

BE NEWSLETTER

OCTOBER 2024 | Vol.02



MACEOS Northern Networking

The Northern Region Networking Event on October 4th, 2024, brought together members from both the Central and Northern regions for an insightful hard hat tour of the Penang Waterfront Convention Centre (PWCC) and a vibrant networking session at Spice Canopy, Setia SPICE. The event provided a valuable opportunity for participants to reconnect, share insights, and foster new collaborations within the business events industry.

P4

Unlock Global Opportunities

Collaborative opportunities within the global Business Events (BE) industry aim to boost Malaysia's position by fostering partnerships, sharing knowledge, and strategising for future BE sector growth.

P2





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(JHEM)**
www.jhem.com



**GOVERNMENT RESPONSIVENESS ON SAFETY AND
SECURITY OF MALAYSIA MUSIC FESTIVALS**

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Research Article Sharing

MACEOS Research Innovation Committee is excited to partner with top academies and research centers, delivering key insights and innovative solutions for the benefit of all members.

P6

Save the Date

Don't miss BE's key dates!

Explore the exciting events on the horizon, offering valuable insights, and unique opportunities to connect with industry experts.

- ★ Events Calendar
 - October 2024 P7
 - November 2024 P8
 - September 2025 P12
- ★ Last Call for Registration P14
- ★ Training Programme P15



“

Much like an orchestra, where each musician contributes to a harmonious masterpiece, our industry thrives when all stakeholders play their roles in unison. Reflecting on recent successes, I am inspired and optimistic about the road ahead for MACEOS and the business events industry. The Northern Region Networking Event demonstrated the power of connection, bringing together diverse stakeholders and paving the way for future partnerships. With the upcoming Penang Waterfront Convention Centre (PWCC), Penang is set to become a pivotal player in Malaysia's business events sector.

Our engagement with the Guangzhou Convention and Exhibition Industry Association (GZCEIA) underscored the importance of international collaboration. Additionally, the Asia CEO Summit in Singapore provided valuable insights into sustainability, talent development, and data standardisation—areas that are critical for nation-building. These discussions will shape our strategies, helping us leverage regional opportunities and solidify Malaysia's role as a leading destination for business events.

As we continue to drive initiatives under the MACEOS Strategic Roadmap (MSR) 2022-2030, emphasising Innovation, Development, Education, and Advocacy, I invite each of you to join us on this journey. Together, like members of an orchestra, let us play our parts to create a masterpiece that ensures business events remain a powerful catalyst for economic growth and a cornerstone of Malaysia's development.

”

Datuk Dr M Gandhi

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



Networking Session with GZCEIA



On September 25th, 2024, MACEOS was honoured to welcome a distinguished delegation from the Guangzhou Convention and Exhibition Industry Association (GZCEIA) during their visit to Malaysia. The delegation, led by prominent industry leaders, aimed to explore Malaysia's thriving exhibition industry and uncover potential avenues for collaboration. The esteemed GZCEIA representatives included Zou Haiping, GZCEIA President, Ouyang Yun, GZCEIA Executive President/Chairman, Guangzhou Convention & Exhibition Service Centre, and representatives from Guangzhou Chuangersen Exhibition Co. Ltd.

The visit provided a platform for meaningful exchanges and networking. The day began with an insightful tour of the Malaysia-China Trade Expo 2024, followed by an exclusive roundtable session where MACEOS members had the opportunity to engage directly with the GZCEIA delegation. The event fostered valuable discussions and laid the groundwork for future business collaborations between the two regions.

We extend our gratitude to all participants for making this event a success and look forward to the promising partnerships that will emerge from these connections.



Asia CEO Summit



The Asia CEO Summit, held from September 24th-26th, 2024, at PARKROYAL COLLECTION Marina Bay, Singapore, was a resounding success. The event brought together nearly 100 global leaders from the business events industry to network, collaborate, and shape the future of business events in Asia.

Over the three days, more than 30 expert speakers delivered thought-provoking insights on critical topics, including geopolitical changes, economic opportunities in China and India, shifting audience expectations, innovative event formats, mergers and acquisitions (M&A) trends in Asia, and the transformative potential of AI in the industry's evolution. The summit also served as a vital platform for decision-makers to identify emerging markets and explore new investment opportunities across Asia. Delegates forged valuable connections with leading event organisers, further strengthening the industry's network.

During the summit, President Datuk Dr M Gandhi presented action plans on how Malaysia and MACEOS members can capitalise on global and regional developments.



