

BE NEWSLETTER

AUGUST 2025 | Vol.08



EventXpo 2025 : Business Events Build Nations

EventXpo 2025, held from 7th to 9th August at the Kuala Lumpur Convention Centre, concluded successfully under the theme "Business Events Build Nation." Featuring over 90 exhibitors, four state pavilions, and strong international participation, the event highlighted Malaysia's growing role as a regional connector. With knowledge sessions, networking, and showcases, EventXpo 2025 inspired collaboration, innovation, and excellence, reinforcing the transformative power of business events in driving national growth and global recognition.

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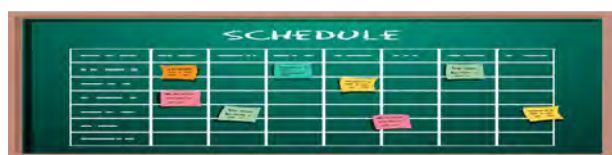


Congratulations
to all MBEA 2025 Winners
& Merit Recipients!

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EventXpo 2025



Building Nations, Connecting Regions

EventXpo 2025, held from 7th to 9th August at the Kuala Lumpur Convention Centre, concluded with resounding success, reaffirming the transformative power of business events in driving national progress and regional collaboration.

With the theme “Business Events Build Nation,” the exhibition brought together more than 90 exhibitors and four state pavilions, showcasing the latest in event technology, destination marketing, and creative solutions. International participation was strong, with notable exhibitors and associations from Xiamen, Thailand, Myanmar, Korea, Indonesia, India, and Singapore, highlighting Malaysia’s growing role as a connector in the regional business events ecosystem.

EventXpo 2025 featured a diverse programme of sessions, showcases, and networking opportunities designed to inspire and equip industry players for the future. Event Highlights included:

- ★ **Fireside Chat:** Thought leaders unpacked emerging trends shaping Asia’s exhibition economy and talent pipeline.
- ★ **Knowledge Theatre:** Power-packed sessions on sustainability, digital engagement, event design, and leadership.
- ★ **VIP Visitor Programme:** Exclusive business matching, hosted venue tours, and curated networking for decision makers.
- ★ **Kind Malaysia 2025:** Showcasing how business events create real social impact through collaboration with NGOs and social enterprises.
- ★ **Student Innovation Live:** The Malaysia Business Events National Challenge 2025 inspired with bold, future-focused ideas from student teams.
- ★ **Malaysian Business Events Awards (MBEA) 2025:** An exclusive evening gala honouring excellence across the industry.

Over three inspiring days, EventXpo 2025 became more than just an exhibition, it was a hub of innovation, knowledge, and collaboration, driving the collective ambition to elevate Malaysia’s business events industry to global distinction.

MACEOS extends heartfelt thanks to all exhibitors, partners, speakers, and attendees for making EventXpo 2025 a remarkable success. Together, we continue to build a stronger, more connected future for business events in Malaysia and beyond.



Business Events: Driving Growth, Shaping Nations

Exploring the Future of Malaysia's MICE Industry at EVENTXPO 2025

Attending EventXpo 2025 on 7th August 2025 at Kuala Lumpur Convention Centre was truly inspiring. Malaysia's MICE industry has evolved beyond a support sector to become a key driver of economic growth, job creation, and innovation. The forward-looking vision and energy in the room were tangible, highlighting our potential to lead the region in business events.

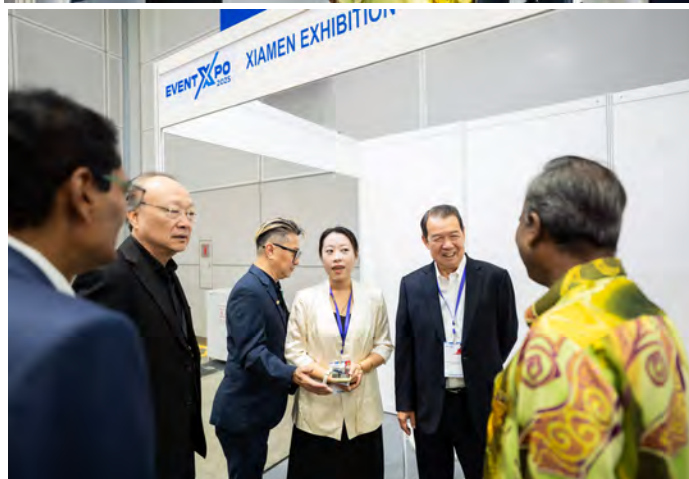
With strategic investment, collaboration, and innovation, we can strengthen our world-class venues, digital capabilities, and multicultural appeal to position Malaysia firmly on the global MICE map. This is an industry with enormous opportunity, and I am committed to supporting its growth under RMK13 and beyond.

- YB Tuan Dr Sivakumar Varatharaju
Chairman of MyCEB



Scan the QR to watch YB's Parliamentary Speech:

"Business Events Driving Malaysia's Growth"





Legacy in Action, Impact by Design

Sarawak strengthened its position as Malaysia's capital of legacy-driven business events with a dynamic showcase at EventXpo 2025. Building on the momentum of last year's Tribe Legacy Sarawak campaign, the Sarawak Pavilion highlighted how business events can create lasting impact across economic, social, and environmental dimensions.

Key highlights included the upcoming LEAP Summit at LEGACY360, which will convene global leaders to examine how business events can advance national priorities. Sarawak also introduced the **I AM LEGACY** campaign to Peninsular Malaysia for the first time, celebrating both individual and collective contributions to positive change. In addition, the launch of **Kind Borneo** was announced in collaboration with Borneo Business Connect, a community-focused expo that will run alongside LEGACY360 in Kuching this October.

