

BE NEWSLETTER

MAY 2025 | Vol.05



35th MACEOS Annual General Meeting (AGM) - Reflecting, Engaging, Moving Forward

Held on 26th May 2025 at Prism & Spectrum, Connexion Conference & Event Centre, the 35th MACEOS Annual General Meeting brought together members and industry stakeholders to reflect on achievements, share insights, and shape future strategies for Malaysia's business events industry. As we mark 35 years of growth and collaboration, we look ahead with excitement. Let's continue building the future of our industry, together. Check out the exclusive power talk hour with Tan Sri Datuk Dr. Rebecca Fatima Sta Maria P2



Driving Impact together with Business Events Sarawak P15

Mark Your Calendars

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35th MACEOS Annual General Meeting (AGM)



Reflecting on Progress, Looking Ahead with Purpose

The 35th MACEOS Annual General Meeting (AGM) was successfully held on 26th May 2025 at Prism & Spectrum, Connexion Conference & Event Centre. The AGM welcomed a strong turnout of members and industry stakeholders, reflecting the energy and commitment that continue to drive Malaysia's vibrant business events industry. The AGM provided a valuable platform to reflect on the past year's milestones, assess the current industry landscape, and gather insights and feedback from members. These collective voices are instrumental in shaping future strategies and propelling the industry forward.

We extend our heartfelt thanks to all MACEOS members for your unwavering support and active participation. Your passion and dedication remain the cornerstone of our continued progress. As we celebrate 35 years of growth, collaboration, and impact, we look forward to the next chapter. Mark your calendars for 7th to 9th August 2025 at Hall 4, Kuala Lumpur Convention Centre, where we will come together once again for:

- ★ MBEA Awards Dinner
- ★ EventXpo 2025

Let's continue to build, celebrate, and shape the future of Malaysia's business events industry together.



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With just one year left in our current tenure, our resolve to shape the future of the industry has never been stronger.

Your steadfast support is not only the foundation of MACEOS—it is the driving force behind our achievements. I urge you to take an active role in our programmes, events, and advocacy efforts, as your participation is key to driving progress, amplifying our collective voice, and sustaining the momentum we've built together.

I am genuinely excited about the road ahead and all that we can accomplish together as we continue building a stronger, more resilient business events industry.

- **Datuk Dr M Gandhi**
President of MACEOS



EVENTXPO
2025
Smart Solutions, Smart Events
7-9 August 2025
Kuala Lumpur Convention Centre

www.eventxpo.my

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MALAYSIA



MALAYSIA BUSINESS EVENTS AWARDS

Malaysia Business Events Awards (MBEA) 2025 Honouring Brilliance, Inspiring Innovation

Returning on 7th August 2025, the Malaysia Business Events Awards (MBEA) celebrates the individuals and organisations that are shaping the future of the business events industry through innovation, creativity, and sustainable impact.

Building on the success of MBEA 2023, this biennial awards programme by MACEOS continues to evolve with the industry. New award categories, including **Business Catalyst Excellence** and **Best Stage Design Excellence**, have been introduced to reflect the expanding scope of excellence in our vibrant ecosystem.

At MACEOS, we believe that recognition should extend beyond individual achievements. It's about celebrating the collective strength and collaboration that drive our industry forward. MBEA 2025 is a tribute to every professional, partner, and organisation that makes excellence possible.

In the spirit of transparency, inclusivity, and unity, MBEA 2025 proudly welcomes the collaboration of our valued association partners:

- ★ **ALIFE** – Live Event Excellence
- ★ **MITA** – Incentive Event Excellence
- ★ **MAH** – Hotels with Meeting Facilities Excellence

Together, we're raising the bar, telling better stories, and building a stronger, more connected business events community in Malaysia. **Be part of this industry-defining celebration — nominate, participate, and support MBEA 2025.**

Let's honour brilliance, inspire innovation, and shape the future together.



Scan The QR, Unlock Winners Insights of MBEA 2023!

For more information about MBEA and nomination details, please visit
www.maceos.org.my/mbea.



BE in SABAH 2026 : Global Collaboration Through Business Events

Following the success of BE in SABAH 2025, Sabah has gained stronger international recognition as a business events (BE) destination. The forum's message of "bringing the world to Sabah" has taken root, reflected in the growing interest from both global and regional stakeholders.

Strategic collaboration with East ASEAN countries — the Philippines, Indonesia, and Brunei — is unlocking new opportunities, positioning Sabah as a gateway to a broader regional market of approximately 90 million people. Discussions to deepen these cross-border partnerships are already underway.

Looking ahead, BE in SABAH 2026 will spotlight the theme "Global Collaboration through Business Events." The event aims to attract top-tier speakers and strategic partners, combining high-impact conferences and exhibitions to deliver both insightful dialogue and real business outcomes.

With the global BE industry on the rebound, Sabah is ready to ride this wave through bold collaboration, regional integration, and global engagement, to make BE in SABAH 2026 a transformative platform for the future of business events.