A key takeaway from my participation in the Asian Association Advocacy Day, organised by SACEOS with the support of The Global Association of Exhibition Industry (UFI), on September 24 in Singapore, focuses on how Malaysia can benefit from the discussions. Leaders from associations representing the exhibition industry, including myself, shared insights on sustainability, talent development, and data standardisation.

Some main points of value for Malaysia:

- **Sustainability:** MACAU and UFI have developed a Carbon Calculator using nine metrics, which the Macau Convention Center is willing to share with MACEOS..
- **Economic Impact:** UFI, in collaboration with Oxford Economics, has a professional model for calculating economic impacts. They are willing to assist MACEOS in this area at a nominal cost.
- **Legacy Impact:** UFI and other global associations have agreed on a Legacy Impact methodology aligned with the OECD framework.
- **Data Standardisation:** We agreed that UFI will establish a standard list of data points for collection, streamlining the process across countries.
- **Industry Resource:** UFI will release a book titled "Exhibition 101" by the end of the year, designed to help newcomers understand industry terminology and best practices.

It was acknowledged that while large companies are advancing in sustainability, SMEs are lagging behind, emphasising the need to share knowledge with smaller players. Talent attraction remains a universal challenge, with all countries struggling to engage young talent. I underscored the importance of internship programmes to inspire youth interest in the exhibition industry.

- Datuk Dr M Gandhi, MACEOS President

MACEOS Northern Networking



Gratitude for a Successful Northern Region Networking Event

On October 4th, 2024, the Northern Region Networking Activity brought together a dynamic group of industry professionals, including 45 MACEOS members, for an evening of connection, collaboration, and discovery. The event began with an exclusive hard hat tour of the upcoming Penang Waterfront Convention Centre (PWCC), offering a preview of what will soon be one of the region's premier venues for business events.

Following the tour, attendees gathered at Spice Canopy, Setia SPICE, for a lively networking session. The atmosphere buzzed with engaging conversations as familiar faces and new colleagues from both the Central and Northern regions came together to share insights, explore potential collaborations, and discuss the future of the business events industry. The energy and ideas exchanged throughout the evening are sure to pave the way for exciting partnerships and industry growth.

We extend our sincere appreciation to IJM, Kintex, Mr Ashwin Gunasekeran, CEO of PCEB, Mr. Muhammad Zaki Mohd Saman from NCER, and all who participated in making this event a great success. This gathering was more than just a networking opportunity — it marked a pivotal moment for advancing our shared mission of expanding opportunities and growing the business events market for all.

We appreciate everyone's involvement and look forward to more chances to connect, collaborate, and thrive together in the future!





Penang Waterfront Convention Centre (PWCC) A Game-Changer for MICE and Tourism

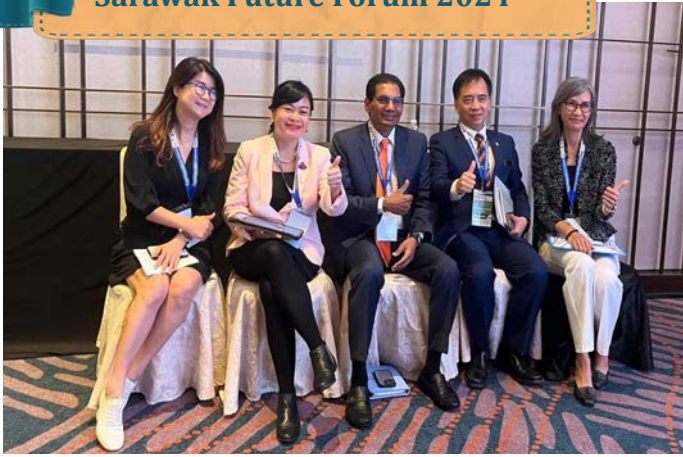
Covering more than 330,000 square feet, the Penang Waterfront Convention Centre (PWCC) is set to become the largest MICE venue in Penang and a key highlight of The Light City development on the island's eastern coast. With its flexible, fully customisable, and column-free design, PWCC is equipped to accommodate a wide range of events, from international conferences and trade shows to exhibitions and live performances. This versatile venue will play a pivotal role in positioning Penang as a premier destination for events, driving growth in both the MICE and tourism sectors.

At the heart of PWCC is its main exhibition hall, featuring 76,000 square feet of net lettable space, capable of seating up to 5,500 guests banquet-style or 8,000 in a theatre arrangement. The venue also includes 19 meeting rooms of varying sizes to accommodate diverse event needs. State-of-the-art technology and adaptable spaces ensure PWCC is equipped to host everything from intimate gatherings to large-scale events. Additional highlights include a large catering kitchen, a spacious pre-function area, an open rooftop offering stunning views of the Penang Bridge, and ample parking with over 2,900 bays.

