

BE NEWSLETTER

JULY 2025 | Vol.07

Plan. Connect. Explore

All in One App!



EventXpo 2025 : Business Events Build Nations

EventXpo 2025 is just around the corner and is set to be the most impactful edition to date. Held under the powerful theme "Business Events Build Nations," this is your opportunity to explore breakthrough ideas, engage with leading voices in the industry and discover the forces shaping the future of business events in Malaysia and beyond. Do not miss your chance to be part of this transformative movement.

Make the most of your visit with the EventXpo 2025 App, powered by JUBLIA — your smart companion for a smooth and connected experience.

Key Features:

- ★ Browse the exhibitor list and floor plan
- ★ Schedule one-on-one business meetings
- ★ Customise your personal agenda
- ★ Access speaker profiles and session details
- ★ Receive live updates and announcements
- ... and much more!

Get ready to explore, connect, and thrive at EventXpo 2025. Register now at www.eventxpo.my. P2



Finalists revealed, trophies await.
Celebrate the winners of MBEA 2025
on 7 August 2025 at 7 PM!
P12



Driving Impact together with BE Sarawak P5

Mark Your Calendars

- ★ EventXpo 2025 P2
- ★ Kind Malaysia 2025 P10
- ★ Malaysia Business Events Awards (MBEA) 2025 P12
- ★ Events Calendar August 2025 P18
- ★ BIGSABAH Sale 2025 P21
- ★ MACEOS Training Programmes P22

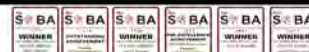
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Final Call to Register : Why You Can't Miss EventXpo 2025

Step into the future of business events under the powerful theme "Business Events Build Nations." Explore where innovation meets opportunity, and where industry leaders, cutting-edge solutions, and meaningful collaborations come together to drive national growth.

EventXpo 2025 Highlights

- ✦ **100+ Exhibitors & 4 State Pavilions**
Discover the latest in event technology, destination showcases and creative solutions all in one place.
- ✦ **Meet the Region**
Connect with industry leaders from Korea, Indonesia, Thailand, India, and Singapore. Expand your network beyond borders.
- ✦ **Fresh Insights & Big Ideas**
Join the Fireside Chat, where thought leaders explore trends shaping Asia's exhibition economy and talent development.
- ✦ **Power-Packed Knowledge Theatre**
Gain practical insights from sessions focused on sustainability, digital engagement, event design and leadership.
- ✦ **VIP Visitor Programme**
Enjoy curated business matching, hosted venue tours and exclusive networking designed for serious decision makers.
- ✦ **Purpose with Impact @ Kind Malaysia 2025**
Discover how business events can drive meaningful change. Engage with NGOs and social enterprises making a real difference.
- ✦ **Student Innovation Live**
Be inspired by the Malaysia Business Events National Challenge 2025, where top student teams present real-world proposals that showcase their ideas and energy.
- ✦ **Celebrate Industry Excellence**
Join us for the Malaysian Business Events Awards (MBEA) on 7 August evening. This invite-only gala honours the best in the industry. *Limited tables are available for purchase — reserve your spot and be part of the celebration.*

Let us move forward together at EventXpo 2025. Don't forget to register now at www.eventxpo.my.

Meet the Makers of Impact

7th — 9th August 2025



Informa Markets Malaysia Sdn Bhd - 4A01

Penang Pavilion - 4B04

Penang Way: Timeless Heritage, Modern Excellence

Step into the Penang Pavilion and experience a dynamic blend of tradition, creativity, and forward-thinking event solutions. As one of Malaysia's most vibrant destinations, Penang continues to redefine business events through innovative offerings and strategic industry partnerships.

Proudly presented in collaboration with:

- ★ Holiday Inn & Suites Penang Prai
- ★ Iconic Marjorie Hotel
- ★ Instant Exposition Services Sdn Bhd
- ★ Olive Tree Concept Sdn Bhd
- ★ St. Giles Wembley Penang

From state-of-the-art facilities to heritage-rich hospitality, Penang continues to elevate the standard for business events in Southeast Asia.

Selamat Datang, Welcome to Penang



EventXpo 2024



Selamat Datai, Welcome to Sarawak

Sarawak Pavilion - 4C01

Sarawak Way: Legacy in Action, Impact by Design

Step into the Sarawak Pavilion and discover a destination where heritage meets innovation, and every event is designed with purpose. As Sarawak strengthens its presence in the regional business events arena, its industry players are here to champion long-term impact and foster meaningful collaborations.

Representing Kuching, Sibul, and Miri, the Sarawak Pavilion brings together leading tourism stakeholders and event professionals under the "I Am Legacy" campaign, a movement that drives transformation through legacy-focused initiatives. Proudly presented by:

- ★ BE Sarawak
- ★ Absolute Cool Events (EMC)
- ★ Borneo Convention Centre Kuching
- ★ Cat City Holidays (DMC)
- ★ Greattown Travel Sdn Bhd (DMC)
- ★ Hilton Kuching
- ★ Imperial Hotel Miri
- ★ Mulu & Miri Marriott Resort & Spa
- ★ Place Borneo (PCO)
- ★ Pullman Kuching & Pullman Miri Waterfront
- ★ RH Hotel
- ★ Sheraton Hotel Kuching
- ★ Techno Expo (EMC)
- ★ The Waterfront Hotel Kuching
- ★ Truly Borneo (Kinabalu Heritage Tours & Cars Rental Sdn Bhd)

From world-class venues to sustainable event solutions, Sarawak is creating new pathways for business events that leave a lasting impression.