Sarawak's presence at EventXpo underscored the state's commitment to inclusive development and collaborative value creation. The strong industry response affirmed that legacy-building is no longer just a concept, but a shared national direction. The campaign was strongly represented by Sarawak's delegation of 13 co-exhibitors:

* Event Management

- Absolute Cool Event (Event Management)
- Place Borneo (Professional Conference Organiser)
- Techno Expo (Exhibition Management)

* Destination Management

- Cat City Holidays
- Greattown Travel

* Hotels & Venues

- Hilton Kuching
- Pullman Kuching & Miri Waterfront
- Imperial Hotel Miri
- RH Hotel Sibu
- Sheraton Kuching Hotel
- Miri & Mulu Marriott Resort & Spa
- The Waterfront Hotel Kuching
- Borneo Convention Centre Kuching



I AM



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



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Business Events Sarawak**
businesseventssarawak.com



**TRIBE
LEGACY
SARAWAK
CAMPAIGN**



Natural Charm, Professional Edge

Sabah made a strong impression at EventXpo 2025, reaffirming its position as one of Malaysia's most exciting and promising business events destinations. Led by the Sabah Convention Bureau, the Sabah Pavilion brought together a dynamic community of partners to showcase the state's diverse offerings, from world-class venues and trusted DMCs to unique cultural experiences and exceptional hospitality.

Over the three-day expo, the Sabah delegation engaged with industry leaders, explored new collaborations, and presented Sabah as an ideal destination for impactful business events. The Sabah Pavilion highlighted not only the state's natural beauty and cultural richness, but also its readiness to co-create extraordinary events that leave lasting legacies.

The showcase was made possible with strong support from Sabah's industry partners:

- ★ Sabah Convention Bureau
- ★ Amazing Borneo Tours & Events Sdn Bhd
- ★ Discovery Tours
- ★ Hello Sabah Events (Sri Pelancongan Sabah)
- ★ Hilton Kota Kinabalu
- ★ Hyatt Regency Kinabalu
- ★ Instant Exhibitions (Sabah) Sdn Bhd
- ★ Le Meridien Kota Kinabalu
- ★ Sabah International Convention Centre
- ★ Shangri-La Tanjung Aru Hotel Kota Kinabalu

With the Sabah Convention Bureau and its partners working hand in hand, the state continues to strengthen its reputation as the Land Below the Wind, a destination for meaningful connections, innovative events, and impactful legacies.





Celebrating Heritage, Defining Event Excellence

The Penang Pavilion at EventXpo highlighted a perfect fusion of heritage and innovation, positioning Penang as a premier destination for business events in Southeast Asia. From cutting-edge venues to heritage-rich hospitality, visitors experienced world-class facilities, forward-thinking event solutions, and the city's distinctive cultural charm that truly sets Penang apart.

Strategic collaborations with key partners:

- ★ Penang Convention & Exhibition Bureau (PCEB)
- ★ dQuest Ventures
- ★ Holiday Inn & Suites Penang Prai
- ★ Iconic Marjorie Hotel
- ★ Instant Exposition Services Sdn Bhd
- ★ Olive Tree Hotel
- ★ Pentagon Exhibition and Events
- ★ St. Giles Wembley Penang
- ★ Setia SPICE Convention Center
- ★ Penang Waterfront Convention Centre (PWCC)



Connecting Opportunities, Shaping Destinations

In conjunction with Visit Selangor 2025, Tourism Selangor brought in key MICE players to showcase their expertise and strengthen Selangor's position as one of Malaysia's preferred business events destinations.

Kind Malaysia 2025



Building a Stronger Nation through Kindness and Unity

Kindness is not found in sentiment or grand gestures. It is discovered in the conscious choices we make every day to care, to uplift, and to include. Kind Malaysia 2025 was founded on this belief, to transform compassion from an abstract idea into a living practice that unites NGOs, social enterprises, and the corporate world as true partners in purpose. The challenges we face as a nation cannot be solved in isolation. They demand cooperation, commitment, and above all, compassion. Let this event remind us that kindness is not weakness but our greatest strength. It is a force that defines who we are and the Malaysia we aspire to build together

- Ybhg Tan Sri Asmat Kamaludin
Chairman Of Kind Malaysia

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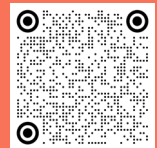
Three Days of Unity, Where Kindness Unites Humanity

From 7th to 9th August, Kind Malaysia 2025 returned alongside EventXpo 2025, uniting NGOs, social enterprises, corporates and change-makers in three impactful days of kindness, connection and community. The event proudly welcomed 27 NGOs, each bringing forward stories of resilience and impact. Their initiatives spanned caring for the elderly, uplifting children and women, advancing mental health, protecting the environment and championing inclusivity, embodying the true spirit of compassion and collaboration.

The Opening Ceremony was officiated by YB Dato' Dr Ramli Bin Dato' Mohd Nor, Deputy Speaker of the House of Representatives, and graced by the presence of Kind Malaysia Advisors. Guests were also treated to an energetic performance by the Scouts Association of Malaysia. Adding prestige to the occasion, YAM Tengku Puteri Raja Pahang, Tengku Puteri Iman Afzan, Co-Founder of the Green Ribbon Group, visited the exhibition, engaging with exhibitors and underlining the importance of kindness in building healthier and more resilient communities.

Across the three days, highlights included Pocket Talk Sessions by changemakers, Corporate Kindness in Action case studies, the Wall of Kindness, live performances and the Better World Corner, a space dedicated to inspiring stories and causes focused on health, humanitarian action, inclusivity, environment and empowerment.

As the curtains closed on this year's edition, Kind Malaysia 2025 reaffirmed its mission as a unifying platform where kindness is not just a gesture but a movement that inspires collective action for a more compassionate and inclusive society.



Read the full article at eventxpo.my/kind-malaysia-2025-three-days-of-unity-where-kindness-unites-humanity or scan the QR code. For more information about Kind Malaysia, please visit mykindmalaysia.com.

