

BE NEWSLETTER

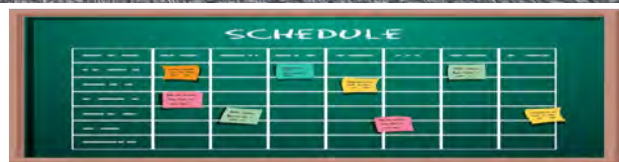
SEPTEMBER/OCTOBER 2025 | Vol.09



Kind Borneo x LEGACY360

- Building Lasting Impact, Together

Kind Borneo 2025, held alongside LEGACY360 at BCKK, united over 100 participants, 17 NGOs and industry leaders to showcase community initiatives, foster sustainable partnerships and advance social impact. The inaugural event embodied collaboration, philanthropy and long-term legacies, strengthening communities across Borneo while setting the stage for continued action in 2027. P6

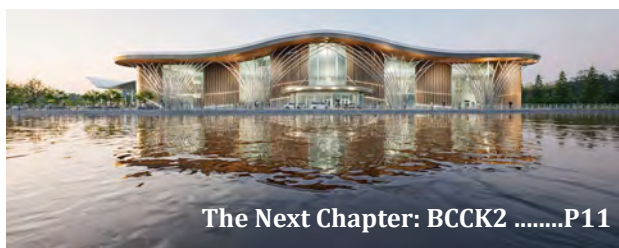


Mark Your Calendars

- ★ Events Calendar October 2025 P12
- ★ BIGSABAH Sale 2025 P13
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- ★ MACEOS Training Programmes P16



Driving Impact together with BE SarawakP7



The Next Chapter: BCKK2P11

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X

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MACEOS ACTIVITIES



MACEOS Strengthens Collaboration with MOTAC and MyCEB

Fostering Strategic Partnerships to Elevate Malaysia's Business Events Industry

On 23rd October 2025, MACEOS paid a courtesy visit to YBrs. Encik Chua Choon Hwa, Deputy Secretary-General (Tourism) of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). The meeting fostered meaningful dialogue and collaboration, with both MOTAC and MyCEB reaffirming their continued commitment to supporting the growth and development of Malaysia's business events industry.

Key areas of discussion included enhancing national event infrastructure, introducing industry-friendly incentives, advancing sustainability practices, and exploring new collaborative initiatives with MyCEB, all aimed at strengthening Malaysia's position as a leading business events destination in the region.



MACEOS at ASEAN Chinese Business Leaders Summit 2025

Fostering Regional Collaboration and Economic Connectivity

On 7th October, MACEOS participated in the Inaugural ASEAN Chinese Business Leaders Summit 2025, organised by ACCCIM and supported by UOB Malaysia. Represented by Datuk Dr M Gandhi, Mr Mark Lee, and Mr Eric Ho, MACEOS joined regional business leaders and policymakers to explore cross-border collaboration and future growth within ASEAN. Themed "Reshaping Supply Chains, Creating Shared Prosperity," the summit emphasised digital transformation, green finance, and sustainable growth. YB Tuan Loke Siew Fook, Minister of Transport, highlighted ASEAN's growing interconnectivity as vital to sustaining competitiveness in a rapidly evolving global economy.



MACEOS at National Pre-Budget Dialogue 2025

Championing Business Events as a Catalyst for Nation Building

On 27th September 2025, MACEOS participated in the Pre-Budget Dialogue held in Melaka, attended by Prime Minister and Finance Minister YAB Dato' Seri Anwar Ibrahim. Representing the business events industry, MACEOS underscored the sector's strategic role in driving national development and economic growth.

During the dialogue, MACEOS emphasised four key points:

- ★ Business events as a catalyst for nation building (Pemangkin Pembangunan Negara)
- ★ The need for a long-term plan (5–10 years) to develop a world-class venue in Greater Kuala Lumpur
- ★ Support for education and technology adoption within the business events ecosystem
- ★ SST exemption on exhibition space and delegate fees to strengthen Malaysia's competitiveness

The session marked an important platform for MACEOS to advocate for greater government recognition and policy support, ensuring the business events industry continues to thrive as a key driver of Malaysia's economy.