PWCC sits atop The Waterfront Shoppes, the largest waterfront retail mall in Penang, and will be directly connected to four- and five-star hotels, managed by an international operator, providing seamless convenience for event attendees.

For more information, please visit <https://thelightcity.com.my/pwcc/>





On October 10th, 2024, President Datuk Dr M Gandhi had the honour of participating in a panel discussion at the Sarawak Future Forum 2024 in Kuching. This groundbreaking conference, themed “Beyond GDP: Rethinking Success in the Future Economy,” explored innovative strategies for Sarawak’s economic development as it advances toward 2030 and beyond. The forum was organised by @SCOPE - Sarawak Center of Performance Excellence.

I was privileged to share the stage with distinguished co-panelists, including Datu Chang Kee Hii, Deputy State Secretary (Operations) of Sarawak, Amelia Roziman, CEO of Business Events Sarawak (BESarawak), and Waikoh Wong, Regional Director, Asia Pacific, ICCA. The session was expertly moderated by Jane Vong Holmes, Senior Manager Asia at GainingEdge. Our panel, titled “Driving Impact Together Through Business Events,” focused on how conferences and exhibitions can be leveraged to create long-lasting impact and contribute to nation-building. A key highlight was Sarawak’s initiative to develop a dashboard that measures the impact of business events through their own platform. The energy and enthusiasm of over 700 delegates were inspiring, as we discussed how business events can drive positive change and benefit the greater good. Let’s continue harnessing the power of business events to create meaningful and lasting impact!

- Datuk Dr M Gandhi, MACEOS President

MACEOS RESEARCH INNOVATION

Government Responsiveness on Safety and Security of Malaysia Music Festivals

JOURNAL OF TOURISM, HOSPITALITY AND ENVIRONMENT MANAGEMENT (JTHEM)
www.jthem.com

GAE
GLOBAL ACADEMIC EXCELLENCE

GOVERNMENT RESPONSIVENESS ON SAFETY AND SECURITY OF MALAYSIA MUSIC FESTIVALS

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Abstract:

Music festivals are often viewed as events that attract a large number of attendees. Despite their positive economic, environmental, and policy impacts on host cities, there are always safety and security concerns at music festivals. This paper emphasises the significance of having proper safety and security, with a particular focus on Malaysian music festivals. The perspectives of government agencies were sought to acquire evidence regarding the impact of a safe and secure music festival, as the approval or rejection of music festivals is dependent on them. Previous studies have highlighted the importance of safety and security at music festivals. However, studies on the perspectives of government agencies, particularly in the context of Malaysian music festivals, are limitedly explored. Therefore, this study aims to investigate the importance of safety and security at music festivals and the repercussions of their absence. Qualitative approaches employed in this study included semi-structured interviews with government agencies such as municipal councils, police, Malaysian Volunteer Corps Department (PRLA), and ministries, observation at Malaysian music festivals, and document analysis. The data were then analysed using thematic analysis. The findings of the current study provide evidence of the impact of effective security and safety on the success of music festivals.

Keywords:
 Music Festival, Government, Responsiveness, Safety, Security

KEY INSIGHTS

The article examines how the government responds to the safety and security of music festivals in Malaysia. It also explores the effectiveness of these measures in ensuring a secure environment for festival attendees.

Access Article



Connect Author



Develop Case Study with MACEOS



MACEOS Research Innovation Committee is thrilled to partner with renowned academies and research centers across the country. This collaboration brings essential research to the forefront, providing valuable insights and innovative solutions that benefit all MACEOS members.

Government Responsiveness on Safety and Security at the Malaysia Music Festival

Overview: This study delves into the crucial role of safety and security at music festivals in Malaysia. While these festivals offer significant economic and social benefits, they also present safety challenges. The research focuses on gathering perspectives from government agencies, whose approval is essential for festival operations. Through qualitative methods such as interviews, observations, and document analysis, the study underscores the importance of robust safety measures for the successful approval and execution of music festivals. Findings demonstrate that well-enforced security protocols are essential for ensuring the success and acceptance of these events.

Be There, Don't Miss it !