Sabah Pavilion - 4D01

Sabah Way: Natural Charm, Professional Edge

Step into the Sabah Pavilion and explore a world of possibilities shaped by nature, culture, and warm hospitality. As Sabah emerges as a distinctive destination for business events, leading industry players are here to showcase their strengths, spark new connections, and foster meaningful collaborations.

Throughout the three-day EventXpo, Sabah's top tourism stakeholders and product exhibitors are ready to connect, inspire, and elevate the business events experience. Proudly represented by:

- ★ Sabah Convention Bureau
- ★ Amazing Borneo Tours & Events Sdn Bhd
- ★ Avid Agility Sdn Bhd (UINAH)
- ★ Hello Sabah Events (Sri Pelancongan Sabah)
- ★ Hilton Kota Kinabalu
- ★ Hyatt Regency Kinabalu
- ★ Instant Exhibitions (Sabah) Sdn Bhd
- ★ Kraf Komunitiku (KELARAI)
- ★ Sabah International Convention Centre
- ★ Shangri-La Tanjung Aru Hotel Kota Kinabalu
- ★ Sound Tech Productions

From premier venues to creative event solutions, Sabah is ready to welcome the world. Connect with Sabah's finest, where every conversation opens doors to new opportunities and drives the future of business events.



Selamat Datang, Welcome to Sabah

I AM



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



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



**TRIBE
LEGACY
SARAWAK
CAMPAIGN**



Pico International (M) Sdn Bhd - 4DII



Penang Waterfront Convention Centre (PWCC) - 4F07



DSV Solutions (DC) Sdn Bhd - 4G04



Innogen Sdn Bhd - 4G07



DSA Group of Companies - 4GII



Curio Pack Sdn Bhd - 4H03



World Trade Centre Kuala Lumpur (WTC KL) - 4K01



Setia SPICE - 4P42

Explore More Exhibitors

*Plan Ahead,
Make Every Booth Count.*

EXHIBITION HALL 3 - 4



Big Ideas. Bold Voices

Inspiring Change



Real knowledge. Real impact. Only at the Knowledge Theatre.

At the heart of EventXpo 2025, the Knowledge Theatre delivers three days of practical insights, expert-led discussions and future-focused strategies you can apply immediately. Hear from industry leaders, government agencies and innovators as they unpack what matters most in today's business events landscape.

Key Topics Include:

- ★ Sustainable practices, legacy building, and responsible event impact
- ★ SST 2025, policy shifts, and regulatory updates
- ★ Cybersecurity, risk management, and data protection
- ★ Digital engagement, event technology, and experience design
- ★ Inclusive leadership, ethical gifting, and future-ready strategies



For Full Event Schedule: eventxpo.my/event-schedule



Beyond the Badge: Certified in Exhibition Management (CEM) Sharing Session

Open to all CEM holders and the public (registration required — bring your laptop)

Thinking about renewing your CEM? This practical session offers expert guidance on maintaining your certification with ease. Learn how to track continuing education credits, submit documentation, and avoid common mistakes. Gain insights from certified professionals who have successfully navigated the process and are ready to share what works.

MACEOS
MALAYSIA

CALLING FOR ALL CEMs GUIDELINE ON CEM RECERTIFICATION

Let's continue telling employers and clients, you know your stuff.

8 August 2025 (Friday) | 2.30pm to 4.30pm

Hospitality Suite, Hall 4, Ground Floor, Kuala Lumpur Convention Centre

Module 1: CEM Recertification Policy

Module 2: Access your IAEE Dashboard to manage CEM Recertification

Module 3: Comparison Table on Industry Credential

Module 4: CEM courses fulfill ~80% eligible of CMP exam eligibility

Module 5: CMP eligible application process

Please remember to bring your own laptop for this session.

CH'NG CHOR BAN, CEM SEPC DES

Faculty Advisory Committee Member of
International Association of Exhibitions and Events (IAEE)

Sub-Committee Member of Research Innovation,
Malaysian Association of Convention & Exhibition Organisers & Suppliers
(MACEOS)

Senior Lecturer of the School of Hospitality, Tourism & Events,
Taylor's University

This initiative is brought to you by
Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS)

SST 2025: What It Means for Organisers, Suppliers and Venues

By **Marcus Tan Wei Loon**, Executive Director, Baker Tilly Monteiro Heng Tax Services Sdn Bhd

9 August 2025 | 2.00 pm | Hospitality Suite

The expanded scope of Malaysia's Sales and Service Tax (SST), effective 1 July 2025, is creating new compliance challenges across the business events ecosystem. This session offers timely insights and practical guidance on what the changes mean for organisers, suppliers and venue operators, from registration thresholds to B2B exemptions.

Member Circular: SST Guidance For The Business Events Industry

MACEOS has developed a practical Sales and Service Tax (SST) guidance document tailored for the business events industry, including event organisers, venue operators, contractors, service providers and logistics partners.

This reference outlines key SST updates effective 1st July 2025 under the Expanded SST Scope, including:

- ★ New registration thresholds
- ★ SME exemptions
- ★ Business-to-business (B2B) tax exemption measures

The document features summary tables, sample invoices, and real-world scenarios, along with references to current SST legislation and Royal Malaysian Customs Department (RMCD) guidelines (as of 30th July 2025).

This guide is for internal use among MACEOS members to support consistent understanding and compliance with SST requirements across the industry.

*Scan to download
the SST guidance document!*



For more information about EventXpo 2025, please visit www.eventxpo.my.