Budget 2026: Strengthening Malaysia's Business Events Momentum

The National Budget 2026, announced on 10th October 2025, reinforces the government's commitment to the business events and tourism sectors, introducing targeted incentives and allocations to stimulate international participation and strengthen Malaysia's position as a premier events destination.

- ★ **100% income tax exemption:** Organizers of international MICE events are eligible for a 100% income tax exemption on statutory income. To qualify, events must attract a minimum number of foreign participants, as verified by the Ministry of Tourism, Arts and Culture (MOTAC):
 - **Incentive trips:** At least 1,500 foreign participants annually.
 - **Conferences:** At least 2,000 foreign participants annually.
 - **Trade exhibitions:** At least 3,000 foreign participants annually.
- ★ **Extension of tax incentive:** This incentive, a review of previous measures, will be extended for two years, covering the years of assessment 2026 and 2027.
- ★ **MyCEB funding:** The government has allocated RM8.5 million for the development of Malaysia's business events industry through MyCEB.
- ★ **Tourism Event Hosting Incentives:** RM10 million has been earmarked for incentives to host tourism events, which includes international business events.
- ★ **Creative sector boost:** While a separate allocation, the RM140 million for the creative sector, which includes RM10 million for hosting concerts, also supports attracting tourists and boosting event activity during VMY2026.



MACEOS at Politeknik Merlimau

Bridging Academia and Industry

On 2nd September 2025, Mr Hafizzudin represented both MACEOS (Digital & Academic Innovation Committee) and R.E. Rogers (Malaysia) Sdn Bhd as one of the speakers at the “Bengkel Interpretasi Kurikulum, Protokol dan Teknologi dalam Pengurusan Acara” organised by Politeknik Merlimau.

During the session, he shared insights on exhibition logistics and the role of MACEOS in shaping Malaysia’s business events industry. It was an engaging session with the Event Management lecturers, reinforcing the importance of linking academic learning with industry practice. MACEOS looks forward to continued collaboration with Politeknik institutions to nurture future event professionals and strengthen the nation’s business events ecosystem.



Partner Registration: MACEOS Internship Open Day 2025

Digital Academic Innovation (DAI), a sub-committee of MACEOS, invites industry partners to participate in the MACEOS Internship Open Day 2025, a virtual showcase connecting students with hiring teams from across Malaysia’s Business Events ecosystem.

This platform brings together future talents and employers from exhibition and conference organisations, event management firms, venues, booth design and contracting, AV production, event services, and event-tech companies, all in one session.

Details

Date: 30th October 2025 (Thursday)
Time: 10:00 AM – 12:00 PM (GMT+8)
Platform: Zoom

Who Should Attend

Undergraduates and postgraduates in Event Management, Hospitality, Business & Marketing, Media, Branding & Communications, Advertising, and Creative Design together with those interested in AV/Production, Logistics, and Event-Tech, from universities across Malaysia.

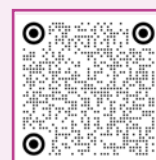
For Participating Employers

Each participating company will have up to 10 minutes, led by an HR representative, to present the following:

- ★ **Who We Are:** Company overview, culture, and values
- ★ **What We Look For:** Key qualities and must-have skills
- ★ **Opportunities Available:** Internship or entry-level roles (Dec 2025 – Jun 2026)
- ★ **Why Join Us:** Benefits, mentorship, and hands-on experience
- ★ **How to Apply:** Process, deadlines, and contact details

After the session, MACEOS will share student CVs (with consent) for your review, allowing you to contact shortlisted candidates directly for interviews or placements.

RSVP Now: <https://forms.gle/dZmPZ1sqqenU7gvYA>





MACEOS Northern Chapter Pickleball Tournament 2025

Game. Set. Network.

The inaugural MACEOS Northern Chapter Pickleball Tournament, held on 25th October 2025 at GOAT Pickle Club, Jelutong, proved to be a smash success, bringing together professionals from the Tourism and MICE industry for a day of friendly competition, networking, and fun.