October 2024



**25
Oct**

BIGSABAH SALE

Date: 25th - 27th October 2024

Venue: SICC

The BIGSABAH Sale is a premier event for premium goods and services, featuring categories like gourmet food, household items, fashion, electronics, and home decor from established entrepreneurs. This event fosters community in Sabah by supporting local businesses and reflects SICC's dedication to promoting economic growth. Following last year's success, SICC is offering top-tier food, fashion, and home innovations, with exciting new activities. Experience a vibrant celebration of culture, creativity, and commerce at the BIGSABAH Sale!

siccsabah.com

**25
Oct**

SECC 2024

Date: 25th - 27th October 2024

Venue: Sabah International Convention Centre (SICC)

Sabah Esports Championship Cup (SECC) is back with a total prize pool of RM 13,800.00 plus RM 2,000 worth of goodies! Get ready for the Sabah Esports Championship Cup 2024 - bigger and more electrifying than ever. SECC2024 will take place alongside the Sports Industry Expo (BIS) and BIGSABAH Sales @ SICC, promising an action-packed event. Plus, there's an exciting surprise collaboration with Cult, an exclusive club like no other, adding even more to the thrill!

<https://www.facebook.com/Sabaheportsassociation>

25-27 OCTOBER 2024

SECC2024
@BIGSABAHSALES @EISS

PRIZE POOL OF
RM13,800.00
AND RM2,000 WORTH OF GOODIES!

ZONE ONE
VIRTUAL REALITY

ZONE TWO
RACING SIMULATOR

ZONE THREE
PLAYSTATION ZONE

ORGANIZED BY: SICC, BIGSABAH SALE, EISS
SUPPORTED BY: KIDS, PUBG MOBILE, MARIOKART, MOBILE LEGENDS
POWERED BY: TICKTACK ESPORTS, MR PUPPET, JPB ESPORTS, AKB ESPORTS

**31
Oct**

HOMEDec 2024

Date: 31st October - 3rd November 2024

Venue: Kuala Lumpur Convention Centre

HOMEDec provides a comprehensive selection of quality products from trusted brands, along with expert insights and practical advice — everything you need to bring your vision to life.

homedec.com.my

BONANZA Prizes
GRAND PRIZE: x1 (Vacuum cleaner)
2ND PRIZE: x3 (Penguin figurine)
DAILY PRIZE: x4 (Specimen box)

RiX 2024
REKA INTERIORS EXHIBITION
Malaysia's Leading INTERIOR DESIGN Exhibition is back
31.03 OCT - NOV 2024
KL Convention Centre
Register To Visit Now

**31
Oct**

RiX 2024

Date: 31st October - 3rd November 2024

Venue: Kuala Lumpur Convention Centre

Themed 'Design Senses' to life, REKA Interiors Exhibition (RiX) 2024 offers a unique experience that engages all six senses: sight, sound, touch, taste, smell, and intuition. RiX also provides an ideal platform to connect with industry leaders, network with fellow designers, and participate in curated sessions designed to foster valuable professional relationships. Inspire your creativity and build a strong network in the interior design industry here.

<https://rixmalaysia.com>

BIGSABAH SALE SICC
25-27 OCTOBER 2024
10:00AM - 10:00PM

SHOP & WIN
VOUCHERS & REWARDS
EVERY PURCHASE RM100 GET MERANTI GATE VOUCHER

GRAND PRIZE
HONDA WAVE ALPHA CX-110
GRAND LUCKY DRAW PRIZE
DRAW ON SUNDAY, 8PM

DAILY PRIZE
55" LG TV
LUCKY DRAW PRIZE
DAILY DRAW ON 8PM
3 UNITS TO BE WON DAILY!

MAIN SPONSOR: SABAH CREDIT CORPORATION
OFFICIAL S-WALLET: YONO
STRATEGIC PARTNER: Sunlit, MEGA CITY

CONTACT: +6013 916 1291 | @siccsabah

Events Calendar

November 2024

4
Nov

AFECA Convention 2024

Date: 4th - 6th November 2024

Venue: Kuala Lumpur Convention Centre

Malaysia hosts AFECA Convention 2024, uniting industry leaders to drive regional growth, foster collaboration, and celebrate future talents and excellence.

<https://afeca.asia>



**AFECA
CONVENTION 2024
KUALA LUMPUR**

4-6 November 2024
Kuala Lumpur Convention Centre



6
Nov

ICQI 2024

Date: 6th - 7th November 2024

Venue: Kuala Lumpur Convention Centre

International Conference on Quality & Innovation (ICQI) 2024 offers participants the opportunity to stay informed and engaged with emerging industry advancements, contributing to the shared goal of creating a more sustainable world. This conference brings together industry leaders, policymakers, practitioners, and academics for cross-sector collaboration, fostering long-term partnerships and exchanging insights on key trends and developments.