Creating a Better World, Together!



**KIND 2025
MALAYSIA**
Connecting Corporates With Civil Society

7 – 9 AUGUST

Kuala Lumpur
Convention Centre

Co-located with:

EVENTXPO
2025

CSR Partners:

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Kindness Unites Humanity

From 7–9 August 2025 at KLCC, **Kind Malaysia 2025** returns as a dynamic, co-located event with EventXpo 2025, uniting NGOs, social enterprises, and visionary businesses to drive social good and lasting community impact.

Highlights:

- ★ **Pocket Talk Sessions:** Short, powerful talks by changemakers
- ★ **Corporate Kindness in Action:** Real-world case studies from business and NGOs
- ★ **Wall of Kindness:** A visual showcase of everyday acts of good
- ★ **Live Performances & Activity Areas:** A celebration of community, culture, and compassion

Don't miss the **Better World Corner at Kiosk 4, Hall 4** — a dedicated space for inspiring stories and interactive experiences led by NGOs and social enterprises. Explore key themes including **health, wellness and care, humanitarian action, mental health and inclusion**, as well as **environment, technology and empowerment**.

Together, these efforts demonstrate how business events can drive meaningful change and foster a kinder, more united society.



DAY 1 POCKET TALKS @ BETTER WORLD CORNER

Health, Wellness & Care

Time	Session
11:00 AM – 11:30 AM	Living Well with Arthritis: Support and Solutions (ARTHRITIS FOUNDATION MALAYSIA)
11:45 AM – 12:15 PM	Cancer Care in Malaysia: Our Services and Impact (National Cancer Society Malaysia)
12:30 PM – 1:00 PM	Supporting Children in Their Cancer Journey (CAKNE)
2:30 PM – 3:00 PM	Advancing Health: The Future of Alzheimer's and Cancer Screening (Health Malaysia Association)
3:15 PM – 3:45 PM	Prostate Cancer: Early Detection Saves Lives (PCSM)
4:00 PM – 4:30 PM	How Wishes Bring Hope to Critically Ill Children (Make-A-Wish Malaysia)



DAY 2 POCKET TALKS @ BETTER WORLD CORNER

Humanitarian Action, Mental Health and Inclusion

Time	Session
10:30 – 11:00 AM	Humanitarian Efforts in Action: Stories That Inspire (MERCY MALAYSIA)
11:15 – 11:45 AM	Sustainable Solutions for At-Risk Youth (MYSKILLS FOUNDATION)
12:00 – 12:30 PM	OrphanCare: Every Child Deserves a Family (OrphanCare Foundation)
2:30 – 3:00 PM	Mental Health at Work: Why It Matters (Befrienders Malaysia)
3:15 – 3:45 PM	Autism Awareness: Building Inclusive Communities (PERSATUAN AUTISME LABUAN)
4:00 – 4:30 PM	Empowering People with Disabilities Through Sports (Special Olympics Selangor)



DAY 3 POCKET TALKS @ BETTER WORLD CORNER

Environment, Technology & Empowerment

Time	Session
10:30 – 11:00 AM	Protecting the Sun Bear: Conservation Through Community Effort (Bornean Sun Bear Conservation Centre)
11:15 – 11:45 AM	Building a Kinder Malaysia: Partnerships That Matter (BEKIND MALAYSIA)
12:00 – 12:30 PM	Peace Education: Nurturing Harmony in Diversity (Prime Academy Malaysia)
2:00 – 2:30 PM	Digital Fundraising: A New Tool for Humanity (ENSANY MALAYSIA)
2:45 – 3:15 PM	Women and SMEs Shaping the Future of AI (WIGTA)
3:30 – 4:00 PM	Understanding and Using Malaysian Sign Language (PERSEKUTUAN ORANG PEKAK MALAYSIA)

For more information about Kind Malaysia 2025, please visit mykindmalaysia.com.



MALAYSIA BUSINESS EVENTS AWARDS

3rd

MALAYSIA BUSINESS EVENT AWARD & GALA DINNER

7th AUGUST 2025
Thursday - 7.00pm

KUALA LUMPUR CONVENTION CENTRE

Congratulations to the MBEA 2025 Finalists

TRADE EXHIBITION EXCELLENCE

10,000SQM & BELOW | 10,001SQM - 20,000SQM | 20,001SQM & ABOVE

- 🏆 AGRI MALAYSIA 2024 BY ONE INTERNATIONAL EXHIBITION SDN BHD
- 🏆 ARCHIDEX 2024 BY C.I.S NETWORK SDN BHD
- 🏆 BEAUTYEXPO & COSMOBEAUTÉ MALAYSIA 2024 BY INFORMA MARKETS MALAYSIA
- 🏆 BUILDXP0 MALAYSIA 2024 BY QUBE INTEGRATED MALAYSIA SDN BHD
- 🏆 DSA & NATSEC ASIA 2024 BY DSA EXHIBITIONS HOLDINGS SDN BHD
- 🏆 ENGINEER & MARVEX 2024 BY C.I.S NETWORK SDN BHD
- 🏆 MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS) 2024 BY QUBE INTEGRATED MALAYSIA SDN BHD
- 🏆 MBAM ONEBUILD 2024 BY MBAM ONEBUILD SDN BHD