This lively initiative was spearheaded by Mr Eugene Goh, MACEOS Northern Chapter Chair (Goche Corporation), and Mr Kelvin Ong (Paradigm Event & MICE Sdn. Bhd.), in collaboration with Pickle United.

A total of 10 teams, featuring both male and female players, took to the court with energy and sportsmanship. The tournament also received tremendous support from valued sponsors:

- ★ **BYD iRoll EV**, who showcased their latest models and offered complimentary test drives.
- ★ **DEŌWA Academy** 精油商学院, who treated guests to soothing hand massages while promoting doTERRA Essential Oils & Wellness Services.
- ★ **Instant Exposition Services Sdn Bhd** and **Paradigm Event & MICE Sdn. Bhd.**, who sponsored a delectable spread of food and refreshments.

After a spirited series of matches, **Team Buddy Management** emerged as Champion, followed by **Secret Weapon** as Runners-up, and **Paddle-Digm** in Third Place.

From the first serve to the final point, the tournament fostered team spirit, laughter, and genuine camaraderie, perfectly embodying the collaborative and energetic essence of the MACEOS community.





Shaping Legacies, Empowering Futures A Continuous Cycle of Legacy in Action

On 2 October, the Borneo Convention Centre Kuching came alive with purpose as Business Events Sarawak (BESarawak) unveiled LEGACY360, a visionary initiative marking a new chapter in how business events create impact. Rooted in energy, strategy, and connection, LEGACY360 unites academia, industry, government, and associations with one mission: to shape events that leave lasting legacies for people, planet and prosperity.

The journey began with **LEGACY360 Education**, where 16 thought leaders across five high-impact sessions shared ideas on turning business events into catalysts for social, environmental and economic transformation. From unlocking the potential of local organisers and redefining sustainability to exploring purposeful communication and academic partnerships, every conversation sparked inspiration and intent.

Complementing this was **Kind Borneo**, a one-day expo that connected the business events industry with communities, NGOs, and change-makers. Here, ideas met action where collaboration turned into real-world impact, bridging people and purpose for the greater good.

Together, these programmes formed a complete cycle of learn, act, inspire, teach and repeat, transforming business events from dialogue into recognition and from recognition into tangible legacy.



The story continued on 3rd October at the **LEAP Summit**, hosted at Sheraton Kuching. Organised by The Iceberg, presented by the Joint Meetings Industry Council, and powered by BESarawak, this exclusive closed-door dialogue brought together policymakers and C-suite leaders from Europe and Asia Pacific to champion legacy-driven policies for long-term sustainability and resilience.

The grand finale came with the **Borneo Inspires Legacy Awards (BILA) 2025**, a celebration of global changemakers whose work transcends industries and borders. Eighteen awards across five categories honoured those who dared to turn vision into value, proving that legacies are not built overnight, but shaped through purpose, collaboration, and commitment.

As the curtains fell, one thing was clear: LEGACY360 is more than an event. It is a movement, one that redefines success in business events, not by attendance or applause, but by the lasting impact it leaves behind.

I AM



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



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businesseventssarawak.com



**TRIBE
LEGACY
SARAWAK
CAMPAIGN**

Kind Borneo 2025

Empowering Communities Through Corporate Support

2 October 2025 | Borneo Convention Centre Kuching, Sarawak



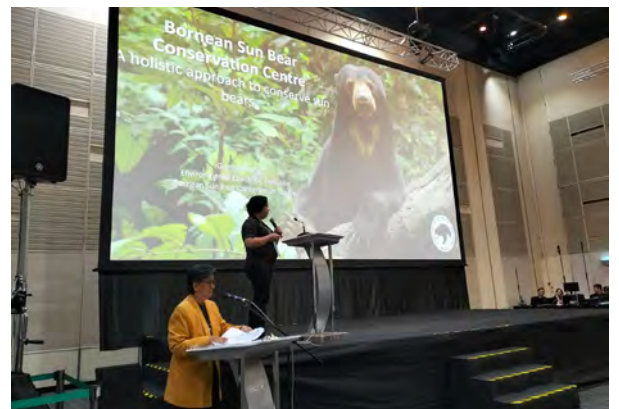
Organised by MACEOS Sarawak Region and Borneo Business Connect, Kind Borneo is an action-driven platform that unites the business events industry with communities, NGOs, and change-makers to transform ideas into meaningful impact. It bridges people and purpose, turning collaboration into tangible outcomes that advance both society and industry.

