1st GM of Kuala Lumpur Convention Centre
3. **Peter Teh**, Chairman of Pico International (Malaysia) Sdn Bhd
4. **Datuk Dr Tan Chin Huat**, Founder and Chairman of Malaysian International Furniture Fair (MIFF)
5. **Late Jeff Lam**, Co-founder of Innogen Sdn Bhd

Rising Star Award

Celebrating Emerging Talent in Business Events

1. **Derrick Yeow**, Informa Markets Malaysia
2. **Catherine Khor**, Anderes Fourdy Events
3. **Roger Lim**, One International Exhibition Sdn Bhd

Women of Excellence Award

Recognising Outstanding Female Leadership in Business Events

1. **Dee Dee Quah**, Conference Partners Sdn Bhd
2. **Win Nee Lim**, Malaysia International Trade and Exhibition Centre (MITEC)
3. **Gracie Veronica Geikie**, Place Borneo Sdn Bhd
4. **Belle Yam**, Kaizer Exhibitions & Conferences Sdn Bhd

Outstanding Contribution Award

Recognising Significant Contribution by Current Leaders

1. **Nadzeem Abdul Rahman**, DSA Exhibition & Conference Sdn Bhd
2. **Ashwin Gunasekeran**, Penang Convention & Exhibition Bureau (PCEB)
3. **Amelia Roziman**, Business Events Sarawak (BE Sarawak)
4. **Datuk Dr Hajah Rosmawati Haji Lasuki J.P.**, Sabah International Convention Centre (SICC)
5. **Dato' Sri Dr. Haji Irmohizam Ibrahim**, World Trade Centre Kuala Lumpur (WTCKL)

PICO Malaysia: Shaping the Future of Events in 2024

As the trusted event contractor and organizer for some of Malaysia's most prestigious industry events in 2024, PICO Malaysia is set to deliver excellence, innovation, and unforgettable experiences. With a proven track record in managing large-scale events, our expertise ensures seamless execution and impactful outcomes.

With decades of experience in event design, management, and execution, PICO Malaysia combines creativity, precision, and professionalism. Our team's dedication to delivering exceptional events ensures every detail is flawlessly executed, leaving a lasting impression on attendees and stakeholders alike.

In 2024, PICO Malaysia reaffirms its commitment to elevating Malaysia's event landscape, turning each event into a platform for growth, innovation, and connection.



Key Events 2024: Oil & Gas Asia (OGA)

As Malaysia's leading event for the oil, gas, energy, and petrochemical sectors, OGA 2024 will attract global players and thought leaders. PICO Malaysia is committed to delivering a dynamic environment where industry insights and cutting-edge solutions come to life.

Key Events 2024: Enlit Asia

PICO Malaysia takes pride in managing and delivering some of the most prestigious events in the region, including Enlit Asia, through comprehensive event contracting and organizing services. From Enlit Asia to other high-profile projects, PICO Malaysia's commitment to innovation, professionalism, and excellence.



Key Events 2024: ASIAWATER

The leading water and wastewater event in Asia, ASIAWATER 2024 showcased innovations and sustainable solutions for water management. PICO Malaysia will provide seamless event management, ensuring attendees & exhibitors experience a well-coordinated and impactful event.

Key Events 2024: SEMICON Southeast Asia

A premier platform for the semiconductor and microelectronics industry, SEMICON Southeast Asia will unite global technology leaders, fostering innovation and collaboration. PICO Malaysia will ensure the event is meticulously organized, providing an immersive platform for networking and advancements in technology.





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



CPH Travel Agencies (Sarawak) Sdn Bhd

No. 70, Ground Floor, Padungan Road,
P.O. Box 725, 93714 Kuching,
Sarawak, Malaysia.
Tel: +6082-24 3708
Email: general@cphtravel.com.my
Website: cphtravel.com.my
Category: Travel Agency - Inbound and/or Outbound



T.E.E.M. EVENT & EXHIBITION MANAGEMENT SDN. BHD. (708250-0)
EVENT MANAGEMENT & ORGANISING • SPECIAL BOOTH DESIGN • EXHIBITION BOOTH

T.E.E.M. Event & Exhibition Management Sdn Bhd

39, Lot 8267, Section 64, KTLD,
Lee Chong Lin Industrial Estate, Jalan Pending,
93450 Kuching, Sarawak, Malaysia.
Tel: +6082-33 0559
Email: info@teem.com.my
Website: www.teem.com.my
Category: Booth Contractor



Grand Margherita Hotel & Riverside Majestic Hotel

Jalan Tunku Abdul Rahman,
P.O. Box 2362, 93100 Kuching,
Sarawak, Malaysia.
Tel: +6082-53 2111
Email: sales@centraloffice.my
Website: www.grandmargherita.com
Category: Hotel with Meeting Facilities