CONSUMER EXHIBITION EXCELLENCE

5,000SQM & BELOW | 5,001SQM-10,000SQM | 10,001SQM & ABOVE

- 🏆 22ND DEEPAVALI CARNIVAL 2024 BY ASC AGENDA SURIA COMMUNICATION SDN BHD
- 🏆 BIGSABAH SALE 2024 BY SABAH INTERNATIONAL CONVENTION CENTRE
- 🏆 HOMEDEC (HOME DESIGN & INTERIOR EXHIBITION) 2025 BY C.I.S NETWORK SDN BHD
- 🏆 KARNIVAL MALAYSIA 2024 BY PROPERTY HUNTER SDN BHD (PHGROUP)
- 🏆 MALAYSIA AUTOSHOW 2024 BY MOONMAN EVENTS SDN BHD
- 🏆 PH EXPO 2024 BY PROPERTY HUNTER SDN BHD (PH GROUP)

EXHIBITION MANAGEMENT EXCELLENCE

- 🏆 QUBE INTEGRATED MALAYSIA SDN BHD FOR MIHAS 2024
- 🏆 PICO INTERNATIONAL (M) SDN BHD FOR ENLIT ASIA 2024

NEW HOMEGROWN EVENT EXCELLENCE

TRADE EXHIBITION | CONSUMER EXHIBITION

- 🏆 ASIA PACIFIC GREEN HYDROGEN (APGH) 2024 BY DSA EXHIBITIONS HOLDINGS SDN BHD
- 🏆 ENGINEER & MARVEX BY C.I.S NETWORK SDN BHD
- 🏆 KARNIVAL MALAYSIA 2024 BY PROPERTY HUNTER SDN BHD (PH GROUP)

CONGRESS/CONFERENCE EXCELLENCE

500 DELEGATES & BELOW | 501-1,000 DELEGATES | 1,001 DELEGATES & ABOVE

- 🏆 21ST INTERNATIONAL CONGRESS FOR TROPICAL MEDICINE & MALARIA (ICTMM 2024)
BY MEDICAL CONFERENCE PARTNERS
- 🏆 30TH INTERNATIONAL CONFERENCE ON SPINA BIFIDA & HYDROCEPHALUS 2024
BY MEDICAL CONFERENCE PARTNERS
- 🏆 ASEAN INVESTMENT CONFERENCE BY ASC AGENDA SURIA COMMUNICATION SDN BHD
- 🏆 BE IN SABAH 2025 BY SABAH INTERNATIONAL CONVENTION CENTRE
- 🏆 INTERNATIONAL PETROLEUM TECHNOLOGY CONFERENCE (IPTC) 2025
BY SOCIETY OF PETROLEUM ENGINEERS (SPE-ASIA PACIFIC M SDN BHD)
- 🏆 MYLIVE 2024 BY PP CONFERENCES SDN BHD

EVENT EXCELLENCE

B2B - CORPORATE EVENT | B2C - PUBLIC/SOCIAL EVENT

- 🏆 BMW MAKE IT REAL CAMPAIGN BY PICO INTERNATIONAL (M) SDN BHD
- 🏆 EARTH SYMPHONY - GREEN CIRQUE FEST 2024 BY MILESTONE PRODUCTION SDN BHD
- 🏆 G MEDIA ICONIC NIGHT BY MEMOIRES EVENTS MANAGEMENT SDN BHD
- 🏆 HOTLINK UNI LEGENDS MLBB TOURNAMENT BY THE HOT SHOE SHOW & CO SDN BHD
- 🏆 JCI INSPIRE FEST 2025 BY RADIANT EXPO SDN BHD
- 🏆 MALAYSIA DAY 2024: RUMAH MADANI: JIWA MERDEKA BY SOUNDS TECH PRODUCTION SDN BHD
- 🏆 PROTON E.MAS 7 GRAND LAUNCH BY QUBE INTEGRATED MALAYSIA SDN BHD
- 🏆 SCxSC FINTECH SUMMIT 2024 BY ABOVE CREATIVE EVENTS (M) SDN BHD
- 🏆 USANA LIVE ASIA PACIFIC CONVENTION 2024 BY PICO INTERNATIONAL (M) SDN BHD

EVENT MANAGEMENT EXCELLENCE

B2B - CORPORATE EVENT | B2C - PUBLIC/SOCIAL EVENT | B2G - GOVERNMENT ENGAGEMENT EVENT

- 🏆 ABOVE CREATIVE EVENTS (M) SDN BHD
- 🏆 ANDERES FOURDY EVENTS SDN BHD
- 🏆 AT EVENT QUEST SDN BHD
- 🏆 CHILLI HOTSHOES ASIA SDN BHD
- 🏆 INNOGEN SDN BHD
- 🏆 MEMOIRES EVENTS MANAGEMENT SDN BHD
- 🏆 MILESTONE PRODUCTION SDN BHD
- 🏆 PLATINUM PODIUM SDN BHD
- 🏆 THE HOT SHOE SHOWS & CO SDN BHD

PURPOSE BUILT CONVENTION & EXHIBITION CENTRE EXCELLENCE

15,000SQM & BELOW | 15,001SQM & ABOVE

- 🏆 BORNEO CONVENTION CENTRE KUCHING
- 🏆 KUALA LUMPUR CONVENTION CENTRE
- 🏆 MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE (MITEC)
- 🏆 PAVILION BUKIT JALIL EXHIBITION CENTRE
- 🏆 PICCA CONVENTION CENTRE @ BUTTERWORTH
- 🏆 SABAH INTERNATIONAL CONVENTION CENTRE (SICC)
- 🏆 SETIA SPICE CONVENTION CENTRE
- 🏆 SHAH ALAM CONVENTION CENTRE