YBhg Datuk Dr. Hajah Rosmawati Haji Lasuki J.P
Organising Chairperson of BE in SABAH
MACEOS Sabah Chair
CEO of Sabah International Convention Centre (SICC)

Record Turnout at BE in SABAH 2025



From Sabah to the World : BE in SABAH 2025 Champions Regional Unity and Growth

Sabah International Convention Centre (SICC), in collaboration with MACEOS Sabah Chapter, successfully hosted BE in SABAH 2025 from 27th to 28th February, attracting a record 747 delegates from 28 countries. With the theme "Empowering Asia Pacific Through Business Events," the forum featured international speakers, impactful keynotes, panel discussions on sustainability and regional collaboration, and over 50 curated B2B meetings.

Key outcomes included:

- Enhanced Sabah's position as a competitive BE destination
- Strengthened East ASEAN partnerships and investment potential
- Promoted sustainability and inclusive practices
- Advanced talent development and knowledge sharing
- Strengthened networks for joint bids and collaborative marketing

The forum generated RM4.767 million in economic impact, with RM1.362 million in direct spending and RM204,300 in tax revenue. With the strong support of the Ministry of Tourism, Culture and Environment Sabah, Sabah Convention Bureau, Sabah Tourism Board, Sri Pelancongan Sabah, and Yayasan Sabah Group, BE in SABAH has emerged as a flagship platform for driving innovation and regional growth.

Building on this success, **BE in SABAH 2026** will be held from **4th to 5th February 2026**, with an even stronger focus on cross-border collaboration and global engagement.



Celebrating Global Exhibitions Day 2025

At MACEOS, we believe exhibitions are not just as events, but as dynamic engines of opportunity. They ignite innovation, open new business avenues, generate employment, and unite communities. On this Global Exhibitions Day, we reaffirm our commitment to the transformative impact of exhibitions, to connect people, inspire ideas, and drive lasting progress. We celebrate the people behind the scenes, the purpose that drives us, and the endless possibilities that exhibitions continue to create.

EXHIBITIONS
UNLEASH
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4 JUNE 2025 #GED2025





Navigating Global Tariff Volatility: Safeguarding Malaysian Business Resilience in a Shifting Trade Landscape

by Tan Sri Datuk Dr. Rebecca Fatima Sta Maria



Key Takeaway

Navigating Tariffs, Trade, and Global Uncertainty

Tariffs have shifted from tools of trade balance to instruments of economic re-industrialisation, notably by the US, causing unprecedented confusion for policymakers and businesses alike. Unlike past decades, current US tariff policies reflect a 19th-century mindset, creating uncertainty, unpredictability, and inconsistent trade rules. Meanwhile, an often overlooked aspect is the growing importance of trade in services (such as cloud computing and streaming), where the US runs a surplus with Malaysia despite a goods deficit.

Frequent, short-term tariff suspensions and ambiguous trade deals compound planning difficulties for businesses worldwide. Temporary 90-day pauses, vague US-China tariff rollbacks, and delayed tariffs on EU products highlight an unstable environment where long-term strategy is elusive. The World Trade Organization warns that US-China merchandise trade could fall by up to 80%, impacting global supply chains deeply interconnected with Malaysia and ASEAN.

Malaysia's deep regional integration, especially through ASEAN and Regional Comprehensive Economic Partnership (RCEP), faces pressure from US demands to decouple from China — a complex, impractical shift given intertwined supply chains. ASEAN is not a customs union like the EU, so it cannot negotiate as a single entity. However, it can maintain strength by coordinating on shared principles, delivering consistent messages, and fostering transparency despite restrictive US negotiation tactics.

For Malaysian businesses, success demands granular, product-by-product analysis of tariff exposure and competitive positioning rather than broad reactions to headlines. Detailed data and sector-specific insights are vital for MITI's negotiation strategy and national trade resilience. At the same time, businesses must engage regularly with government agencies to adapt to rapidly evolving regulations and to contribute feedback on trade and productivity reforms.

Beyond trade goods, ASEAN is making concrete progress on regional infrastructure, such as integrated power grids, enhancing resilience and cooperation. The ASEAN Geo-Economics Task Force, formed amid tariff tensions, is evolving into a strategic platform for Malaysia and ASEAN to influence global trade dynamics — one businesses should watch and engage with.

APEC and other multilateral forums remain critical for harmonising regulations, advancing structural reforms, and promoting transparency, efforts that underpin predictable trade environments. Issues like formalising the informal sector and women's economic empowerment also form part of the broader inclusive growth agenda.

Domestic investment, often overshadowed by foreign direct investment, must be prioritized to strengthen local job creation and supply chains, essential for Malaysia's economic stability amid global uncertainty. The post-COVID reality underscores the importance of supply chain visibility, risk management, and scenario planning for tariff impacts. Companies need to evaluate how tariff changes affect demand, pricing, and margins, and to diversify sourcing and markets accordingly.

Final Strategic Points:

- ASEAN's trade strength lies in coordinated principles, not bloc-level negotiations.
- Malaysia must deepen trade diversification beyond the US to markets in Asia, the Gulf, Latin America, Africa, and Europe.
- Businesses must move beyond media noise to focus on direct tariff impacts at a detailed level.
- Persistent government engagement and cross-sector collaboration are essential to navigate this evolving trade landscape.



After decades of supporting MNCs, it feels like local companies still don't get the same level of attention. MNCs can repatriate most of their profits, and the benefits to Malaysians are often limited. Beyond individual efforts by leaders like YB Liew Chin Tong, what more can be done at a systemic level to support domestic investors and build a stronger, more resilient local economy in these uncertain times?