Held on 2nd October at the Borneo Convention Centre Kuching (BCKK) in conjunction with LEGACY360, the inaugural event brought together over 100 participants and featured 17 NGOs dedicated to strengthening communities across Sarawak and the wider Borneo region. The initiative united corporations, civil organisations, and individuals under one goal, to promote kindness, collaboration, and the betterment of lives throughout Malaysia. A highlight of the event was the NGO Gallery, which showcased community-based initiatives and fostered new collaborations between business and government stakeholders.

Kind Borneo was founded by Datuk Dr M Gandhi and Gracie Geikie of Borneo Business Connect, with esteemed advisors Datin Rosemarie Wong Jabu, Dato Jacqueline Fong, and Datin Dona Drury Wee. Their collective vision reflects a deep commitment to advancing community development, philanthropy, and social impact across the region.

The programme featured NGO pitch presentations in the morning, followed by two high-impact panel discussions offering valuable insights into sustainable partnerships and funding strategies.

- ★ **“Forging Effective Partnerships – Aligning CSR Vision with NGO Impact”**, moderated by Kingston Khoo, explored how businesses can collaborate with NGOs to create sustainable support models.
- ★ **“Beyond Grants – A Strategic Blueprint for NGO Success with Government-Linked Foundations”**, moderated by Dato Jacqueline Fong, offered practical guidance on securing and managing grants while sharing inspiring NGO success stories.





“

Catalysing Kindness, Creating Tomorrow

Kind Malaysia has inspired similar initiatives across the region, including in Thailand, Vietnam, and the Philippines. Profound in its simplicity, it encourages not only corporations to collaborate with NGOs but also NGOs to work hand in hand, finding synergy in their missions. This spirit of partnership makes the event a true catalyst for a better tomorrow.

Datuk Dr M Gandhi

President of MACEOS

Founder of Kind Malaysia and Kind Borneo

“

Kindness in Action, Legacy in Motion

When education meets action, true impact happens. LEGACY360 Education teaches us the theory, and Kind Borneo puts it into practice, turning ideas into real change. This partnership is not by chance; it's how we build lasting legacies. My heartfelt thanks to Datuk Dr Gandhi, Madam Gracie, our advisors, and all partners for making this platform possible. Let's not just talk about legacy, let's build it.

Amelia Roziman

CEO of Business Events Sarawak (BESarawak)



An expansion of Kind Malaysia, this initiative opens a new chapter focused on the unique needs and opportunities of the Borneo region. Supported by BCKK, Place Borneo, IDA, Team Magnifico, and Catcity Holidays, Kind Borneo embodies the spirit of kindness, collaboration, and lasting positive impact. It empowers NGOs, strengthens partnerships, and builds legacies that uplift communities across Borneo.

Both LEGACY360 Education and Kind Borneo will continue every two years, ensuring that meaningful change endures through consistent action and shared commitment.

See you in 2027

as the journey toward lasting legacies continues.





Honouring Those Who Build Legacies

The curtains fell beautifully on LEGACY360 with the **Borneo Inspires Legacy Awards (BILA) 2025**, a night dedicated to celebrating those who dare to build beyond themselves. Held on 3rd October 2025, the evening brought together visionaries from Sarawak, across Borneo, and around the world, united by one shared purpose: to honour the people and ideas shaping legacies that last.

Eighteen awards were presented across five distinct categories, recognising exceptional achievements in industry innovation, journalism, corporate social responsibility, conventions, and exhibitions. Yet beyond the trophies and applause, what resonated most was the spirit of the winners, individuals and organisations who turn vision into value and passion into progress.