Acts of Care, Seeds of Change Empowering Humanity with Kindness

Kind Malaysia 2025 is more than an event, it is a movement born from a simple yet powerful belief that kindness is not a luxury, nor an occasional act, but a responsibility. This platform brings together corporates, NGOs, and communities to listen, to learn, and to act, proving that compassion and collaboration can truly go hand in hand. As we celebrate the remarkable stories and partnerships shared here today, let us remember that **kindness unites humanity** and that lasting change begins with simple, sincere acts of care and connection.

- Datuk Dr M Gandhi
President of MACEOS





Key Highlights

1



The Future of Business Events

Informa Markets Asia CEO Margaret Ma Connolly shared with MACEOS President Datuk Dr M Gandhi insights on industry growth, shifting demographics, AI adoption, and sustainability. She stressed the need for curated experiences, new talent, and innovation to keep ASEAN competitive in global exhibitions.



2



Shaping Asia's Business Events Landscape

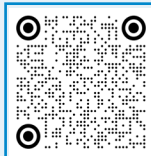
Regional leaders explore how Asia's business events industry drives growth, innovation, and cross-sector collaboration, leveraging rising professionalism, strategic partnerships, and government support to strengthen engagement, readiness, and sustainable impact across ASEAN and beyond.

3



Sustainability Event Framework (SEF)

MACEOS and UiTM launched the Sustainability Event Framework (SEF), providing practical guidelines across eight key areas. With actionable measures and a tiered certification system, SEF helps organisers reduce environmental impact and positions Malaysia as a responsible, forward-looking MICE destination.



4



Knowledge Theatre @EventXpo 2025

The Knowledge Theatre delivered impactful sessions on key issues shaping the business events industry. Experts shared practical insights and fresh perspectives, helping professionals strengthen strategies and adapt to an evolving landscape.

5



Malaysia Business Events National Challenge 2025

Talented students from 10 universities across Malaysia united to showcase creativity, innovation, and bold ideas for the future of the business events industry. The winning teams are now receiving mentorship from industry experts as they gear up to represent Malaysia at the AFECA Asia MICE Youth Challenge 2025 in Jakarta, Indonesia this November.

6



Future Event Professionals in Action

As part of EventXpo, students from Taylor's University were given the opportunity to gain first-hand experience in planning, organising, and executing an event. Their enthusiasm and fresh perspectives added great value to the programme, and we look forward to welcoming many of them as future contributors to the business events industry.



Malaysia Business Events Awards (MBEA) & Gala Night 2025

The Malaysia Business Events Awards (MBEA) & Gala Night 2025 was a powerful showcase of Business Events as a catalyst for nation building, driving inclusive, sustainable and high impact growth. More than an awards ceremony, it was also a celebration of MACEOS' 35th anniversary, marking three and a half decades of leadership and dedication to advancing Malaysia's Business Events industry. The evening honoured the visionaries, innovators and trailblazers who continue to shape the nation's vibrant Business Events ecosystem.

Beyond the accolades, the Gala Night reflected the industry's resilience and potential. Over the past decade, Malaysia has hosted nearly 3,000 Business Events, welcoming more than 2.3 million delegates and contributing an estimated RM18 billion in economic impact. This stands as a testament to the sector's growing role in advancing the nation's progress and future ambitions.



“

Business Events is not just a series of dates on a calendar, it is a catalyst for national progress. With Visit Malaysia 2026 approaching, the sector will be instrumental in driving high-value tourism and achieving our national targets. Guided by Budget 2025 and RMK13, we are modernising infrastructure, enhancing digital innovation, and strengthening international branding. From streamlining visas to upgrading airports and convention venues, Malaysia is positioning itself as the region's leading Bleisure destination. I call on MACEOS to step forward as nation-builders, to bring ideas, platforms, and global connections that will amplify Malaysia's story and cement our place as a world-class hub for Business Events. Together, we share the responsibility of shaping the nation's future through this sector.

Let every event be more than a moment... let it be a movement.

Dato' Seri Dr Ahmad Zahid Hamidi
Deputy Prime Minister of Malaysia

”



Business Events (BE) is a powerful economic driver, attracting high-value delegates who spend more, stay longer, and often return as investors, collaborators, and ambassadors. Beyond tourism, the sector fuels knowledge transfer, innovation, and global partnerships, showcasing Malaysia's strengths in Islamic finance, renewable energy, the digital economy, AI, and green technology. From the success of MIFF to MIHAS, it is clear that Business Events is a catalyst for nation building, and MACEOS is committed to partnering with the Government to advance this agenda.

However, we must also acknowledge the infrastructure bottleneck we face, with venues already nearing capacity while our regional competitors are expanding aggressively. To secure long-term growth and safeguard Malaysia's competitiveness, timely investment and a public-private partnership model will be critical to strengthen our position as a leading hub for Business Events.

Acara Perniagaan — Pemangkin Pembangunan Negara Business Events — Catalyst for Nation Building

Datuk Dr M Gandhi
MACEOS President



“ The third edition of the MBEA honoured 86 recipients for their remarkable contributions to Malaysia’s Business Events industry. This year, MACEOS joined hands with three esteemed associations namely, the Malaysian Association of Hotels (MAH), the Malaysian Inbound Tourism Association (MITA), and the Arts, Live Festivals and Events Association (ALIFE), to create a more inclusive and representative awards ceremony, truly reflecting the richness and diversity of the nation’s Business Events ecosystem.

The 2025 edition also set a new benchmark with a record 104 submissions, the highest since its inception in 2019. Winners were selected across 19 award categories and 39 sub-categories, with the judging process led by a distinguished panel of 28 industry experts chaired by regional events veteran, Amos Wong. In addition to celebrating excellence in conventions, exhibitions, and venue management, this year’s awards introduced new categories, recognising achievements in

- ★ Exhibition Management Excellence
- ★ Event Management Excellence
- ★ Hotel with Meeting Facilities Excellence
- ★ Incentive Event Excellence
- ★ Live Event Excellence
- ★ Event Technology Excellence
- ★ Business Catalyst Excellence
- ★ Stage Design Excellence
- ★ University Programme (Student-Organised) Excellence

These additions mark a new chapter in how success and innovation are defined in Malaysia’s Business Events space.