We truly need a paradigm shift in how the government values and supports domestic investors. For too long, there's been an imbalance, where foreign investors often receive more attractive incentives than local businesses. That needs to change. We also have to go beyond just looking at foreign direct investment in terms of financial inflows. The social impact matters too. Some major investments displace communities or disrupt local ecosystems, but those consequences are often ignored because the financial figures look impressive. We must start evaluating investments more holistically.

This is where associations play a crucial role. You must become the voice of domestic business, use op-eds, social media, and consistent messaging to showcase the economic contribution of local companies. Don't just focus on the surface-level outputs like exhibitions, highlight the entire ecosystem such as logistics, designers, service providers, freight forwarders. These services form the backbone of many industries but are often invisible in trade statistics.

Finally, engagement with policymakers must be continuous. Annual dialogues aren't enough anymore. If you don't reach out, we won't know what you're facing. Businesses have every right to demand engagement, offer feedback, and make sure we understand your challenges and your value. We shouldn't leave this to a few individuals. It requires consistent, collective advocacy to strengthen support for domestic investment and build a truly resilient local economy.

Given the ongoing uncertainties in global trade, especially the unpredictable tariff shifts between the US and China, what key lessons has Malaysia learned from navigating this environment? And how might these lessons influence our future trade policies, particularly if we face another wave of protectionism from major economies?

That's a timely and important question. In fact, we had a session on this very issue recently. One of the key takeaways was the uncertainty surrounding how long these trade tensions will last. The reality is, we simply don't know. Whether the next US administration leans left or right, unpredictability seems to be the only constant. Many of the tariffs introduced under Trump, for example, were retained by the Biden administration, the tone shifted, but the policies largely remained the same.

What have we learned? First, we must accept that we can't control global trade politics but we can manage our risks better. Businesses need to build resilience into their strategies, because the situation is always shifting, tariffs go up one day, change the next. This creates operational chaos, especially for those on the ground like customs officers and logistics teams. Second, we should focus on what's within our control. While Malaysia's trade with the US makes up about 10 to 20%, the remaining 80% is with other markets. We need to deepen and diversify those relationships, rather than letting the 20% dominate our attention.

Most importantly, we must improve ease of doing business domestically. Trade war headlines often steal focus, but the reality is many businesses are still burdened with excessive bureaucracy, sometimes needing 20 different licenses just to move goods. Streamlining these processes will have a far greater impact on our competitiveness than reacting to every shift in global tariffs. So while external risks persist, our priority should be getting things right at home. That's where real resilience begins.



At MACEOS, we believe the business events industry contributes more than just economic value, we also create long-term legacy impact. However, since legacy isn't something easily quantified, whose door should we knock on to get this recognised and supported?



Legacy impact is often overlooked simply because it's harder to quantify but it remains deeply significant. If you're looking to engage the government, your first stop should be MITI. Their industry division is the right place to start, and it's worth reaching out whether through formal letters, meeting requests, or even social media. Leaders like YB Liew Chin Tong are very pro-business, so don't hesitate to engage directly. Keep bringing it up until it gets the attention it deserves, where persistence is key.

I've always believed in the "No Wrong Door" policy: even if you approach the wrong ministry, it's still our responsibility to guide you to the right one. So don't worry about getting it perfect, just start the conversation with MITI and let it lead you forward. Also, your mention of the informal sector is especially relevant. In business events, much of the ecosystem like gig workers, freelancers, small service providers operates outside the formal economy, often due to bureaucracy. We must acknowledge this and find ways to support them without imposing excessive burdens. So don't give up. Keep knocking. With consistency, the right door will eventually open.

In global trade, there's often focus on tariffs, trade deficits, and surpluses, but services don't get much attention. Why do you think world leaders don't talk more openly about trade in services, even though it's such a vital part of the modern economy?

The main reason is that services are intangible and harder to understand. Tariffs on goods are simple, which are products you can see, count, and tax. But services, like cloud computing, Netflix, or Google, are less visible and more complex to regulate.

I've always stressed that we need to change the conversation and take services seriously. Malaysia, like many ASEAN countries, actually runs a trade deficit in services, yet most trade talks still focus mostly on goods. So yes, services are being left out of the mainstream conversation, and it's a gap we need to address. Until global and local leaders fully recognise the economic importance of services, this imbalance will continue.



We're all from the exhibition industry. If the proposed US tariffs on Malaysia go ahead worst-case scenario, how do you think our industry will be affected, and what steps should we take to prepare?

I'm not directly involved in your industry, so I can't speak to every detail. But here's what I do know: the proposed tariffs range from a minimum of 10% to a maximum of 24%, which is the current negotiation range. My advice is to start preparing with scenario planning. Consider what a 10% tariff would mean for your operations, and then what the impact would be if it reaches 24%. For exhibitions, you might already benefit from exemptions when temporarily importing goods, which could help lessen the effect.

Additionally, the US has ongoing concerns about Malaysia highlighted in their National Trade Estimate Report issues like Halal standards, government procurement practices, and more. These are sensitive and recurring points, and if they remain unresolved, we could see tariffs at the higher end of the range. However, if negotiators can reach agreements on these non-tariff issues, there's a chance the final tariff rate will stay closer to 10%. So, keep a close eye on updates, plan for both possible scenarios, and be ready to adapt quickly.