From industry pioneers in Kuching and Miri to journalists amplifying stories of sustainability and leadership, and changemakers transforming conferences into catalysts for good, each honouree reflected the enduring power of purpose-driven impact.

As names were called and champions crowned, the room filled with a quiet understanding that legacy is not built overnight. It is forged through dedication, collaboration, and the courage to create meaningful change.

And as the evening drew to a close, one message echoed across the hall:

BILA returns in 2027,
and the next legacy builder could be you.

For more information, please visit
legacy360.businesseventssarawak.com





The Next Chapter: BCKK2 – Expanding Possibilities

As Sarawak advances under the Post COVID-19 Development Strategy (PCDS 2030), the Borneo Convention Centre Kuching (BCKK) continues to evolve as the state's premier venue for business events.

Set for completion in early 2028, the upcoming BCKK2 marks a major step forward, doubling capacity and flexibility to position Sarawak as a leading destination for international conferences and exhibitions.

Purpose-Built for Collaboration

Designed as a connected twin-centre campus, BCKK and BCKK2 will operate seamlessly as one destination for events of all scales.

- ★ **Grand Scale:** 9,500-delegate main hall, 340 exhibition booths, 1,000-pax banquet hall, complemented by the existing centre's 5,000-delegate plenary, 160 booths, and expansive concourse
- ★ **Smart & Flexible:** 20 new breakout rooms, panoramic concourse, and EV charging points, bringing the total to 34 breakout rooms across the campus
- ★ **Sustainable Design:** GreenRE-certified with energy-efficient systems and a landscaped green link bridge

A Venue with Vision

More than a physical expansion, BCKK2 strengthens Sarawak's ecosystem for knowledge exchange, innovation, and sustainable growth. With strong government and industry backing, BCKK continues to attract global associations, trade exhibitions and corporate events that value connectivity, reliability, and results.

Aligned with PCDS 2030, BCKK supports key sectors such as renewable energy, digital economy, bio-economy, creative industry, and sustainable agriculture. The centre has hosted like-minded events including the Asia Pacific Hydrogen Conference, International Energy Week, and the World Veterinary Poultry Congress, among others, inspiring new opportunities for sector-driven gatherings in the region.

"BCKK2 is designed to be a future ready hub where ideas spark, communities connect and industries grow together. It reflects our commitment to shaping the future of business events in Sarawak, built on purpose, progress and partnership." Rayner Simon, Chief Operating Officer, Borneo Convention Centre Kuching.

For more information, please contact bcck.sales@bcck.com.my.

Events Calendar

October & November 2025



28 Oct ICW & BuildXpo 2025

Date: 28th -30th October 2025
Venue: MITEC

Themed “Constructing the Future of ASEAN”, ICW & BuildXpo 2025 underscores Malaysia’s leadership as ASEAN Chair and UN-Habitat Assembly President, uniting regional and global players to drive innovation, collaboration, and sustainable urban transformation across the construction ecosystem.
icw.my



31 Oct Penang Green Summit 2025

Date: 31st Oct - 1st November 2025
Venue: Penang Waterfront Convention Centre

Themed “Moving Towards Sustainable Energy”, Penang Green Summit unites leaders, policymakers, and experts to tackle energy challenges, explore new technologies, and drive a low-carbon future, reflecting Penang’s strong commitment to sustainability and energy transition.
www.pggreensummit.com.my

31 Oct BIGSABAH Sale 2025

Date: 31st Oct - 1st November 2025
Venue: Sabah International Convention Centre

BIGSABAH Sale 2025 positions Sabah at the heart of regional trade and cultural exchange, connecting ASEAN and Asia Pacific with 600 exhibitors from 14 countries. The event offers an exciting blend of business, culture, and entertainment.

bigsabahsale.my



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.



BIGSABAH
SALE @ SICC
across markets, beyond borders

More Than Just
Shopping!