Mr Lee Mark & Mr Jaggarao Simancha
MBEA Organising Committee Co-Chairs





MALAYSIA BUSINESS EVENTS AWARDS



Congratulations

to all MBEA 2025 Winners & Merit Recipients

INCENTIVE EVENT EXCELLENCE

🏆 WINNER

- ★ BITHARVEST GLOBAL LAUNCH CONVENTION & INCENTIVE TRIP BY MICE ASIA SDN BHD

UNIVERSITY PROGRAMME (STUDENT-ORGANISED) EXCELLENCE

🏆 WINNER

- ★ HYPE-LAH CHARITY NIGHT BY TAYLOR'S UNIVERSITY, SCHOOL OF HOSPITALITY, TOURISM & EVENTS

🏆 MERIT

- ★ HEX TALK 2024: FUTUREFEST (TRANSFORMING THE ENTERTAINMENT EVENT HORIZON: EMBRACING GLOBAL DYNAMICS) 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

HOTEL WITH MEETING FACILITIES EXCELLENCE

🏆 WINNER

- ★ M RESORT & HOTEL KUALA LUMPUR

🏆 MERIT

- ★ PULLMAN MIRI WATERFRONT
- ★ SUTERA HARBOUR, KOTA KINABALU

LIVE EVENT EXCELLENCE

🏆 WINNER

- * EARTH SYMPHONY - GREEN CIRQUE FEST 2024 BY MILESTONE PRODUCTION SDN BHD

🏆 MERIT

- * THE MUSIC RUN 2024 BY DOREMI SERVICES & RENTAL SDN BHD

EVENT TECHNOLOGY EXCELLENCE

❖ EXHIBITION

🏆 WINNER

- * METALTECH & AUTOMEX 2024 BY INFORMA MARKETS MALAYSIA

🏆 MERIT

- * MALAYSIAN INTERNATIONAL FURNITURE FAIR (MIFF) 2024 BY INFORMA MARKETS MALAYSIA

❖ CONFERENCE

🏆 WINNER

- * MIA INTERNATIONAL ACCOUNTANTS CONFERENCE 2024 BY Y US SDN BHD (EVENESIS)

❖ EVENT

🏆 WINNER

- * ASEAN TOURISM FORUM (ATF) 2025 BY Y US SDN BHD (EVENESIS)

🏆 MERIT

- * LAUNCHING CEREMONY OF MALAYSIA'S PARTICIPATION IN WORLD EXPO 2025 OSAKA BY DOREMI SERVICES & RENTAL SDN BHD

EVENT EXCELLENCE

❖ B2B - CORPORATE EVENT

🏆 WINNER

- * SC x SC FINTECH SUMMIT 2024 BY ABOVE CREATIVE EVENTS (M) SDN BHD

🏆 MERIT

- * G MEDIA ICONIC NIGHT BY MEMOIRES EVENTS MANAGEMENT SDN BHD
- * PROTON E.MAS 7 GRAND LAUNCH BY QUBE INTEGRATED MALAYSIA SDN BHD

❖ B2C - PUBLIC/SOCIAL EVENT

🏆 WINNER

- * EARTH SYMPHONY - GREEN CIRQUE FEST 2024 BY MILESTONE PRODUCTION SDN BHD

🏆 MERIT

- * HOTLINK UNI LEGENDS MLBB TOURNAMENT BY THE HOT SHOE SHOW & CO SDN BHD
- * USANA LIVE ASIA PACIFIC CONVENTION 2024 BY PICO INTERNATIONAL (M) SDN BHD

EVENT MANAGEMENT EXCELLENCE

❖ B2B - CORPORATE EVENT

🏆 WINNER

- * ABOVE CREATIVE EVENTS (M) SDN BHD

🏆 MERIT

- * ANDERES FOURDY EVENTS SDN BHD
- * INNOGEN SDN BHD

❖ B2C - PUBLIC/SOCIAL EVENT

🏆 WINNER

- * AT EVENT QUEST SDN BHD
- * MILESTONE PRODUCTION SDN BHD

🏆 MERIT

- * CHILLI HOTSHOES ASIA SDN BHD

❖ B2G - GOVERNMENT ENGAGEMENT EVENT

🏆 WINNER

- * CHILLI HOTSHOES ASIA SDN BHD

🏆 MERIT

- * INNOGEN SDN BHD

PURPOSE BUILT CONVENTION & EXHIBITION CENTRE EXCELLENCE

❖ 15,000SQM & BELOW

🏆 WINNER

- ★ BORNEO CONVENTION CENTRE KUCHING

🏆 MERIT

- ★ PICCA CONVENTION CENTRE @ BUTTERWORTH

❖ 15,001SQM & ABOVE

🏆 WINNER

- ★ KUALA LUMPUR CONVENTION CENTRE

🏆 MERIT

- ★ MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE (MITEC)
- ★ SABAH INTERNATIONAL CONVENTION CENTRE (SICC)
- ★ SETIA SPICE CONVENTION CENTRE

SERVICE PROVIDER EXCELLENCE

🏆 WINNER

- ★ INNOGEN SDN BHD FOR PANASONIC AWARDING DINNER 2024

🏆 MERIT

- ★ DOREMI SERVICES & RENTAL SDN BHD FOR ELMINA LAKESIDE FESTIVAL
- ★ MILESTONE PRODUCTION SDN BHD FOR EARTH SYMPHONY - GREEN CIRQUE FEST 2024