Only about 12% of Malaysia's exports go to the US. In ASEAN exhibitions across Thailand, Vietnam, and beyond, I've seen more involvement from China, Japan, Korea, and ASEAN countries. Intra-Asia trade is clearly growing, so it's time to focus on these opportunities. But you also mentioned non-tariff barriers. Do you think the negotiations are really about those rather than tariffs? Is that Trump's real strategy?

Yes, absolutely, that's a big part of it. From Trump's view, the US has been taken advantage of not just by China, but by many countries. So while tariffs grab headlines, the real push is often about breaking down non-tariff barriers.

That's why we've been working with think tanks to understand where ASEAN can recalibrate. It's always a balancing act between protecting national interests and allowing commercial flexibility. For Malaysia, the US regularly raises concerns in its National Trade Estimate Report, things like licensing, procurement practices, and Halal standards. These often form the basis of negotiations.

The good news is, we've faced similar situations before in Free Trade Agreement (FTA) and Trans-Pacific Partnership (TPP) talks. Our negotiators know where the red lines are. But yes, you're right, tariffs are just the tip of the iceberg. The deeper issue is non-tariff barriers.



As we wrap up, what's your advice on how we should move forward? Who in government should we be engaging with, and how do we shift the conversation from highlighting challenges to demonstrating our value as a contributor to national development? From your experience in negotiations, how can we position ourselves for greater recognition?

I think the next step is really to sit down together and map things out, because I'm not deeply familiar with your industry. For instance, when you organise an exhibition, it likely involves multiple touchpoints across government, not just one agency. You're dealing with ministries, departments, customs, and others. It would be helpful to break down that process so we can identify exactly who needs to be engaged at each stage. This kind of mapping exercise could be very useful, especially from an association's perspective.

Another important point: when raising issues, try to also bring some proposed solutions. I may not be the expert, but if you can suggest actionable ideas, it helps us have more meaningful discussions within government. Not every solution will work, but it gives us something concrete to consider, and it moves the conversation beyond just highlighting problems. That's a good place to start.



Business Events (BE) in Malaysia

- Catalysts for Economic Transformation

A Strategic Business Event Industry White Paper by MACEOS

Business Events (BE) including conferences, exhibitions, trade shows, and corporate meetings, are more than just professional gatherings; they are strategic drivers of national development. By stimulating economic activity, creating employment opportunities, fostering innovation, and enhancing global engagement, business events significantly outperform traditional tourism in terms of economic impact. Studies show that business travellers spend up to three times more than leisure tourists, benefitting not only the tourism value chain but also key sectors such as transportation, hospitality, retail, and the knowledge economy.

To strengthen the industry's position and articulate its full value, MACEOS is spearheading the development of a comprehensive White Paper. This initiative aims to present a unified, evidence-based narrative grounded in real-world data and stakeholder insights. It will support informed policymaking, guide investment strategies, and elevate Malaysia's position as a premier global destination for business events.

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A Call to Action:



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Support Needed: Building the Future of BE Industry

We are calling on all MACEOS members to support a critical initiative to strengthen Malaysia's business events industry. To date, only 30% of our RM120,000 target has been raised.

This effort goes beyond fundraising — it is a strategic move to advocate for the development of a new, larger convention centre and to commission a certified research study that will provide credible data to support our engagement with the government.

This may be our last opportunity to act decisively. Our neighbouring countries — Indonesia, the Philippines, Thailand, and Vietnam — have already moved ahead with venues exceeding 100,000 square metres. In comparison, Malaysia's largest facility remains at just 45,000 square metres (MITEC), making it increasingly difficult to represent the nation confidently on the global stage.

We urge you to contribute and be part of shaping a stronger future for our BE industry, for the next generation, and for Malaysia's continued competitiveness in the region.

- Dato' Vincent Lim
Honorary President of MACEOS
President of AFECA

Business Events Industry White Paper

Introduction

Business events are a powerful engine for sustainable economic growth, knowledge exchange, and international collaboration. As Malaysia charts its course toward becoming a high-income nation, the role of business events must be recognised not merely as auxiliary tourism activity, but as a core pillar of national development. This White Paper marks a significant step forward in presenting a unified, data-driven strategy to unlock the transformative power of business events.

Objectives of the White Paper

- **Demonstrate Economic Impact**
Quantify the role of business events in boosting GDP, trade, and job creation across key sectors.
- **Enhance Malaysia's Global Competitiveness**
Benchmark Malaysia's standing in the global business events industry and propose strategies for competitive growth.
- **Deliver Community-Level Benefits**
Highlight the socio-economic benefits to local communities, including increased investment, tourism, and cultural exchange.
- **Support Public Policy Advocacy**
Provide government stakeholders with evidence-based recommendations to strengthen policy alignment and funding support.

Call to Action: Industry - Wide Collaboration

In April 2025, MACEOS issued a nationwide call for collaboration. Industry stakeholders including event organisers, venue operators, service providers, and destination management organisations were invited to contribute insights, data, and expertise. This collaborative approach ensures the White Paper reflects the realities, aspirations, and challenges faced by the industry, forming a shared vision for the future.

Strategic Role of the White Paper

This White Paper will serve as a key advocacy tool to:

- Inform public policy and support government decision-making.
- Promote greater public-private collaboration.
- Attract increased investment and institutional support for industry growth.