<https://icqi-sirim.my>



8
Nov

Tokyo Auto Salon Kuala Lumpur 2024

Date: 8th - 10th November 2024

Venue: MITEC

Featuring over 300 elite tuned cars, including 15 exclusive models straight from Japan, this year's event is set to be the most exhilarating yet! Event highlights include:

- The legendary Smoky Nagata from Top Secret
- Stand a chance to WIN a Honda Civic FK8R Type R Mugen!
- Over 300 iconic JDM cars on display, with 15 special imports from Japan
- Exciting activities including auto styling competitions, drifting demos, and live performances!

<https://www.tokyoautosalonkl.com>



3
Nov

WRTC 2024

Date: 3rd - 7th November 2024

Venue: Setia SPICE Convention Centre

Organised by the World Research Travel Organization (WRTIO) and supported by the PCEB, World Research Travel Conference (WRTC) 2024 will bring together global experts, educators, and industry leaders to discuss and explore the growing trend of research travel, integrating education and travel for enriching experiences, and its role in promoting responsible, sustainable tourism and global educational exchange. Celebrating the 50th anniversary of Malaysia-China diplomatic relations and the 11th anniversary of their strategic partnership, China will be the guest country, highlighting cultural exchanges and cooperation in education, tourism, and marine ecology.

<https://wrtc2024.com>



3
Nov

AAC 2024

Date: 3rd - 7th November 2024

Venue: Borneo Convention Centre Kuching (BCKK)

Organised by the Clean Air Forum Society of Malaysia (MyCAS) and the Asian Aerosol Research Assembly (AARA), the 13th Asian Aerosol Conference (AAC) 2024 marks the first time Malaysia will host the largest aerosol science conference in Asia. It will bring together over 500 scientists, researchers, policymakers, and industry experts to discuss advancements in aerosol science and air pollution control technology. The conference aims to foster collaboration and knowledge exchange, contributing to environmental sustainability efforts in Malaysia and beyond.

<https://www.asianaerosol2024.com>



AFECA CONVENTION 2024 KUALA LUMPUR

4-6 November 2024
Kuala Lumpur Convention Centre



4 November | Monday

2:00PM – 6:00PM, Plenary Theatre
ASIA 20 BUSINESS EVENTS FORUM

5 November | Tuesday

1:30PM – 6:00PM, Plenary Theatre
AFECA ASIA MICE YOUTH CHALLENGE

7:00PM – 10:00PM
MACEOS ALL-STAR DINNER



REGISTRATION

bit.ly/afecaconvention

**Complimentary admission
to A20 Forum and AAMYC**



Organised by:



Co-Organised by:



Venue Host:



Malaysia is proud to host the prestigious **AFECA Convention 2024**, marking a significant return since its last edition in 2015. Organised by the Asian Federation of Exhibition and Convention Associations (AFECA) and co-organised by the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS), this esteemed annual event brings together prominent industry leaders and government officials from across Asia. The convention provides a vital platform to strategise regional growth and foster a culture of shared learning.

Key Highlights: :

★ Asia 20 Business Events (A20) Forum

- Featuring representatives from 20 Asian countries and regions.
- **FREE Admission.** Kindly register now to secure your pass at <http://bit.ly/afecaconvention>.

★ AFECA Asia MICE Youth Challenge (AAMYC)

- 20 university teams from Asia showcasing talents and shaping the industry's future.
- **FREE Admission.** Kindly register now to secure your pass at <http://bit.ly/afecaconvention>.

★ MACEOS All-Star Dinner

- Celebrating excellence within the business events sector.
- To reserve a table or seat, please contact the MACEOS Secretariat, Ms Holiday Tan,
 - ⇒ Tel: +6012 640 6106
 - ⇒ Email: jjachee@maceos.org.my



12 MIMEX 2024

Date: 12th - 13th November 2024
Venue: Kuala Lumpur Convention Centre

Malaysia International Marine Expo (MIMEX) 2024 is poised to be the country's most comprehensive international business platform, covering all facets of shipbuilding, ship repairs, maritime and offshore engineering, dredging equipment, and port logistics. This event will gather top industry leaders and experts, providing an exceptional opportunity for networking, collaboration, and advancing innovations within the maritime sector.

<https://marine-malaysia.com>



12 SEA 2024

Date: 12th - 14th November 2024
Venue: Kuala Lumpur Convention Centre

Acting as a driving force for sustainable business practices, Sustainability Environment Asia (SEA) 2024 will unite thought leaders, industry experts, and innovators to tackle the world's most urgent environmental challenges. The event covers critical areas like sustainable energy, waste management, the circular economy, water and sewage systems, and green technology.