CONSUMER EXHIBITION EXCELLENCE

❖ 5,000SQM & BELOW

🏆 WINNER

- ★ 22ND DEEPAVALI CARNIVAL 2024 BY ASC AGENDA SURIA COMMUNICATION SDN BHD

🏆 MERIT

- ★ KARNIVAL MALAYSIA 2024 BY PROPERTY HUNTER SDN BHD (PHGROUP)
- ★ PH EXPO 2024 BY PROPERTY HUNTER SDN BHD (PH GROUP)

❖ 5,001SQM-10,000SQM

🏆 WINNER

- ★ BIGSABAH SALE 2024 BY SABAH INTERNATIONAL CONVENTION CENTRE

❖ 10,001SQM & ABOVE

🏆 WINNER

- ★ HOMEDEC (HOME DESIGN & INTERIOR EXHIBITION) 2025 BY C.I.S NETWORK SDN BHD

🏆 MERIT

- ★ MALAYSIA AUTOSHOW 2024 BY MOONMAN EVENTS SDN BHD

TRADE EXHIBITION EXCELLENCE

❖ 10,000SQM & BELOW

🏆 WINNER

- ★ BEAUTYEXPO & COSMOBEAUTÉ MALAYSIA 2024 BY INFORMA MARKETS MALAYSIA

🏆 MERIT

- ★ ENGINEER & MARVEX 2024 BY C.I.S NETWORK SDN BHD
- ★ MBAM ONEBUILD 2024 BY MBAM ONEBUILD SDN BHD

❖ 10,001SQM - 20,000SQM

🏆 WINNER

- ★ BUILDXPO MALAYSIA 2024 BY QUBE INTEGRATED MALAYSIA SDN BHD

🏆 MERIT

- ★ AGRI MALAYSIA 2024 BY ONE INTERNATIONAL EXHIBITION SDN BHD

❖ 20,001SQM & ABOVE

🏆 WINNER

- ★ ARCHIDEX 2024 BY C.I.S NETWORK SDN BHD

🏆 MERIT

- ★ DSA & NATSEC ASIA 2024 BY DSA EXHIBITIONS HOLDINGS SDN BHD
- ★ MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS) 2024 BY QUBE INTEGRATED MALAYSIA SDN BHD

EXHIBITION MANAGEMENT EXCELLENCE

🏆 WINNER

- ★ QUBE INTEGRATED MALAYSIA SDN BHD FOR MIHAS 2024

🏆 MERIT

- ★ PICO INTERNATIONAL (M) SDN BHD FOR ENLIT ASIA 2024

BOOTH DESIGN EXCELLENCE

❖ SINGLE DECK: 36SQM & BELOW

🏆 WINNER

- ★ INNOVATEX @ ARCHIDEX 2024 BY INNOGEN SDN BHD

🏆 MERIT

- ★ CLOT @ SNEAKERLAH 2024 BY ES EXHIBITION SERVICES SDN BHD
- ★ SLB @ APGCE 2024 BY INNOGEN SDN BHD

❖ SINGLE DECK: 37SQM - 72SQM

🏆 WINNER

- ★ VIETTEL @ DSA & NATSEC ASIA 2024 BY INNOGEN SDN BHD

🏆 MERIT

- ★ CIMB @ GRADUAN ASPIRE 2024 BY INNOGEN SDN BHD
- ★ PANASONIC @ ISES 2024 BY INNOGEN SDN BHD

❖ SINGLE DECK: 73SQM & ABOVE

🏆 WINNER

- ★ PROTON @ KLIMS 2024 BY QUBE INTEGRATED MALAYSIA SDN BHD

🏆 MERIT

- ★ KOREA TOURISM ORGANISATION (KTO) @ MATTA FAIR (SEPT 2024) BY ES EXHIBITION SERVICES SDN BHD
- ★ SLB @ IPTC 2025 BY INNOGEN SDN BHD

❖ DOUBLE DECK

🏆 WINNER

- ★ MALAYSIA AVIATION GROUP @ MATTA FAIR (APR 2025) BY PICO INTERNATIONAL (M) SDN BHD

🏆 MERIT

- ★ MALAYSIA AIRLINES @ MATTA FAIR (MAR 2024) BY QUBE INTEGRATED MALAYSIA SDN BHD
- ★ MALAYSIA AIRLINES @ MATTA FAIR (SEPT 2024) BY QUBE INTEGRATED MALAYSIA SDN BHD

❖ SINGLE DECK / DOUBLE DECK: 72SQM & BELOW

🏆 WINNER

- ★ MYCEB @ IMEX, FRANKFURT BY QUBE INTEGRATED MALAYSIA SDN BHD

PAVILION DESIGN EXCELLENCE

🏆 WINNER

- ★ MALAYSIA TIMBER COUNCIL @ FURNITURE CHINA 2024 BY GLAXIS MESSE EXHIBITIONS SDN BHD

🏆 MERIT

- ★ MDEC @ AGRIX 2024 BY INNOGEN SDN BHD
- ★ TEEIA @ SMART NATION 2024 BY INNOGEN SDN BHD

STAGE DESIGN EXCELLENCE

🏆 WINNER

- ★ ACER APAC PREDATOR LEAGUE 2025 BY QUBE INTEGRATED MALAYSIA SDN BHD

🏆 Merit

- ★ ASEAN INVESTMENT CONFERENCE 2025 BY ASC AGENDA SURIA COMMUNICATION SDN BHD
- ★ SELANGOR AVIATION SHOW (SAS) 2024 BY INNOGEN SDN BHD

CONGRESS/CONFERENCE EXCELLENCE

❖ 500 DELEGATES & BELOW

🏆 WINNER

- ★ 30TH INTERNATIONAL CONFERENCE ON SPINA BIFIDA & HYDROCEPHALUS 2024 BY MEDICAL CONFERENCE PARTNERS

🏆 MERIT

- ★ ASEAN INVESTMENT CONFERENCE BY ASC AGENDA SURIA COMMUNICATION SDN BHD

❖ 501-1,000 DELEGATES

🏆 WINNER

- ★ BE IN SABAH 2025 BY SABAH INTERNATIONAL CONVENTION CENTRE

❖ 1,001 DELEGATES & ABOVE

🏆 WINNER

- ★ 21ST INTERNATIONAL CONGRESS FOR TROPICAL MEDICINE & MALARIA (ICTMM 2024) BY MEDICAL CONFERENCE PARTNERS
- ★ INTERNATIONAL PETROLEUM TECHNOLOGY CONFERENCE (IPTC) 2025 BY SOCIETY OF PETROLEUM ENGINEERS (SPE-ASIA PACIFIC M SDN BHD)