Sutera Harbour Resort

1 Sutera Harbour Boulevard, Sutera Harbour,
88100 Kota Kinabalu
Sabah, Malaysia.
Tel: +6088-31 8888
Email: sutera@suteraharbour.com.my
Website: www.suteraharbour.com
Category: Hotel with Meeting Facilities



Spiral Eventz Management Sdn Bhd

Lot 5597, Lorong Kuching City Mall 6,
Off Kuching City Mall, 93250 Kuching,
Sarawak, Malaysia.
Tel: +6012-887 1386
Email: info@spiral.my
Website: www.spiral.my
Category: Event Management Company



My Events International Sdn Bhd

73, Jalan Tpk 2/8, Taman Perindustrian Kinrara,
47100 Puchong, Selangor, Malaysia.
Tel: +603-8070 7666
Email: info@myeventsinternational.com
Website: myeventsinternational.com
Category: Event Management Company

Associate Member



NORTH BORNEO
WORLDWIDE EXPRESS SDN. BHD.

North Borneo Worldwide Express Sdn Bhd

Lot 40, Block E, Bundusan Square,
Off Jalan Bundusan, Penampang,
88300 Kota Kinabalu, Sabah, Malaysia.
Tel: +6088-73 3000 / +6017-899 0869 / +6018-269 6900
Email: sales.nbwe@gmail.com
Category: Freight Forwarder / Logistics

Be There, Don't Miss it !

November 2024

**27
Nov**

IWE 2024

Date: 27th - 29th November 2024

Venue: MITEC

Themed 'Connecting Sustainable Wellness Solutions', IWE 2024 will showcase green living, healthcare innovations, and wellness technology, featuring over 180 exhibitors and attracting more than 8,000 trade visitors from over 10 countries. With business matching opportunities, international partnerships, and Power Talk sessions led by industry experts, IWE 2024 seeks to position Malaysia as a key player in the ASEAN wellness market, driving global growth and expansion for participating brands.

www.internationalwellnessexpo.com



INTERNATIONAL WELLNESS EXPO
Connecting Sustainable Wellness Solutions

27-29 Nov 2024

Malaysia International Trade & Exhibition Centre (MITEC)



**ELEVATE
YOUR BUSINESS**

AT INTERNATIONAL WELLNESS EXPO 2024



**28
Nov**

MIBS 2024

Date: 28th - 30th November 2024

Venue: Kuala Lumpur Convention Centre

Malaysia International Branding Showcase (MIBS) offers a prime opportunity for manufacturers and traders to strengthen brand recognition and consumer reach. This year's showcase will feature the MIBS 5.0 Forum, introducing five new themes, New Technology, New Economy Market, New Smart Products, New Techniques, and New Materials, making it an ideal platform for exploring cutting-edge innovations and trends.

www.esievent.my/malaysia-international-branding-showcase



**19th MALAYSIA INTERNATIONAL
BRANDING SHOWCASE 2024**



**MALAYSIA IMPORT & EXPORT
COMMODITY FAIR**
马来西亚进出口商品交易会

**MSC
2024**

**MALAYSIA INTERNATIONAL
SMART COMMODITY FAIR**
马来西亚国际智能商品交易会

**MGF
2024**

**MALAYSIA INTERNATIONAL
GARMENT & FABRICS EXPO**
马来西亚国际服装及面料展

**MTH
2024**

**MALAYSIA INTERNATIONAL TRADITIONAL
& COMPLEMENTARY HEALTH
FOOD PRODUCT EXPO 2024**
马来西亚国际传统保健大健康展

**28-30
NOV 2024**



**29
Nov**

SIBEX 2024

Date: 29th November - 1st December 2024

Venue: Sabah International Convention Centre (SICC)

The Sabah International Beauty Expo 2024 (SIBEX 2024) will feature an extensive array of beauty and wellness products from international brands. This event serves as a key platform for industry professionals to discover the latest trends, network with peers, and establish global partnerships. Exhibitors will introduce cutting-edge innovations in skincare, cosmetics, and wellness technologies to a diverse, worldwide audience.