HOTEL WITH MEETING FACILITIES EXCELLENCE

- 🏆 BERJAYA TIMES SQUARE HOTEL
- 🏆 DE PALMA HOTEL SHAH ALAM MANAGED BY THE BLANKET
- 🏆 M RESORT & HOTEL KUALA LUMPUR
- 🏆 PRIMULA BEACH HOTEL, TERENGGANU
- 🏆 PULLMAN MIRI WATERFRONT
- 🏆 SUTERA HARBOUR, KOTA KINABALU

BOOTH DESIGN EXCELLENCE

SINGLE DECK: 36SQM & BELOW | SINGLE DECK: 37SQM - 72SQM | SINGLE DECK: 73SQM & ABOVE | DOUBLE DECK | 72SQM & BELOW HELD IN OVERSEAS

- 🏆 CIMB @ GRADUAN ASPIRE 2024 BY INNOGEN SDN BHD
- 🏆 CLOT @ SNEAKERLAH 2024 BY ES EXHIBITION SERVICES SDN BHD
- 🏆 INNOVATEX @ ARCHIDEX 2024 BY INNOGEN SDN BHD
- 🏆 KOREA TOURISM ORGANISATION (KTO) @ MATTA FAIR (SEPT 2024) BY ES EXHIBITION SERVICES SDN BHD
- 🏆 LUNAS @ DSA & NATSEC ASIA 2024 BY INNOGEN SDN BHD
- 🏆 MALAYSIA AIRLINES @ MATTA FAIR (MAR 2024) BY QUBE INTEGRATED MALAYSIA SDN BHD
- 🏆 MALAYSIA AIRLINES @ MATTA FAIR (SEPT 2024) BY QUBE INTEGRATED MALAYSIA SDN BHD
- 🏆 MALAYSIA AVIATION GROUP @ MATTA FAIR (APR 2025) BY PICO INTERNATIONAL (M) SDN BHD
- 🏆 MISC @ IPTC 2025 BY INNOGEN SDN BHD
- 🏆 MYCEB @ IMEX, FRANKFURT BY QUBE INTEGRATED MALAYSIA SDN BHD
- 🏆 NISSAN (EDARAN TAN CHONG MOTOR) @ KLIMS 2024 BY PICO INTERNATIONAL (M) SDN BHD
- 🏆 PANASONIC @ ISES 2024 BY INNOGEN SDN BHD
- 🏆 PROTON @ KLIMS 2024 BY QUBE INTEGRATED MALAYSIA SDN BHD
- 🏆 SLB @ APGCE 2024 BY INNOGEN SDN BHD
- 🏆 SLB @ IPTC 2025 BY INNOGEN SDN BHD
- 🏆 VIETTEL @ DSA & NATSEC ASIA 2024 BY INNOGEN SDN BHD

PAVILION DESIGN EXCELLENCE

- 🏆 MALAYSIA TIMBER COUNCIL @ FURNITURE CHINA 2024 BY GLAXIS MESSE EXHIBITIONS SDN BHD
- 🏆 MDEC @ AGRIX 2024 BY INNOGEN SDN BHD
- 🏆 TEEIA @ SMART NATION 2024 BY INNOGEN SDN BHD

INCENTIVE AND LIVE EVENT EXCELLENCE

- 🏆 BITHARVEST GLOBAL LAUNCH CONVENTION & INCENTIVE TRIP BY THE HOT SHOE SHOWS & CO SDN BHD
- 🏆 EARTH SYMPHONY - GREEN CIRQUE FEST 2024 BY MILESTONE PRODUCTION SDN BHD
- 🏆 THE MUSIC RUN 2024 BY DOREMI SERVICES & RENTAL SDN BHD

SERVICE PROVIDER EXCELLENCE

- 🏆 DOREMI SERVICES & RENTAL SDN BHD FOR ELMINA LAKESIDE FESTIVAL
- 🏆 INNOGEN SDN BHD FOR GLOBAL FORUM ON ISLAMIC ECONOMICS & FINANCE (GFIEF) 2024
- 🏆 INNOGEN SDN BHD FOR PANASONIC AWARDING DINNER 2024
- 🏆 MILESTONE PRODUCTION SDN BHD FOR EARTH SYMPHONY - GREEN CIRQUE FEST 2024

Congratulations to the MBEA 2025 Finalists

EVENT TECHNOLOGY EXCELLENCE

EXHIBITION | CONFERENCE | EVENT

- ASEAN TOURISM FORUM (ATF) 2025 BY Y US SDN BHD (EVENESIS)
- LAUNCHING CEREMONY OF MALAYSIA'S PARTICIPATION IN WORLD EXPO 2025 OSAKA
BY DOREMI SERVICES & RENTAL SDN BHD
- MALAYSIAN INTERNATIONAL FURNITURE FAIR (MIFF) 2024 BY INFORMA MARKETS MALAYSIA
- METALTECH & AUTOMEX 2024 BY INFORMA MARKETS MALAYSIA
- MIA INTERNATIONAL ACCOUNTANTS CONFERENCE 2024 BY Y US SDN BHD (EVENESIS)

BUSINESS CATALYST EXCELLENCE

ESG PRACTICES EXCELLENCE | PIONEERING TECHNOLOGY EXCELLENCE | COMMUNITY SERVICE EXCELLENCE

- ABOVE CREATIVE EVENTS (M) SDN BHD
- ASIAEVENTS EXSIC SDN BHD
- DOREMI SERVICES & RENTAL SDN BHD
- SETIA CITY CONVENTION CENTRE