🏆 MERIT

- ★ MYLIVE 2024 BY PP CONFERENCES SDN BHD

NEW HOMEGROWN EVENT EXCELLENCE

❖ TRADE EXHIBITION

🏆 WINNER

- ★ ASIA PACIFIC GREEN HYDROGEN (APGH) 2024 BY DSA EXHIBITIONS HOLDINGS SDN BHD

🏆 MERIT

- ★ ENGINEER & MARVEX BY C.I.S NETWORK SDN BHD

❖ CONSUMER EXHIBITION

🏆 WINNER

- ★ KARNIVAL MALAYSIA 2024 BY PROPERTY HUNTER SDN BHD (PH GROUP)

BUSINESS CATALYST EXCELLENCE

❖ ESG PRACTICES EXCELLENCE

🏆 WINNER

- ★ ABOVE CREATIVE EVENTS (M) SDN BHD

🏆 Merit

- ★ ASIAEVENTS EXSIC SDN BHD
- ★ SETIA CITY CONVENTION CENTRE

❖ PIONEERING TECHNOLOGY EXCELLENCE

🏆 WINNER

- ★ DOREMI SERVICES & RENTAL SDN BHD

❖ COMMUNITY SERVICE EXCELLENCE

🏆 WINNER

- ★ ABOVE CREATIVE EVENTS (M) SDN BHD

*Together, let us move forward in excellence,
raising the bar and elevating
Malaysia's Business Events to greater global recognition.*



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

Thank you



EventXpo 2025 Supported By



EventXpo 2025 Strategic Partners



MBEA & EVENTXPO Supporting Industry Partners



EventXpo Official Photo & Video



MBEA Official Photo & Video



Official Education Partner



“Business Events – Catalyst for Nation Building” Branding Guidelines

Acara Perniagaan — Pemangkin Pembangunan Negara Business Events — Catalyst for Nation Building

Introduced on 7th August 2025 at the MBEA Gala Dinner, the phrase “Acara Perniagaan — Pemangkin Pembangunan Negara / Business Events — Catalyst for Nation Building” was formally endorsed by YAB Dato’ Seri Dr. Ahmad Zahid Hamidi, Deputy Prime Minister I of Malaysia. This phrase represents the collective identity of Malaysia’s business events industry. It affirms our role as a catalyst for economic growth, national development and global partnerships.

Brand Essence

- **Core Meaning:** Business events are more than gatherings. They enable knowledge exchange, innovation, trade, and investment.
- **Purpose:** To unify communications across the industry under one clear and consistent message.
- **Tone:** Professional, visionary, and nation-building.

Correct Usage

★ **The phrase must always be used in either:**

- Full bilingual format, or
- Single-language format (Malay-only or English-only).

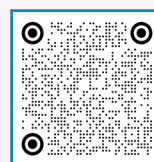
★ **Formats:**

- **Malay only:** Acara Perniagaan — Pemangkin Pembangunan Negara
- **English only:** Business Events — Catalyst for Nation Building
- **Bilingual:**
Acara Perniagaan — Pemangkin Pembangunan Negara
Business Events — Catalyst for Nation Building

★ **Usage Rules:**

- Do not rephrase, shorten, or substitute words.
- In bilingual format, Malay must appear first, followed by English.
- Both phrases must be grouped visually.

Scan the QR
for full guidelines!



Application Guidelines

- **Official Letters:** Place in footer (left-aligned or centred).
- **Presentations:** Place in bottom-right corner, with white text on dark backgrounds or dark text on light backgrounds.
- **Marketing Materials:** Must appear on brochures, posters, and banners. Ensure clear spacing (minimum half text height).
Use professional fonts (Arial, Calibri, Helvetica).

Implementation

Effective immediately, all members must update their corporate templates, email signatures, and official materials within 30 days. MACEOS will provide ready-to-use templates, including:

- Editable email signature samples
- Official letterhead with footer
- PowerPoint slide master
- Digital banner example



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

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

Business Events Industry White Paper Sponsors

Platinum Sponsors



Gold Sponsors



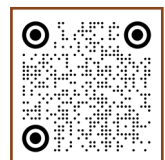
Silver Sponsors



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

September & October 2025



OGA
OIL & GAS ASIA 2025

2-4 SEPTEMBER
KUALA LUMPUR
CONVENTION CENTRE

**POWERING PROGRESS
SHAPING TOMORROW**

Informa Markets | MITEC

www.oilandgas-asia.com

**2
Sep**

Oil & Gas Asia (OGA) 2025

Date: 2nd - 4th September

Venue: Kuala Lumpur Convention Centre

Since 1987, OGA has been the premier platform for the oil, gas, energy and petrochemicals industry, bringing together over 2,000 companies and 25,000 professionals each edition. Be part of Southeast Asia's largest energy event, where 30,000 global leaders gather to exchange insights, explore OGSE innovations and shape the future of energy.

www.oilandgas-asia.com



ENGINEER
An Event of IEM CONVENTION

MARVEX
CONCURRENT EXHIBITION

**9 > 12
SEPT 2025**
10AM > 6PM

KLCC
KL CONVENTION
CENTRE, MALAYSIA

**ASEAN'S KEY ENGINEERING &
ACMV & R Exhibition & Conference
for the Built Environment**

Joint Organiser for ENGINEER: IEM
Joint Organiser for MARVEX: MACRA
Joint Organiser: CIS