Stacy
Special Guest Jury



Akim
Special Guest Jury

BIGSABAH
Voice 2025
FINALS

Sunday, 2 November 2025
Kinabatangan Hall, Level 2



**REGISTER
BIGSABAH VOICE
HERE!**

FREE!
**Shuttle Bus
Transfer**

Imago Shopping Mall •
Suria Sabah Shopping Mall
• Likas Sports Complex



**3
Nov**

MyARTTE 2025

Date: 3rd - 5th November 2025

Venue: MITEC

MyARTTE 2025 is Southeast Asia's premier platform for roads and traffic technology, bringing together industry leaders, innovators, and policymakers to shape the future of intelligent, efficient, and sustainable transport networks.

www.artte.com.my



**4
Nov**

AUTOMEX Penang 2025

Date: 4th - 6th November 2025

Venue: Setia SPICE Convention Centre

AUTOMEX Penang 2025 will showcase the latest in automation, robotics, machine vision, logistics, and semiconductor solutions. This free-to-attend exhibition connects professionals with leading suppliers and breakthrough technologies, offering insights and opportunities that are transforming Malaysia's manufacturing landscape.

www.metaltech.com.my/automex



**6
Nov**

HOMEDec 2025

Date: 6th - 9th November 2025

Venue: Kuala Lumpur Convention Centre

HOMEDec 2025 brings together the best in furniture, décor, renovations and smart-home solutions. Explore inspiring showhomes, live demonstrations, hands-on workshops, and exclusive deals to refresh or transform your space.

homedec.com.my/homedec-kl



**12
Nov**

SEA 2025

Date: 12th -14th November 2025

Venue: Kuala Lumpur Convention Centre

SEA 2025 is a premier international business and trade event dedicated to environmental preservation. The programme features an exhibition of sustainable technologies, expert-led conferences, forums, technical seminars, networking sessions, and B2B meetings, fostering innovation, collaboration, and partnerships that drive global sustainability forward.

sustainabilityenvironmentasia.com



**12
Nov**

EMA 2025

Date: 12th -14th November 2025

Venue: Kuala Lumpur Convention Centre

EMA 2025 is a leading international event dedicated to e-mobility and sustainable transport. It will highlight innovations in EVs, charging infrastructure, battery technology, and green energy integration, while promoting policies that drive a cleaner, smarter, and more connected transportation future.

emobilityasia.com



**12
Nov**

GATE 2025

Date: 12th -14th November 2025

Venue: Kuala Lumpur Convention Centre

The Global Automotive and Technology Expo (GATE) 2025 spotlights innovation in electric vehicles, autonomous systems, and sustainable mobility. Uniting industry leaders, innovators, and policymakers, it drives collaboration and accelerates ASEAN's transition toward a cleaner, smarter, and more connected transport ecosystem.

gatexpo.my

**18
Nov**

ICQI 2025

Date: 18th - 19th November 2025

Venue: Kuala Lumpur Convention Centre

The International Conference on Quality Improvement (ICQI) returns, bringing together global leaders, innovators, and changemakers to explore the future of quality and sustainability. Themed "Quality & Sustainability Through AI-Driven Innovation," ICQI 2025 will feature thought-provoking discussions, expert insights, and forward-thinking solutions driving progress in today's rapidly evolving world.

icqi-sirim.my



**18
Nov**

PIPOC 2025

Date: 18th - 20th November 2025

Venue: Kuala Lumpur Convention Centre

PIPOC 2025 stands as Asia's leading platform for innovation, sustainability, and collaboration in the palm oil industry. The three-day event will bring together global experts, policymakers, and industry leaders for impactful exhibitions, conferences, and networking opportunities. Participants can explore breakthrough technologies, gain market insights, and uncover strategies driving sustainable growth. With strong international participation, PIPOC 2025 reaffirms Malaysia's leadership and commitment to shaping the future of the global palm oil industry through innovation and responsible practices.

pipoc.mpob.gov.my



**18
Nov**

Smart Nation Expo 2025

Date: 18th - 20th November 2025

Venue: MITEC

Smart Nation Expo 2025 brings together innovators and industry leaders to explore Smart Cities, 5G, AI, and Smart Mobility. Co-located with EVM Asia and Data Centre Asia, the event showcases technologies driving Southeast Asia's transformation toward a smarter, more connected, and sustainable future.