STAGE DESIGN EXCELLENCE

- ACER APAC PREDATOR LEAGUE 2025 BY QUBE INTEGRATED MALAYSIA SDN BHD
- ASEAN INVESTMENT CONFERENCE 2025 BY ASC AGENDA SURIA COMMUNICATION SDN BHD
- SELANGOR AVIATION SHOW (SAS) 2024 BY INNOGEN SDN BHD

UNIVERSITY PROGRAMME (STUDENT-ORGANISED) EXCELLENCE

- HEX TALK 2024: FUTUREFEST (TRANSFORMING THE ENTERTAINMENT EVENT HORIZON: EMBRACING GLOBAL DYNAMICS) BY TAYLOR'S UNIVERSITY, SCHOOL OF HOSPITALITY, TOURISM & EVENTS
- HYPE-LAH CHARITY NIGHT BY TAYLOR'S UNIVERSITY, SCHOOL OF HOSPITALITY, TOURISM & EVENTS
- SAKE SYMPHONY: A TASTING JOURNEY, PART OF THE JAPANESE WINE EXPERIENTIAL BRAND ACTIVATION
BY TAYLOR'S UNIVERSITY, SCHOOL OF HOSPITALITY, TOURISM & EVENTS



Join the Celebration!

Book a table and be part of the industry's most anticipated awards night. Whether you're a finalist, supporter, or proud partner — your presence matters.

Reserve Your Table - Celebrate with your team, clients, and peers in style.

Let's come together to recognise and uplift the people, places, and projects that power our industry forward.

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

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 powerful drivers of Malaysia's economic transformation. Beyond professional gatherings, they generate high-impact outcomes across job creation, trade growth, innovation, and global engagement. Business travellers spend up to three times more than leisure tourists, significantly benefiting sectors such as hospitality, transportation, retail, and the knowledge economy. To position BE as a national development priority, not merely a tourism subset, MACEOS is leading the development of a comprehensive, data-driven White Paper: Business Events in Malaysia – Catalysts for Economic Transformation.

Developed in collaboration with the University of Malaya and Universiti Tunku Abdul Rahman (UTAR), and enriched by nationwide industry input, this strategic White Paper maps future market opportunities, benchmarks Malaysia against global leaders, measures socio-economic impact, and outlines policy and investment recommendations. Its purpose is clear: to present a unified, evidence-based framework that empowers public-private collaboration, guides strategic investments, and positions Malaysia as a premier global destination for business events.



A Call to Action

Support Needed: Building the Future of BE Industry

To realise this vision, we are calling on all MACEOS members to support this critical initiative. To date, only about 30% of our RM120,000 target has been raised. This is not just a fundraising campaign, it is a decisive step to advocate for a new, larger convention centre and to commission a certified research study that delivers credible data for engagement with policymakers.

The urgency is real. Our regional competitors such as Indonesia, the Philippines, Thailand, and Vietnam have already built venues exceeding 100,000 square metres. Malaysia's largest, MITEC, stands at just 45,000 square metres. Without swift, unified action, our ability to compete on the global stage will diminish further.

We urge you to contribute. Be part of shaping the future of Malaysia's business events industry for the next generation, for the nation's economic resilience, and for our rightful place in the global arena.

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



Thank You

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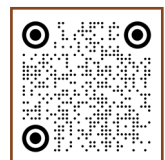
Silver Sponsors



Supporting Sponsors



For more information, visit www.maceos.org.my/business-events-industry-white-paper
or contact the MACEOS Secretariat at secretariat@maceos.org.my



Events Calendar

August & October 2025



4 Aug

ASEAN OSH Summit 2025

Date: 4th - 5th August 2025

Venue: Kuala Lumpur Convention Centre

ASEAN OSH Summit 2025 is the region's premier platform for Occupational Safety and Health, uniting policymakers, industry leaders, safety professionals, and academics to exchange knowledge, share best practices, and strengthen regional collaboration.

seanoshsummit.com.my



4 Aug

MBEW 2025

Date: 4th - 6th August 2025

Venue: MITEC

Malaysia Business Events Week (MBEW) 2025 returns to celebrate 10 years of uniting passion with progress, under the fiery theme "Spicing Up Business Events." Expect bold workshops, impactful dialogues, and powerful networking, including the immersive SPICE MARKET Networking Session that inspired by Malaysia's rich cultural heritage. As a leading platform for innovation and collaboration, MBEW 2025 continues to shape the future of Business Events in Malaysia and beyond.

www.myceb.com.my/mbew



6 Aug

ASIAWATER Versi Sabah 2025

Date: 6th - 7th August 2025

Venue: Sabah International Convention Centre (SICC)

The ASIAWATER Versi Sabah Roadshow is a powerful platform to foster collaboration and innovation in water management. Be part of this pivotal gathering where industry leaders shape sustainable water solutions for the future. Don't miss the opportunity to connect, collaborate, and create meaningful impact in this essential sector.

www.asiawater.org/versi-sabah



7 Aug

EventXpo 2025

Date: 7th - 9th August 2025

Venue: Kuala Lumpur Convention Centre

EventXpo 2025, held in collaboration with Kind Malaysia, creates a powerful synergy between innovation in business events and purposeful social impact. This joint platform will unite industry leaders, solution providers, and changemakers for three dynamic days of exhibitions, expert-led forums, strategic networking, and the prestigious Malaysian Business Events Awards (MBEA). With a strong focus on sustainability, digital transformation, and community engagement, it's a must-attend for those shaping the future of the business events landscape.