Key Focus Areas

The White Paper will explore the following strategic pillars:

- **Market Demand & Opportunity Mapping**
 - Assess current demand and future growth segments.
 - Identify high-potential verticals and regional opportunities.
- **Competitive Benchmarking**
 - Compare Malaysia's capabilities with regional and global peers.
 - Identify performance gaps and strategies to address them.
- **Economic & Social Impact Assessment**
 - Analyse the economic contribution of business events across the value chain.
 - Evaluate long-term social and cultural impacts.
- **Policy & Investment Recommendations**
 - Propose actionable policy interventions and incentives.
 - Identify priority areas for public sector investment and support.

Research Methodology

MACEOS is working in partnership with the University of Malaya (UM) and Universiti Tunku Abdul Rahman (UTAR) to ensure methodological rigour and academic credibility. The research phase will span six months and include:

- Primary data collection from stakeholders.
- Market and impact analysis.
- Policy review and recommendation drafting.

Secondary sources, including global benchmarks and reports from international industry bodies, will be used to supplement and validate findings.

Expected Outcomes

Upon completion, the White Paper will provide:

- A unified, evidence-based narrative for the business events industry.
- A strategic framework for government and private sector engagement.
- Actionable recommendations to accelerate industry development.
- Advocacy tools to support investment attraction and regional competitiveness.

Conclusion

Business events are strategic enablers of economic transformation. With a focused, data-driven approach, Malaysia can harness their full potential to drive inclusive growth, innovation, and international visibility. MACEOS, through this White Paper, aims to provide the clarity and direction needed for stakeholders and policymakers to move forward with confidence and collaboration.

For more information, please contact MACEOS Secretariat at secretariat@maceos.org.my

Strategic Visit to MOTAC



Collaborating for Impact: Strengthening Malaysia's Business Events Landscape

On 16th May 2025, MACEOS paid a respectful courtesy visit to YBhg. Dato' Shaharuddin bin Abu Sohoh, Secretary-General of the Ministry of Tourism, Arts and Culture (MOTAC).

The engagement focused on exploring strategic collaboration to advance Malaysia's business tourism sector, particularly in strengthening the business events industry. During the meeting, MACEOS shared valuable insights and outlined key initiatives aligned with national tourism goals, aiming to enhance Malaysia's competitiveness as a preferred destination for international conventions and exhibitions. MOTAC acknowledged the vital role of industry associations such as MACEOS in driving the growth of the tourism economy.

The Ministry reaffirmed its commitment to supporting collaborative efforts that elevate Malaysia's global competitiveness and standing as a leading hub for global business events..



Official Visit to MyCEB



MACEOS Strengthens Ties with MyCEB in Strategic Engagement

MACEOS had the pleasure of visiting the Malaysia Convention & Exhibition Bureau (MyCEB), where both parties reaffirmed their strong relationship and explored promising opportunities for future collaboration in advancing Malaysia's business events industry.

MACEOS Courtesy Visit to DBKL



Strengthening Kuala Lumpur's Role in Business Events

On 26th May 2025, MACEOS had the honour of making a courtesy visit to YBhg. Datuk Seri TPr (Dr.) Maimunah binti Mohd Sharif, Mayor of Kuala Lumpur, marking a pivotal step toward building a long-term and impactful partnership with Dewan Bandaraya Kuala Lumpur (DBKL).

During the meeting, the delegation underscored the strategic role of business events in advancing Kuala Lumpur's economic growth, social development, and global positioning. As Malaysia's capital and primary gateway, Kuala Lumpur holds significant potential to evolve into a competitive, inclusive, and sustainable regional hub for business events. Key discussions included the industry's far-reaching economic impact and the pressing need for a larger, world-class convention centre to attract high-impact international events and enhance the city's regional appeal. MACEOS also proposed the formation of a dedicated unit within DBKL to drive the strategic development of the business events sector, ensuring cohesive planning and long-term growth.

MACEOS further expressed strong support for YBhg. Datuk Seri's "Events for All" initiative, which promotes inclusivity by making events accessible to all segments of society — a vision closely aligned with MACEOS' mission to foster community well-being and urban unity through inclusive business events.

Celebrate Legacy, Sustainability, and Innovation

Get ready for the Borneo Inspires Legacy Awards (BILA) 2025, a prestigious celebration honouring remarkable achievements in legacy-building, sustainability, and innovation within the global business events industry. Formerly known as the iconic Anak Sarawak Awards, BILA marks over a decade of recognising individuals and organisations that are shaping a better future through impactful initiatives. **Submit your nominations today!**

Mark your calendars for 2nd to 3rd October 2025 and join the LEGACY360 – Business Events for a Sustainable Future Forum, Southeast Asia's only platform dedicated to business event legacies and sustainability. Hosted by Business Events Sarawak (BESarawak), LEGACY360 unites global leaders, policymakers, and industry experts to shift the conversation beyond economic value, highlighting how events can drive positive social, environmental, and economic transformation. Through a comprehensive 360-degree approach, the forum addresses both global and regional challenges, encouraging collaboration and innovation for a more sustainable industry. The two-day programme will feature interactive workshops, thought-provoking dialogues, and actionable strategies to help participants design legacy-driven, future-focused events that benefit communities locally and globally.

Don't miss your chance to be part of this transformative movement. Register today and be part of shaping a sustainable future through business events.