<https://sustainabilityenvironmentasia.com>



12 EMA 2024

Date: 12th - 14th November 2024
Venue: Kuala Lumpur Convention Centre

E-Mobility Asia (EMA) serves as a premier platform focused on advancing eco-friendly and sustainable electromobility solutions, with a key emphasis on cutting-edge Electric Vehicles (EVs). In collaboration with the Electric Vehicle Association of Malaysia (EVAM) and the Malaysia Automotive Robotics & IoT Institute (MARiI), the event fosters a deeper understanding of the EV industry and its opportunities while contributing to the growth of the electromobility sector in addressing critical climate change challenges.

<https://emobilityasia.com>

15
Nov

UIA 2024 KL

Date: 15th - 19th November 2024
Venue: Kuala Lumpur Convention Centre

In 2022, Malaysia won the bid to host the Union Internationale des Architectes (UIA) International Forum 2024 with theme "DIVERSECITY - Humanity and Sustainable Growth". With Kuala Lumpur's diverse architectural landscape and cultural richness as a focal point, the city will serve as a case study for balancing cultural identity with modern urbanisation, positioning Malaysia as a leader in architectural innovation and sustainability.

<https://www.uia2024kl.org>



16
Nov

MIJF 2024

Date: 16th - 19th November 2024
Venue: Kuala Lumpur Convention Centre

The Malaysia International Jewellery Fair (MIJF) 2024 offers a chance to explore breathtaking collections, connect with industry professionals, and elevate your jewellery experience.

<https://mijf.com.my/mijf/>



19
Nov

Smart Nation Expo 2024

Date: 19th - 21st November 2024
Venue: MITEC

With over 600 exhibiting brands and companies, Smart Nation Expo 2024 is a key platform to discover how technologies like Industry 4.0, IoT, AI, robotics, and Web 4.0 are transforming industries and advancing Smart Cities. These innovations promise improved urban living through better infrastructure, efficient public services, and sustainable energy solutions. The event will bring together governments, businesses, and stakeholders to drive digital inclusion and shape future-ready cities across Southeast Asia.

<https://smartnationexpo.org>



19
Nov

AgriX 2024

Date: 19th - 21st November 2024

Venue: MITEC

AgriX, now part of the Smart Nation Expo 2024, is poised to revolutionise the agricultural sector, drawing over 5,000 trade buyers from more than 25 countries. This inaugural event features Agri Talks, an innovation platform to highlight the latest technologies, networking opportunities for connecting industry leaders, professionals, and investors, and a collaboration hub to foster partnerships and share advancements.

<https://www.myagrix.asia>



INTERNATIONAL WELLNESS EXPO
Connecting Sustainable Wellness Solutions

27-29 Nov 2024
Malaysia International Trade & Exhibition Centre (MITEC)



CONNECTING SUSTAINABLE WELLNESS

ELEVATE YOUR BUSINESS

AT INTERNATIONAL WELLNESS EXPO 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.

<https://esmmalaysia.com>

THE MOST ANTICIPATED BEAUTY EVENT IN 2024
沙巴国际美容博览会

2024 Sibex 2024
SABAH INTERNATIONAL BEAUTY EXPO
UNTIL 01 DEC SICC, Kota Kinabalu Sabah

3 DAYS TO BE BEAUTIFUL

organised by: Sabah Strategic Partner: Official Hotel: CTS GAYA CENTRE HOTEL: Official Media: Sabah Official Printer: Official Contractor: SICC

014 - 685 5471
esmk07@gmail.com
www.esmMalaysia.com
Sabah International Beauty Expo

24
Nov

iSPEC 2024

Date: 24th - 27th November 2024

Venue: The Waterfront Hotel, Kuching

IEEE Sustainable Power and Energy Conference (iSPEC) 2024 serves as a platform for researchers and power engineering experts to exchange ideas, showcase results, reflect on past experiences, and explore future projects focused on sustainable power systems in the context of climate change. Themed 'Advancing Sustainable Power and Energy Solutions for a Greener Future,' the conference underscores the commitment to addressing global energy challenges through innovation and collaboration.

<https://attend.ieee.org/ispec-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.

<https://internationalwellnessexpo.com>

Same Month, Next Year!



11 - 13 Sept 2025

Agri Malaysia 2024, the country's largest B2B agriculture technology exhibition, attracted 13,000 professionals from 18 countries. Themed "Empowering Agriculture Technology," the event featured 400 exhibitors and 550 booths, showcasing innovations in farming, cultivation, processing, and sustainability.

Key highlights included AgriDemo, which featured live demonstrations of cutting-edge technologies such as advanced machinery, drones, and smart farming applications, and AgriTalk, which offered free knowledge programmes on topics like Smart Agriculture and Durian Farming Techniques. The AgriClinic provided expert guidance on soil and foliar testing, while the Smart Farming Zone emphasised technologies like IoT, Big Data Analytics, AI, and drones to enhance agriculture productivity.