**9
Sep**

ENGINEER & MARVEX 2025

Date: 9th - 12th September 2025

Venue: Kuala Lumpur Convention Centre

ENGINEER & MARVEX is ASEAN's leading platform for Engineering and ACMV&R, spanning Mechanical & Electrical, Civil & Structural, and Air-Conditioning, Mechanical Ventilation & Refrigeration. Bringing together over 10,000 industry leaders, it highlights the latest innovations and technologies while delivering impactful business and knowledge-sharing opportunities through curated conferences and symposiums.

engineermalaysia.com.my

**11
Sep**

Agri Malaysia 2025

Date: 11th - 13th September 2025

Venue: MITEC

Agri Malaysia is the largest B2B platform bringing together agriculture manufacturers, global brands, growers, plantation owners, importers, exporters, traders, and distributors from across ASEAN. The 2025 edition is set to feature 450 exhibitors, 650 booths, 900 brands, and attract over 13,000 trade professionals from more than 18 countries.

agrimalaysia.com.my



AGRI
MALAYSIA AGMY

MALAYSIA INTERNATIONAL AGRICULTURE TECHNOLOGY EXHIBITION
马来西亚国际农业科技展

**11 > 13
SEPT 2025**

MITEC
Kuala Lumpur,
Malaysia

Futureistic Innovates Agriculture
未来科技创农业

**17
Sep**

AIPA Summit 2025

Date: 17th - 20th September 2025

Venue: World Trade Centre Kuala Lumpur (WTC KL)

Bringing together policymakers, business leaders and innovators from all 10 ASEAN countries, the AIPA Summit 2025 offers direct engagement with decision-makers, access to new innovations and high-level networking. It's a powerful platform to influence policy, expand partnerships and unlock opportunities across the 700-million-strong ASEAN market.

aipasummit2025.org



CONFERENCE AND EXHIBITION

**AIPA
SUMMIT
2025**

CONNECTING BUSINESSES WITH POLICYMAKERS

HALL 3 & 4, WORLD TRADE CENTRE, KL

17 TO 20 SEPTEMBER 2025

AIPASUMMIT2025.ORG

**8
Aug**

MIHAS 2025

Date: 17th - 20th September 2025

Venue: MITEC

Themed Pinnacle of Halal Excellence, MIHAS 2025 will welcome over 45,000 trade visitors, spotlighting innovation, sustainability, and digitalisation while driving halal trade, investment, and policy alignment. As ASEAN Chair in 2025, Malaysia leverages MIHAS to champion sustainable, inclusive, and forward-looking regional cooperation.

mihas.com.my



21st MIHAS
Malaysia International Halal Showcase
Pinnacle of Halal Excellence

17-20 Sept 2025
MITEC, KL

MIHAS | MITEC

23 Sep Food & Hotel Malaysia (FHM) 2025

Date: 23rd - 26th September 2025

Venue: Kuala Lumpur Convention Centre

The nation's leading biennial trade only food and hospitality exhibition, FHM 2025 returns with a renewed focus on what truly matters, the solutions and problem solvers driving the industry forward. Themed "Cultivating Solutions for the Food and Hospitality Industry", FHM 2025 underscores its commitment to real challenges, practical innovations, and the people behind them.

foodandhotel.com



The 18th Edition of Malaysia's Premier Trade-only Food and Hospitality Exhibition

Cultivating solutions for the food and hospitality industry.

23-26 SEPT 2025

Kuala Lumpur Convention Centre

www.foodandhotel.com

Organised By



23 Sep Culinaire Malaysia 2025

Date: 23rd - 26th September 2025

Venue: Kuala Lumpur Convention Centre

Culinaire Malaysia, held alongside Food & Hotel Malaysia (FHM), is the region's premier biennial culinary event. Since its inception in 1993, Culinaire Malaysia has set benchmarks in culinary excellence while serving as a prestigious platform for chefs, pastry professionals, and food artisans to compete and showcase their creativity. The event also nurtures young talents, driving innovation and raising standards in the food and hospitality industry.

culinairemalaysia.com



25 Sep Asia Fashion (Malaysia) Show 2025

Date: 25th - 27th September 2025

Venue: MITEC

The Asia Fashion Show is a premier B2B trade fair dedicated to building a complete fashion industry chain. Covering apparel, footwear, bags, leather, accessories, beauty, and personal care, the show connects top global suppliers, buyers, and industry associations. With its strong international participation and sector-wide focus, it aims to become the largest and most professional fashion B2B exhibition in Asia.

af-show.com



26 Sep PH Expo Plus 2025

Date: 26th - 28th September 2025

Venue: Sabah International Convention Centre

PH Expo Plus - Investment Property Expo providing prospective investors and property buyers with a valuable platform to explore a curated selection of high-potential real estate opportunities, engage with leading industry experts, and access exclusive investment deals and timely market insights aimed at supporting informed decision-making.

www.propertyhunter.com.my

CYBER DSA 2025
30 SEPT - 2 OCT 2025 | MITEC, KUALA LUMPUR



30 Sep CyberDSA

Date: 30th September - 2nd October 2025

Venue: MITEC

Cyber Digital Services, Defence and Security Asia (CyberDSA) is a premier event uniting government and private-sector leaders to advance cyber defence and security. The event delivers fresh insights, showcases cutting-edge technologies, and highlights strategies to safeguard digital economies and enhance global competitiveness.

www.cyberdsa.com



30 Sep DronTech Asia 2025

Date: 30th September - 2nd October 2025

Venue: MITEC

Building on the success of its debut edition in Bangkok, DronTech Asia 2025 returns with an enhanced showcase of cutting-edge drone innovations, spotlighting transformational applications across key industries in ASEAN. Aligned with Malaysia's ASEAN chairmanship, the event brings together decision-makers, investors and industry leaders to explore new technologies and forge strategic partnerships within the fast-evolving drone ecosystem.

drontechasia.com

Welcome To BIGSABAH SALE 2025

Real Markets . Real Sales . Real Growth – Beyond Borders

BIGSABAH SALE 2025 is Sabah's premier lifestyle and trade showcase, designed to help international brands and small producers tap into the East ASEAN market. More than just a consumer fair, it is a smart launchpad to test products, meet real buyers and establish lasting trade links across the BIMP-EAGA region and wider ASEAN.