eventxpo.my

8 Tokyo Auto Salon Kuala Lumpur

Date: 8th - 10th August 2025

Venue: MITEC

Anticipation builds as Japanese tuning icons Smokey Nagata, Wataru Kato, and Hiroshi Tamura gear up to make a special appearance, bringing their legendary cars straight from Tokyo Auto Salon to Malaysian shores. The event will also feature Malaysia's Finest Tuners in a dedicated theme zone, alongside exclusive diecast sales, family-friendly activities, and an exciting lineup of stage performances.

www.tokyoautosalonkl.com



12 ASEAN AI Malaysia Summit 2025

Date: 12th - 13th August 2025

Venue: MITEC

The ASEAN AI Malaysia Summit 2025 is more than just a summit; it's a regional platform to align strategies, spotlight innovation, and champion inclusive, responsible AI. From empowering local enterprises and transforming public services to nurturing the next generation of talent, this summit is where ASEAN's collective AI future begins.

aimalaysiasummit.gov.my



13 Print Technology 2025

Date: 13th - 16th August 2025

Venue: MITEC

Print Technology 2025 will showcase a comprehensive range of technologies and innovations—from pre-press and digital imaging to printing equipment, flexography, labeling, post-press solutions, and finishing systems—making it a must-attend event for industry professionals across the region.

kaizer.com.my/print-technology



ATEX

Apparel & Textile Exhibition Malaysia

14 - 16
AUGUST
2025

HALL 1, MITEC
Kuala Lumpur, Malaysia

Organized by
KAIZER

14 ATEX 2025

Date: 14th - 16th August 2025

Venue: MITEC

As the nation's No.1 sourcing platform for apparel and textiles, Apparel & Textile Exhibition Malaysia (ATEX) 2025 showcases the latest trends, technologies, and global offerings. Bringing together industry leaders, manufacturers, and suppliers, the event offers unmatched sourcing opportunities and valuable networking, your gateway to the forefront of the fashion and textile industry

kaizer.com.my/apparel-textile-exhibition-malaysia



15 PSG 2025

Date: 15th - 17th August 2025

Venue: Setia SPICE Convention Centre

Since 2016, Penang Signature Gold, Gems & Jewellery Fair (PSG) 2025 has grown into a prestigious regional marketplace, showcasing the latest trends and innovations while attracting global exhibitors and buyers. With its commitment to excellence, PSG continues to elevate Malaysia's position as a key player in the global gold and jewellery trade.

psg.elite.com.my



26 Metal Engineering Expo (MTE) 2025

Date: 26th - 29th August 2025

Venue: MITEC

The Malaysia International Metal Working, Machine Tool & Engineering Exhibition is a key platform for the global metalworking, machine tool, and engineering industries. This 4-day trade event connects thousands of local and regional buyers, offering companies a powerful opportunity to launch products, promote solutions, and drive business growth.

metal-engineering.com.my

Date: 27th - 29th August 2025
Venue: Kuala Lumpur Convention Centre

MBAM OneBuild 2025 will feature three core segments, Construction & Infrastructure, Construction Hardware, and Construction Machinery & Equipment, and will be co-located with OneWare, broadening its focus on hardware technologies. With 200 exhibitors, 280 booths, and over 8,000 trade visitors, the event is poised to drive the future of construction in the region.

26 IRICE Exhibition 2025

Date: 26th - 28th August 2025
Venue: Kuala Lumpur Convention Centre

IRICE 2025 is the leading platform for the downstream rubber product industry, offering a valuable opportunity to showcase innovations, connect with global stakeholders, and shape the future of rubber manufacturing.

[irsice.com.my](http://www.irsice.com.my)

**LIVESTOCK
MALAYSIA 2025**

27-29 AUGUST 2025
KUALA LUMPUR CONVENTION CENTRE
MALAYSIA

Malaysian International
Feed, Livestock & Meat
Industry Show

www.livestockmalaysia.com

Livestock Malaysia Expo and Forum Livestock Malaysia Exhibition (Official) livestockmalaysia

27 **Livestock Malaysia 2025**
Date: 27th - 29th August 2025
Venue: Kuala Lumpur Convention Centre

Livestock Malaysia 2025 returns for its 11th edition, showcasing the latest in livestock production, feeds, meat processing, and related innovations. Building on past success, the event offers a key platform for industry networking, business opportunities, and trend insights.

www.livestockmalaysia.com

WIRE AND CABLE SHOW
THE MOST PROFESSIONAL ASIA WIRE AND CABLE EXHIBITION

OPTICAL FIBER COMM. AND ICT SHOW
PROFESSIONAL OPTICAL FIBER COMM. AND ICT EXHIBITION IN ASEAN

Date: 27th - 29th August 2025 Venue: Malaysia International Trade & Exhibition Centre (MITEC)

Organized by: **CEG** (Cable & Electronics Group)
Supported by: **MCMA** (Malaysian Cable Manufacturers Association), **IRIS** (International Rubber and Insulation Society), **Malaysia Electronics Association**, **Malaysia Cable Association**, **Meet in Malaysia BE Greater, Together!**

27 Wire & Cable Show Malaysia 2025

Date: 27th - 29th August 2025
Venue: MITEC

Wire & Cable Show Malaysia 2025 is one of Southeast Asia's leading trade fairs for wire and cable manufacturers and suppliers, offering strong business opportunities in a high-growth market. Originating in Vietnam, the show has expanded to major cities like Ho Chi Minh City, Manila, and Kuala Lumpur, cementing its status as the largest and most influential exhibition of its kind in the region.