Managing Director Roger Lim highlighted a 25% increase in exhibitors and noted that Agri Malaysia continues to be a leading B2B platform for the region. Deputy Minister of Plantation and Commodities, Datuk Chan Foong Hin, emphasised the exhibition's role in modernising Malaysia's agricultural sector through precision agriculture, drone technology, and IoT-based solutions.

agrimalaysia.com.my

17 - 20 Sept 2025

MIHAS 2024 achieved record sales of RM4.3 billion, a 34% increase from 2023, reinforcing its status as a key global Halal industry platform. The event attracted 43,353 visitors from over 90 countries, with 2,028 booths representing 66 nations under the theme "Globalising Halal Innovations." The International Sourcing Programme (INSP) generated RM2.52 billion in potential sourcing, while the Hosted Buyers' Programme brought RM945 million in sales. MIHAS also saw the signing of 24 MOUs worth RM111 million, showcasing its role in fostering global trade.

mihias.com.my



Thank you for making
20th **MIHAS** a great SUCCESS!

See you next year.

21st MIHAS
Malaysia International Halal Showcase
17-20 Sept 2025 | MITEC, KL

Hosted by: MALAYSIA MADANI
Organised by: MATRADE
In Association with: HDC
Managed by: qube
Winner of: WTPO AWARDS 2024

beautyexpo & Cosmobeauté Malaysia 2024 featured 1,000 leading beauty brands and nearly 400 exhibitors from 13 countries, positioning itself as a vibrant hub for global beauty innovation. The event showcased the merging of technology and tradition, with highlights such as sustainable beauty solutions and AI-powered skincare, shaping the future of the beauty industry.

Looking ahead, beautyexpo & Cosmobeauté Malaysia 2025 aims to continue fostering growth and driving transformative change. As Malaysia's largest and longest-running beauty trade shows, it promises to be a one-stop platform for beauty professionals, offering an extensive range of products, networking opportunities, industry insights, and avenues for business development.

www.beautyexpo.com.my

30 Sept - 3 Oct 2025

beautyexpo | cosmobeauté
Malaysia 2025
www.beautyexpo.com.my | www.cosmobeauteasia.com

30 SEP - 03 OCT 2025
KUALA LUMPUR CONVENTION CENTRE

MALAYSIA'S
LARGEST & LONGEST-RUNNING
BEAUTY TRADE SHOWS

Organised by: informamart
Presented by: COMVOR
Sponsored by: MACEOS



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

PRESTIGIOO

Prestigioo Events Sdn Bhd

Menara UOA Bangsar, Level 9, Tower B,
5, Jalan Bangsar Utama 1, Bangsar,
59000 Kuala Lumpur, Malaysia.

Tel: +6019 288 0199

Email: hello@prestigioo.com.my

Website: eventmanagementkl.my

Category: Event Management Company (EMC)



Asia Ability Sdn Bhd

B1315, Level 13, Wisma Merdeka Phase 2,
88000 Kota Kinabalu, Sabah, Malaysia.

Tel: +60 88-25 5289

Email: ask@asiaability.com

Website: www.asiaability.com

Category: Team Building Services



Shangri-La Tanjung Aru, Kota Kinabalu

No. 20, Jalan Aru, Tanjung Aru,
88100 Kota Kinabalu, Sabah, Malaysia.

Tel: +60 88 32 7888

Email: kotakinabalu@shangri-la.com

Website: www.shangri-la.com/kotakinabalu/tanjungaruresort

Category: Hotel with Meeting Facilities



Le Meridien Kota Kinabalu

Jalan Tun Fuad Stephens Sinsuran,
88000 Kota Kinabalu, Sabah, Malaysia

Tel: +60 88-32 2222

Email: lemeridien.kotakinabalu@lemeridien.com

Website: lemeridienkotakinabalu.com

Category: Hotel with Meeting Facilities



Sime Darby Property (Convention Centre) Sdn Bhd

1A, Jalan Bukit Kiara 1,
60000 Kuala Lumpur, Malaysia.

Tel: 1 800 88 1118/ +603 7849 5000

Email: eventsales@sime-darby-property.com

Website: www.sime-darby-property.com/
hospitality-leisure/sime-darby-convention-centre

Category: Venue Operator



Penang International Convention, Cultural & Arts Centre (PICCA)

PMT 5144, Persiaran Ampang Jajar,
Ampang Jajar, 13400 Butterworth, Penang, Malaysia.