BORNEO INSPIRES LEGACY AWARDS

**Every Tribe has champions.
Who will you nominate?**

**OPEN FOR
SUBMISSIONS NOW**

SUBMISSION OPENS
21 MARCH 2025 – 15 JUNE 2025.

OPEN TO EVENTS HELD IN
2023 – 1ST JUNE 2025.

The Borneo Inspires Legacy Awards (BILA) 2025 is **Borneo's premier biennial event celebrating legacy achievements** in the global business events sector.

Recognising social, economic, and environmental impact in business events that being held globally. **18 awards across 5 categories** – Convention, Exhibitions, Corporate Meetings & Corporate Incentives, Journalism and Sarawak Industry Legacy Excellence.

Nominate Now!



**TRIBE
LEGACY
SARAWAK
CAMPAIGN**

Driving Impact Together

LEGACY360

BUSINESS EVENTS FOR A SUSTAINABLE FUTURE

**Answer the call of
the Tribe Legacy.**

SAVE THE DATE

2nd – 3rd October 2025

**Borneo Convention Centre Kuching
Sarawak, Malaysia**

LEGACY360 is a platform for professionals, organisations, and destinations across diverse industries to transition towards a sustainable, future-ready business model that moving beyond metrics to build purposeful, sustainable legacies.

Register Now!



**TRIBE
LEGACY
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Driving Impact Together

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



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**TRIBE
LEGACY
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Events Calendar

June - July 2025

**2
Jun**

IBE 2025

Date: 2nd - 5th June 2025

Venue: Kuala Lumpur Convention Centre

The International Beauty Expo (IBE) 2025 will bring together over 430 exhibitors from 28 countries, showcasing the latest in beauty innovations across 7,465 square meters. With 16,000 professionals expected, IBE offers a premier B2B platform for networking, sourcing, and staying ahead of industry trends.
ibe.my



**9
Jun**

APHM International Healthcare Conference & Exhibition 2025

Date: 9th - 11th June 2025

Venue: Kuala Lumpur Convention Centre

Organised by the Association of Private Hospitals Malaysia (APHM), the event will explore sustainable financing models, innovative cost-management strategies, and the role of public-private collaboration in expanding access to affordable care. Through impactful discussions and case studies, the conference aims to shape a more equitable and value-driven healthcare system for Malaysia.
aphmconferences.com



**13
Jun**

MIDE 2025

Date: 13th - 15th June 2025

Venue: MITEC

With over 250,000 attendees in its 18-year history, the Malaysia International Dive Expo (MIDE) 2025 remains a premier event for divers, water-sports enthusiasts, and marine industry professionals. This year's edition promises a dynamic showcase of diving gear, travel destinations, conservation efforts, and water-sports activities. From expert forums and career talks to the Kids Education Zone and hands-on diving experiences, MIDE 2025 offers something for all levels, whether you're a seasoned diver or just getting started.
mide.com.my



**16
Jun**

Energy Asia 2025

Date: 16th - 18th June 2025

Venue: Kuala Lumpur Convention Centre

Under the theme "Delivering Asia's Energy Transition," Energy Asia 2025 will bring together policymakers, industry leaders, and energy experts to explore practical, inclusive solutions tailored to the needs of developing and emerging economies. Through strategic dialogues, actionable roadmaps, and partnerships, Energy Asia drives sustainable practices while shaping the region's energy future in this critical decade.
www.officialenergyasia.com



**23
Jun**

Taiwan Expo 2025

Date: 23rd - 25th June 2025

Venue: Kuala Lumpur Convention Centre

Taiwan Expo 2025 invites you to experience the best of Taiwan through five trending themes and ten immersive pavilions that showcase the island's strengths in AI, Industry 4.0, Health & Wellness, Smart Living, and Cultural Creativity. From cutting-edge innovations and business opportunities to delicious Taiwanese snacks and cultural highlights, the expo offers a vibrant mix of technology, lifestyle, and heritage.
mys.taiwanexpoasean.com

24 Jun SWWICE 2025

Date: 24th June - 3rd July 2025

Venue: Kota Kinabalu, Sabah

The Sustainable Wholistic Wellness International Conference & Expo (SWWICE 2025) is more than just an event, it's a global movement championing a new era of sustainable, wellness-driven tourism. Rooted in the 10 Pillars of Wholistic Wellness and aligned with the United Nations' 17 Sustainable Development Goals, SWWICE 2025 invites participants to explore innovative wellness solutions, build global connections, and gain 360° insights into human well-being.

Set against the rich natural and cultural landscape of Sabah, this transformative platform promotes responsible tourism practices that empower communities, preserve biodiversity, and drive meaningful economic growth. SWWICE 2025 integrates sustainability into tourism offerings, paving the way for inclusive development and impactful cross-sector collaborations.

swwice.com



24 Jun MGF2025

Date: 24th - 26th June 2025

Venue: Kuala Lumpur Convention Centre

Celebrating its 15th edition, Malaysia Gifts Fair (MGF) 2025 returns as the nation's largest gifting event, proudly recognised by the Malaysia Book of Records. With the theme "Sustainable Innovation, Gifts for Tomorrow," this milestone event blends cutting-edge creativity with a strong focus on ESG values, showcasing over 50,000 gifting ideas to an expected 16,000 attendees. MGF2025 offers a powerful platform for local and international exhibitors to connect with industry leaders and decision-makers, while championing a more responsible and impactful future for the gifting industry.