www.wirecableshow.com



7th

IEEE International Conference on Artificial Intelligence in Engineering Technology

CALL FOR PAPERS

Tracks | Topics of Interest

Authors are invited to submit original, unpublished work related to artificial intelligence and computational algorithms, including but not limited to:

Sensing, Signals, and Communication Systems

Embedded, Edge, and On-Device Applications

Computer Vision, Imaging, and Perception Systems

Intelligent Control, Simulation, and Robotics

Energy, Environment, and Sustainable Systems

Computational Intelligence, Modeling, and Optimization

Data Intelligence, ICT, and Cybersecurity

Human-Centered and Interactive Expert Systems

IICAET

2025

26-28 August 2025

Kota Kinabalu, Malaysia

Sabah International Conventional Centre

Important Dates



Submission of Full Paper

30 June 2025
EXTENDED



Notification of Acceptance

20 July 2025 onwards



Camera-ready Submission

5 August 2025



Registration and Payment

5 August 2025



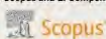
Full Paper Submission link:
<https://easychair.org/conferences/?conf=iicaet2025>

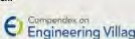
Registration Fees

Registration Category	IEEE Member	Non-IEEE Member	Student IEEE Member	Student Non-IEEE Member	Non-Presenting Participant
Malaysia Affiliates	RM 1,350	RM 1,650	RM 1,050	RM 1,350	RM 750
Others	USD 450	USD 550	USD 350	USD 450	USD 250

Previous IICAET Proceedings are Published in IEEE Xplore, Indexed by Scopus and EI Compendex.







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31 OCTOBER >> **02 NOVEMBER 2025**

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KINABATANGAN HALL I, II & III • LEVEL 2



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2025 Malaysia Business Events Directory

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



MALAYSIA BUSINESS EVENTS DIRECTORY

Your Ultimate BE Guide

A comprehensive guide to Malaysia's business events landscape, featuring venues, suppliers, industry players, and key stakeholders. Whether you're looking for state-of-the-art convention centers, professional event services, or networking opportunities, this guide ensures you stay informed and ahead in the thriving BE industry.

www.maceos.org.my

SCAN QR CODE

TO DOWNLOAD THE DIGITAL DIRECTORY.

Get Started



ROYAL PROTOCOL WORKSHOP

[WILL BE CONDUCTED IN ENGLISH AND BAHASA MALAYSIA]

DATE	TIME	VENUE
16 TH AUGUST 2025 [SATURDAY]	9AM - 5PM	TBA 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



TRAINER PROFILE SUMMARY SOPHIAN AB RAHMAN

Berpengalaman luas dan berpengalaman tinggi dalam segala protokol dan etika istiadat berkaitan Seri Paduka Baginda Yang di-Pertuan Agong dan Seri Paduka Baginda Raja Permaisuri Agong dan semua raja-raja Berkenanlah tinggi sebagai pengacara majlis dalam Bahasa Melayu dan Bahasa Inggeris untuk berbagai istiadat rasmi atau tidak rasmi Seri Paduka Baginda Yang di-Pertuan Agong dan Seri Paduka Baginda Raja Permaisuri Agong dan raja-raja serta semua istiadat rasmi bersebut.

JOIN US TODAY!



For more information, please contact **Ms. Cecilia Cheang**: +6012-651 3713

E-INVOICE UPDATES, PRACTICAL SETTING AND IMPLEMENTATION

DATE	TIME	VENUE
20 TH AUG 2025 18 TH SEP 2025	9AM - 5PM	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: MyInvo 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



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.

JOIN US TODAY!





MACEOS
M A L A Y S I A

cmp
certified meeting professionals
preferred provider



TOTAL EVENT MANAGEMENT 2025

Created by Meeting Professionals
Claimable CE Hours

DATE

23 - 24 SEPT 2025
2 - 3 DEC 2025
2 - 3 DEC 2025

VENUE

KUCHING (SARAWAK)
PENANG
KOTA KINABALU (SABAH)

WHO SHOULD JOIN

TEM is tailor-made for professionals eager to make an impact in the events industry, including:

- Sales, Operations, and Project Executives, as well as Junior Managers in the M.I.C.E. sector, seeking to refine their event planning and execution skills.
- Event and Marketing Teams across public and private organisations, government bodies, trade associations, NGOs, and SMEs.
- Aspiring Professionals keen to understand the foundations of event management and industry operations

JOIN US TODAY!



For more information, please contact **MACEOS Secretariat**
Ms. Cecilia Cheang
Mobile: +6012-651 3713 (Whatsapp)
Email: cecilia@maceos.org.my

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EXHIBITION MANAGEMENT PROGRAMME 2025

Created by Meeting Professionals
Claimable CE Hours

DATE

30 SEP - 2 OCT 2025
7 - 9 OCT 2025
4 - 6 NOV 2025

VENUE

HORIZON HOTEL KOTA KINABALU (SABAH)
KUCHING (SARAWAK)
PENANG

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. Cecilia Cheang
Mobile: +6012-651 3713 (Whatsapp)
Email: cecilia@maceos.org.my

MACEOS
M A L A Y S I A

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Email : secretariat@maceos.org.my
Website : www.maceos.org.my
Stay Connected :



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Deputy General Manager : G'ny Chin

Senior Executive : Holiday Tan

Media Agency : Adelston Media Sdn Bhd

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

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

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

* Advertising opportunities are now available in MACEOS Newsletter.

For advertising enquiries, please contact

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

- Adelston Media at benewsletter@adelstonmedia.com