Tel: +604 333 0333

Email: enquiry@picca.com.my

Website: picca.com.my

Category: Venue Operator



Digital Academic Innovation (DAI) is organising a virtual session, inviting universities and students with whom we have established strong connections. This session will feature employers from MACEOS member companies, ideally represented by their HR departments, who are actively seeking student interns for the period from January to June 2025. Each employer will have 5 minutes to introduce their company and share available internship opportunities with the students.

- **Date:** 22nd October 2024 (Tuesday)
- **Time:** 10:00 AM - 12:00 PM
- **Platform:** Zoom

**REGISTER
NOW!**

Registration Link:

<https://docs.google.com/forms/d/e/1FAIpQLScquuBTEXVZ2ymL4u0rF2UVhQyzkyyjekUqp9hCRb0yZIUtlw/viewform>

- **Join Zoom Meeting:** <https://us02web.zoom.us/j/83916477703?pwd=MlA5P290GGfd0gsuoXdBeZlEaPWzSa.1>
- **Meeting ID:** 839 1647 7703
- **Passcode:** 17121990



Invitation from SME Corp. Malaysia

2024 MSME Sustainability Series: Charting the ESG Path for MSMEs

Admission Fee: RM50 per pax

SME Corp. Malaysia presents the 2024 MSME Sustainability Series, part of the PKSlestari programme, aimed at increasing MSME knowledge of ESG practices. The seminar provides an overview of ESG concepts, sharing insights from both large companies and MSMEs. Participants will learn practical steps to integrate sustainability into their operations.

Key speakers include **Coffee Star**, a tech-driven coffee retailer, and **AEON CO. Berhad**, a leading retail pioneer. The event also offers valuable networking opportunities and showcases products & services related to ESG.

<https://www.ticket2u.com.my/event/37780/seminar-and-workshop-on-esq-adoption-for-msmes>

Siri Kelestarian PMKS 2024: Melakar Laluan

ESG untuk PMKS



2024 MSME Sustainability Series: Charting the ESG Path for MSMEs

22 October 2024

Concorde Hotel Shah Alam

Take Small But Sure Steps...

SCAN HERE



REGISTER NOW!

Limited seats are available for this exclusive event

GREAT LINEUP OF SPEAKERS

- ✓ **Ts. Raja Shazrin Raja Ehsan Shah**
Professional Sustainability Expert
- ✓ **Raja Ahmad Fauzan Raja Hassan**
CEO, Coffee Star
- ✓ **Tengku Adrina Tengku Azman**
Head, AEON Co. (M) Berhad
- ✓ **Lee Hui Ting**
VP, Joint Committee on Climate Change (JCC) - SFG Member

WHY SHOULD ATTEND?

- Understand ESG and sustainability concepts and the impact of ESG on MSMEs
- Identify and prioritise ESG indicators
- Integrate ESG into business strategy
- Leverage ESG for innovation and competitive advantage
- Develop a sustainability report and action plan
- Network with other MSME leaders and ESG experts
- Learn from the real-world success story of the company leading the way in sustainability

PROGRAMME

8.30 am	Registration
9.10 am	Welcoming Remarks by CEO of SME Corp. Malaysia
9.30 am	Session 1: ESG Fundamentals
10.40 am	Morning Break & Networking
11.00 am	Session 2: Taking Small But Sure Steps
1.00 pm	Lunch
2.30 pm	Session 3: ESG Transformation
3.15 pm	Pioneering Story - Brewing Change: An SME's Journey to ESG Excellence by Coffee Star
3.45 pm	Afternoon Break & Networking
4.00 pm	Sharing Session - Leading ESG Transformation: Responsible Supply Chain by AEON Co. (M) Berhad
4.30 pm	Sharing Session - Capacity Building Programme for MSMEs by JCC - SME Focus Group Member
5.00 pm	End of Programme

WHO SHOULD ATTEND?

- MSME Owners & Entrepreneurs
- Senior Management & Decision Makers
- Sustainability Managers
- Operations Managers
- Compliance & Risk Managers
- Business Development & Strategy Managers
- Supply Chain Managers
- Human Resource Managers



PKSlestari

www.smecorp.gov.my | www.smeinfo.com.my | #ranPKS



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 Data
- Broadening Assumptions (SDA)
- 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 Technique

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 Diplomatically 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.



MACEOS
MALAYSIA

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MACEOS Communications Subcommittee

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Secretariat :

Executive Director : Ezriq Sajad Ismail Sajad

Deputy General Manager : G'ny Chin

Senior Executive : Tan Jia Chee

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