www.esmmalaysia.com



**THE MOST
ANTICIPATED
BEAUTY
EVENT IN 2024**

沙巴国际美容博览会

2024 Sibex2024
**SABAH INTERNATIONAL
BEAUTY EXPO**

UNTIL 01 DEC SICC, Kota Kinabalu Sabah

3 DAYS TO BE BEAUTIFUL



Events

Calendar

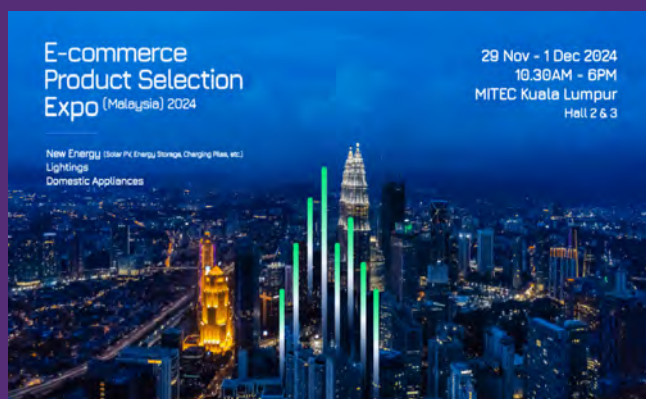
Dec 2024 - Feb 2025

29 Nov E-commerce Product Selection Expo (Malaysia) 2024

Date: 29th November - 1st December 2024
Venue: MITEC

The expo showcases innovations in technology, consumer goods, and digital services, with a focus on new energy solutions like Solar PV systems, energy storage, and charging stations. It aims to boost trade, enhance collaborations, and position Malaysia as a key ASEAN e-commerce hub, attracting global businesses and experts to drive growth.

www.jmmexhibition.com.my



1 Dec AsCA 2024

Date: 1st - 6th December 2024
Venue: Kuala Lumpur Convention Centre

The Asian Crystallographic Association Conference (AsCA 2024), themed "Crystallography Today: Beyond Fundamental Science," celebrates the field's innovative contributions and fosters global collaboration. Hosted in Malaysia for the first time since 1998, the conference will unite experts and scholars to explore crystallography's expanding interdisciplinary applications.

www.asca2024.com



5 Dec

KLIMS 2024

Date: 5th - 11th December 2024
Venue: MITEC

Kuala Lumpur International Mobility Show (KLIMS) is Malaysia's largest automotive and mobility event, showcasing an extensive range of vehicles, including passenger cars, commercial vehicles, motorcycles, and bicycles, alongside automotive accessories and mobility solutions. The 7-day event highlights concept and performance cars, new model launches, and innovative technologies that demonstrate a connected lifestyle, making it a must-visit platform for enthusiasts and industry professionals alike.

www.klims.com.my



9 Dec

28th Global Harmonisation Working Party (GHWP) Annual Meeting

Date: 9th - 12th December 2024
Venue: Kuala Lumpur Convention Centre

The 4-day event features activities such as the Capacity Building Program, GHWP Technical Committee Workshop, GHWP-IMDRF Session, and the 28th GHWP Meeting and Annual Meeting. These gatherings aim to enhance global regulatory convergence, harmonisation, and reliance in the medical device industry through collaboration between regulatory authorities and industry stakeholders.

ghwpmalaysia28th.mda.gov.my



10 Dec

IMDEC 2024

Date: 10th - 12th December 2024
Venue: Kuala Lumpur Convention Centre

The International Medical Device Exhibition & Conference (IMDEC) 2024 will be held alongside the 28th GHWP Annual Meeting, uniting 34 national medical device authorities worldwide. With the theme "Unleashing the Power of Medical Technology: Shaping the Future of Healthcare," IMDEC 2024 is poised to welcome 600 international delegates, 200 exhibitors, and 10,000 buyers and trade visitors from 16 countries, emphasising global innovation and collaboration in advancing medical technology.

imdecmy24.mda.gov.my

17
Dec

Malaysia-China Summit 2024

Date: 17th - 19th December 2024

Venue: MITEC

The Malaysia-China Summit 2024 offers a prime opportunity for businesses to grow, build partnerships, and stay competitive globally. With over 500 exhibitors from Malaysia, China, and ASEAN, the summit showcases innovations across five key pillars and 21 sectors. Engage with industry leaders and experts as they discuss critical topics like sustainable energy, economic growth, fintech, and investment strategies. Don't miss this chance to elevate your business and connect with global opportunities!

www.malaysia-chinasummit.com.my

BE in Sabah 2025 awaits you!

27
Feb

BE in SABAH 2025

Date: 27th - 28th February 2025

Venue: Sabah International Convention Centre (SICC)

Be part of the 2nd International Business Events Forum, BE in SABAH 2025! Let's shape the future of Business Events in Asia Pacific together — Sabah awaits you!

Why Attend?

Sabah is emerging as a premier gateway for Business Events (BE) in East ASEAN, strategically connecting to a population of approximately 80 million. Positioned as a hub for growth within the Asia Pacific region, this forum aims to elevate the BE industry across Asia Pacific.