1 ACTIONABLE

Gain real insights from sales, demos and buyer feedback to help you refine your product, pricing and packaging before scaling up.



CONSUMER EXHIBITION EXCELLENCE
(5,001SQM-10,000SQM)
AWARD 2025

2 AFFORDABLE

Booths start from RM2,500 (around USD 600) with options for shared logistics, group pavilions and SME support, making regional exposure accessible for small businesses.

BIGSABAH
SALE @ SICC

3 AUTHENTIC

East ASEAN shares strong cultural ties including Halal values, heritage crafts and regional tastes, making it easier for your products to connect across Brunei, Indonesia, Malaysia and the Philippines.

Together with 8 BIG Uniques

PROJECTED VISITORS



50,000+ Shoppers in 3 Days
Families, domestic travellers, micro retailers, café buyers, sourcing agents

EXHIBITOR TARGET



Over 300 Local & International Vendors across 500+ Booths
Featuring food, lifestyle, wellness, home living, and craft sectors.

LIVE ENGAGEMENT



Direct Sales & Exposure
Reach thousands of engaged consumers and grassroots trade buyers through live sales, demos, sampling, and interactive workshops.

MEDIA SPOTLIGHT



Influencer & Media Visibility
Amplify brands presence through curated influencer partnerships, live content, and media coverage designed to generate buzz.

BUSINESS LINKAGES



Practical B2B Linkages
Gain feedback on pricing, packaging, and product appeal while forging linkages with café chains, boutique stores, co-ops, and other trade partners.

STRATEGIC ACCESS

Trade Gateway
Kota Kinabalu is a growing trade and cultural hub with direct flight access from major ASEAN and Northeast Asian cities.



BONDED VENUE

Seamless Trade Access
SICC's bonded status allows goods to enter under customs supervision for temporary sale, display, or re-export, making participation low-risk for first-time cross-border exhibitors.



REGIONAL REACH

ASEAN Exchange
Connecting brands, buyers, and business partners from Sabah and across East ASEAN, creating stronger cross-border trade opportunities and beyond.



For more information, please visit www.bigsabahsale.my



**WINNER
CONSUMER EXHIBITION
EXCELLENCE AWARD 2025**
(5,001SQM TO 10,000SQM)



BIGSABAH SALE @ SICC

across markets, beyond borders

31 OCTOBER >> **02 NOVEMBER 2025**

FASHION & LIFESTYLE

SIPADAN HALL II & III • LEVEL 4

GOURMET • HOME LIVING & DECOR

KINABATANGAN HALL I, II & III • LEVEL 2



GOURMET MARKETPLACE



FASHION & LIFESTYLE



HOME LIVING & DECOR

Airline Partners



Official Shopping Mall Partner



+6013 916 1291

f @ @ X in @siccsabah

WELCOME



MACEOS MEMBERS

A warm welcome to our newest members! We are thrilled to have you join our growing community and look forward to collaborating with you as we work together to elevate professionalism and standards within the business events (BE) industry we all deeply value. Your support is greatly appreciated, and we are excited about the remarkable achievements we will accomplish together. At present, MACEOS offers three membership categories: **Ordinary Members**, **Associate Members**, and **Individual Members**.

ASSOCIATE MEMBERS



D'Sunlit Sdn Bhd

Lot 71, Beribi Light Industrial Estate,
Phase II, Gadong BE1118,
Bandar Seri Begawan, Brunei.
Tel: +673-245 3666
Email: enquiry@dsunlit.com
Website: www.dsunlit.com
Category: Event Product Service Provider

JOIN US!!!



ORDINARY MEMBERS



At Event Quest Sdn Bhd

12-2 Jalan Setia Gemilang BM U13/BM, Setia Alam,
40170 Shah Alam, Selangor, Malaysia.
Tel: +6019-354 4546
Email: hello@ateventquest.com
Website: ateventquest.com
Category: Event Management Company



MVES Sdn Bhd

D-3-12, Block D, Plaza Damas, Jalan Sri Hartamas,
Taman Sri Hartamas 1, Sri Hartamas,
Kuala Lumpur, Malaysia.
Tel: : +6014-511 6014
Email: alif@mves.com.my
Website: mves.com.my
Category: Event Management Company



Penang Marriott Hotel

55, Persiaran Gurney,
10250 George Town, Malaysia.
Tel: +604-566 1888
Website: www.marriott.com/en-us/hotels/penmc-penang-marriott-hotel
Category: Hotel with Meeting Facilities

Individual Member

Eja Ibrahim (QTT Group Plt)



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

MACEOS
M A L A Y S I A

cmp
certified meeting professionals
Preferred provider



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

MACEOS Secretariat Office

Co-Work World Trade Centre Kuala Lumpur,
Level 2, No. 41, Jalan Tun Ismail,
50480 Kuala Lumpur, Malaysia.
Tel : 6012-640 6106
Email : secretariat@maceos.org.my
Website : www.maceos.org.my
Stay Connected :



MACEOS Communications Subcommittee

President : Datuk Dr M Gandhi

Communication Chairperson : Gerard Leeuwenburgh

Secretariat :

Executive Director : Ezriq Sajad Ismail Sajad

Deputy General Manager : G'ny Chin

Senior Executive : Holiday Tan

Media Agency : Adelston Media Sdn Bhd

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

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

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

* Advertising opportunities are now available in MACEOS Newsletter.

For advertising enquiries, please contact

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

- Adelston Media at benewsletter@adelstonmedia.com