www.malysiagiftsfair.com.my



27 Jun MIJF 2025

Date: 27th - 30th June 2025

Venue: Kuala Lumpur Convention Centre

Malaysia International Jewellery Fair (MIJF) returns as Malaysia's most exclusive jewellery showcase, celebrated as one of Southeast Asia's premier events. Set in the heart of Kuala Lumpur, MIJF brings together the world's finest jewellers, elite traders, connoisseurs, and discerning buyers. Discover a dazzling array of diamonds, gemstones, and exquisite creations, all under one roof.

www.mijf.com.my

1 Jul FDM 2025

Date: 1st - 3rd July 2025

Venue: MITEC

Food & Drinks Malaysia by SIAL continues to elevate the region's food and beverage industry as a premier B2B trade event. Following the success of its debut with over 300 exhibitors and 8,000+ trade visitors, the show has become a vital platform for retailers, manufacturers, distributors, and F&B professionals to connect, source, and explore the latest industry innovations.

www.fooddrinksmalaysia.com

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EXHIBITION MANAGEMENT PROGRAMME 2025

Created by Meeting Professionals
Claimable CE Hours

DATE

12 - 14 MAR 2025
11 - 13 JUN 2025

VENUE

SIME DARBY CONVENTION CENTRE (KLANG VALLEY)
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

OCCUPATIONAL SAFETY & HEALTH (OSH) AND RIGGING

FOR THE EVENTS THAT INCORPORATE RIGGING AND TRUSS

The Occupational Safety & Health (OSH) and Rigging Programme is a comprehensive 4-day training designed to strengthen safety awareness and operational standards for teams involved in slinging and rigging activities, particularly in high-risk, elevated environments.

Delivered by seasoned industry practitioners, the programme combines hands-on learning with current best practices, regulatory standards, and emerging technologies to ensure practical readiness and enhanced workplace safety.

PROGRAMME OVERVIEW

- Introduction to OSH
- Fundamentals of Event Safety Management
- Liability & Ethical Safety Considerations
- Risk Assessment & Hazard Identification
- Setup & Dismantling Ground Support
- Accident Prevention & Emergency Response
- Rigging Techniques and Standards
- Rigging Calculations, Drawings & Plots
- Hoist Technology & Controllers
- Handling of Hoist

WHO SHOULD ATTEND

- Event & exhibition planners and setup crews
- Venue and stage technicians
- Safety and health officers with a focus on event & exhibition
- Supervisors and all levels of workers involved in events that require working at heights or alongside elevated rigging operations.

16-19 JUNE 2025

09:00-17:00

MITEC, KUALA LUMPUR

COURSE FEE

MEMBER & PARTNER*

RM3,500/pax

NON-MEMBER

RM4,000/pax

- 10% discount for group of three(3) participants and above
- Fees incl. course materials, F&B and certification *T&C applies

SCAN TO REGISTER



MEET THE TRAINER



Ir. Harold Waldack is a structural engineer and an engineering graduate with over 30 years of experience designing and supervising the construction of entertainment support structures in the entertainment and exhibition field.

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E-INVOICE UPDATES, PRACTICAL SETTING AND IMPLEMENTATION

DATE

25TH JUNE 2025

TIME

9AM - 5PM

VENUE

KUALA LUMPUR [TBA]

COURSE FEE

RM700/PAX [MEMBER] | RM900/PAX [NON-MEMBER]

The Income Tax Act 1967 has introduced the mandatory requirement by all business entities to implement the e-Invoice. Understanding the scope of e-Invoice, the technological transmission mechanism will help taxpayers to implement the e-Invoice process more effectively.

WHO SHOULD ATTEND

- Business Owners
- Accountants
- Company Secretaries
- Financial Managers & Executives
- Business Owners & Entrepreneurs

METHODOLOGY

Powerpoint presentation, discussion and Q&A

COURSE OUTLINES

- Module 1: Scope of e-Invoice
- Module 2: Two types of e-Invoice
- Module 3: Transmission Mechanism
- Module 4: MyInvois Setting and Appointment of Representative
- Module 5: Type of e-Invoice Transactions
- Module 6: Required Fields
- Module 7: General Operational Transactions
- Module 8: Practical Implementation

JOIN US TODAY!



TRAINER PROFILE SUMMARY DR. TAN THAI SOON

Dr. Tan Thai Soon is a management and tax consultant. He obtained his Doctor of Business Administration from University of Newcastle, Australia and holds a Master of Science in Management Accounting and Planning from University Utara Malaysia. Dr. Tan has more than 20 years' experience in management consulting and taxation matters and provides consulting and training in taxation, financial management, knowledge management and innovation. He is a HRD Corp Accredited Trainer.

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ROYAL PROTOCOL WORKSHOP

[WILL BE CONDUCTED IN ENGLISH AND BAHASA MALAYSIA]

DATE

5TH JULY 2025
[SATURDAY]

TIME

9AM - 5PM

VENUE

SIME DARBY CONVENTION CENTRE
KUALA LUMPUR

COURSE FEE

RM700/PAX [MEMBER] | RM900/PAX [NON-MEMBER]

Kursus Protokol dan Etiket Sosial ini merupakan satu medium untuk memberikan latihan dan maklumat tepat kepada para peserta yang terdiri daripada penjawat awam berkenaan dengan protokol, pengurusan majlis, dan etiket sosial.