Event Highlights

- Two transformative days of industry insights, networking, and exclusive opportunities to connect with global leaders.
- Discover Sabah's strategic potential as a thriving hub for business events.

www.beinsabah.com.my



ORGANISED BY **qube** IN ASSOCIATION WITH **MATRADE**

MALAYSIA CHINA SUMMIT 2024
PROSPERITY BEYOND 50

DISCOVER INNOVATIVE EXPOSITION & LEADERSHIP INSIGHTS
MALAYSIA-CHINA SUMMIT 2024

17 - 19 DECEMBER 2024

Malaysia International Trade and Exhibition Centre (MITEC) Kuala Lumpur, Malaysia

INTERNATIONAL
TRADE & INVESTMENT EXPOSITION
LEADERSHIP CONFERENCE



ASEAN TOURISM FORUM

'UNITY IN MOTION' SHAPING ASEAN'S TOURISM TOMORROW

15-20 January 2025
Johor, Malaysia

15
Jan

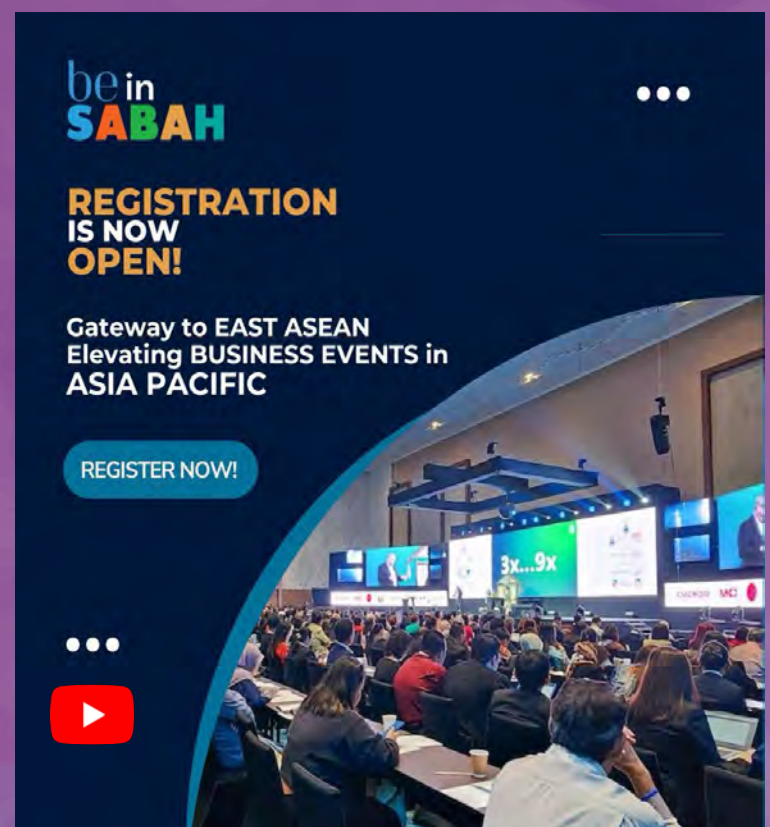
ATF 2025

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



be in SABAH

REGISTRATION IS NOW OPEN!

Gateway to EAST ASEAN
Elevating BUSINESS EVENTS in ASIA PACIFIC

REGISTER NOW!

3x...9x

Festive Gatherings, Meaningful Connections



Join us for a festive evening to connect, celebrate, and hear the latest updates from MACEOS President and Committee!

MACEOS SARAWAK REGION CHRISTMAS GATHERING

2ND DEC 2024 (MONDAY)

BCCK, MEETING ROOM 10 & 11 | 4:30 PM

Scan the QR Code or
Click the link below



RSVP by 27th November 2024

CONTACT: ERIC CHUO

eric.chuo@bcck.com.my

+6012 281 1925

MACEOS
M A L A Y S I A



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
Date: 2-3 Dec 2024 (Mon-Tue)
Time: 9.00am - 5.00pm
Venue: Sime Darby Convention Centre
Published Training Fees: RM2,200/pax (incl. copyrighted material) - HRDF claimable

Kuching, Sarawak
Date: 13-14 Jan 2025 (Mon-Tue)
Time: 9.00am - 5.00pm
Venue: To be Confirmed
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
Understanding & Exploring Parallel Thinking
Learning the Hats and their Functions

The White Hat

- Analytical Thinking
- Interpretation of Data
- Questioning Facts
- Breaking Assumptions (OOA)
- 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

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.

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



MACEOS MALAYSIA

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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