OBJEKTIF

- Memberikan pendedahan kepada peserta tentang protokol yang melibatkan raja dan kerabat;
- Meningkatkan kefahaman dan kecekapan para peserta dalam pengurusan majlis melibatkan aspek sebelum, semasa dan selepas bertugas sebagai LO dan pengiring;
- Memahami setiap bidang tugas bagi jawatankuasa yang dilantik dalam sesebuah majlis;
- Membentuk keyakinan diri bagi berhadapan di hadapan tetamu serta dalam majlis atau perjumpaan yang melibatkan kenamaan;
- Melahirkan penjawat awam yang mempunyai penampilan dan perwatakan diri yang mempunyai kelas tersendiri.

PILIHAN MODUL

- Slot 1: Protokol Diraja
- Slot 2: Pengurusan Majlis Rasmi
- Slot 3: Etiket Sosial dan Penampilan Diri
- Slot 4: Etiket Meja Makan

Sesi Fotografi dan Bersurai

JOIN US TODAY!



TRAINER PROFILE SUMMARY SOPHIAN AB RAHMAN

Berpengalaman luas dan berpengetahuan tinggi dalam segala protokol dan adab istiadat berkenaan Seri Paduka Baginda Yang di-Pertuan Agong dan Seri Paduka Baginda Raja Permaisuri Agong dan semua raja-raja. Berkemahiran tinggi sebagai pengacua majlis dalam Bahasa Melayu dan Bahasa Inggeris untuk mengatur istiadat semasa atau tidak semasa Seri Paduka Baginda Yang di-Pertuan Agong dan Seri Paduka Baginda Raja Permaisuri Agong dan raja-raja serta semua majlis rasmi dan istiadat.

Examining the contributing factors of virtual event quality toward event satisfaction among attendees

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Examining the contributing factors of virtual event quality toward event satisfaction among attendees

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Abstract: Due to the rising acceptance of virtual events, more empirical studies are needed to determine factors influencing attendees' satisfaction. It is crucial to comprehend the essential factors determining the quality of virtual events as the virtual world continues to define the future of event experiences. Given these considerations, event planners may create and deploy virtual experiences meeting the diverse needs and preferences of the attendees. Hence, the main purpose of this paper is to examine the influence of virtual event quality dimensions on the level of event satisfaction among the attendees. A cross-sectional study was undertaken by administering a survey instrument to collect response data from participants in virtual events. There were 124 valid responses obtained for data analysis. Descriptive and inferential analyses were performed using IBM SPSS version 28. The study findings revealed that there was a statistically significant relationship between the quality of virtual event factors and event satisfaction among the attendees. The results of regression analysis indicated that vividness ($p=0.016$), functionality ($p=0.003$), entertainment ($p=0.029$), fulfillment ($p=0.037$), privacy ($p=0.037$), and social presence ($p=0.001$) were found to be significant predictors of event satisfaction. In conclusion, this study highlights the importance of considering several factors of event quality, particularly in planning and implementing virtual events. Event organizers can enhance attendees' satisfaction through the use of more immersive and substantial virtual experiences, by focusing on attributes such as vividness, functionality, entertainment, fulfillment, privacy and social presence.

Keywords: Event satisfaction, virtual event quality, virtual events, and attendees

1. Introduction

Virtual events have gained more traction among the event attendees all over the world. Due to pandemic of Covid-19, it had changed the method on how we deliver our event intention to the participants. The emergence of various digital products, advertisements and media platforms has shifted the costlier physical events to digital or online events that cut more costs in terms of organising and attending the event (Hu et al., 2017). The popularity of virtual events is attributed much to various factors such as participants' readiness for online events, and the dissemination of information about the virtual events by the social media platform and online groups. In China, due to the growth of its business activity and being the second largest business economics position in the world, the Internet has played a major role in business transactions thus promoting more virtual business events and conferences to attract potential customers (Liu et al., 2017). In addition, due to the COVID-19 pandemic, the demand for virtual events is increasing in more activity-based programs have shifted to virtual experience platforms (VEP) in a study among the Korean population (Kim et al., 2023). This showed the population leaning direction to virtual events and occasions in their life apart from physical events.

KEY INSIGHTS

The study found that virtual event satisfaction is significantly influenced by vividness, functionality, entertainment, fulfillment, privacy, and social presence, with functionality and social presence being the strongest predictors.

Develop Case Study with MACEOS

Access Article



Connect Author



The MACEOS Research Innovation Committee is dedicated to advancing industry knowledge by forging strategic partnerships with top academic institutions and research centres across the country. Through these collaborations, the committee drives meaningful research that delivers valuable insights and innovative solutions, benefiting the entire MACEOS membership.

Examining the contributing factors of virtual event quality toward event satisfaction among attendees

This article explores the development of an effective community-based tourism event (CBTE) model by incorporating social innovation. As virtual events continue to rise in popularity, it is increasingly important to understand the factors that shape attendee satisfaction. This study explores the influence of various dimensions of virtual event quality on satisfaction levels, based on data collected from 124 survey respondents. The findings reveal that vividness, functionality, entertainment, fulfillment, privacy, and social presence all play a significant role in determining attendee satisfaction. These insights offer valuable guidance for event planners seeking to create more engaging, personalised, and impactful virtual experiences.

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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