www.smartnationexpo.org



**21
Nov**

Dentistry Unplugged

Date: 21st - 23rd November 2025

Venue: MITEC

Get ready for a groundbreaking experience where the future of dentistry comes alive. Dentistry Unplugged 2025 brings together global professionals for three days of world-class lectures, hands-on sessions, and inspiring exchanges, redefining innovation, connection, and passion in modern dentistry.

dentistryunplugged.asia



**25
Nov**

WE2025

Date: 25th - 27th November 2025

Venue: MITEC

WE2025 brings together inclusive, regional, and women-led enterprises to showcase innovation across Retail, F&B, Health, Tourism, Education, Future Tech, and Advanced Manufacturing. Connect with investors, buyers, and partners, gain insights through dialogues and mentorship, and unlock new opportunities to scale, collaborate, and drive sustainable business growth.

we2025.com.my



Business Events Training Programme



AI PRODUCTIVITY IN TRAVEL & TOURISM

for
**MICE, Business Events
& Wellness Tourism**

JOIN US NOW!

DETAILS:

- ✓ 31 October 2025 (Friday)
- ✓ 9.00 AM - 5.00 PM
- ✓ BILIK SEMINAR TRANSFORMASI, MPC KUALA LUMPUR, LEVEL 1 EAST WING, MENARA MATRADE, JALAN SULTAN HAJI AHMAD SHAH, 50480 KUALA LUMPUR

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Email: mpc.gov.my



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AI-Powered DIGITAL MARKETING

JOIN NOW

Venue: Sime Darby Convention Centre, KL

Date: 2 & 3 December 2025

Time: 9:00am - 5:00pm

A 2-day Training Programme
with **ALEXANDER ANG**,
Certified Digital Marketing
Professional, HRD Corp
Trainer, Featured Speaker &
Online Marketing Consultant
for SMEs, & Multi-National
Corporation

REGISTER NOW

Normal price: RM2,980.00

1 month early bird (15%): RM2,533.00
2 weeks before (10%): RM2,682.00

Group of 4 (same company)
Special discount (15%): RM10,132.00

*All fees are subject to 8% SST.



Bonus:
Half-day
online Zoom
Coaching!



For more information, please contact MACEOS Secretariat:

Ms. Holiday Tan

Mobile: +6012-6446106 (WhatsApp)

Email: jiachee@maceos.org.my

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MALAYSIA

cmp
certified meeting professional
Preferred provider



EXHIBITION MANAGEMENT PROGRAMME 2025

Created by Meeting Professionals

Claimable CE Hours

DATE	VENUE
4 - 6 NOV 2025	PENANG
18 - 20 NOV 2025	KOTA KINABALU (SABAH)
25 - 27 NOV 2025	KUCHING (SARAWAK)

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
Mobile: +6012-640 6106 (WhatsApp)
Email: secretariat@maceos.org.my

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TOTAL EVENT MANAGEMENT 2025

Created by Meeting Professionals

Claimable CE Hours

DATE	VENUE
23 - 24 SEPT 2025	KUCHING (SARAWAK)
2 - 3 DEC 2025	PENANG
2 - 3 DEC 2025	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

Embedding Sustainability in Cultural Events: Insights from the Penang George Town Festival



KEY INSIGHTS

The study found that environmental, social, and economic sustainability dimensions significantly enhance participant satisfaction, with social sustainability, particularly cultural inclusivity and community engagement, emerging as the strongest predictor.

Access Article



Connect Author



Develop Case Study with MACEOS



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.

Embedding Sustainability in Cultural Events: Insights from the Penang George Town Festival

This study examines how sustainability practices across environmental, social, and economic dimensions shape participant satisfaction at the Penang George Town Festival (PGTF) in Malaysia. Grounded in Sustainable Development Theory and the Triple Bottom Line framework, a survey of 150 attendees revealed that all three sustainability dimensions positively influenced overall satisfaction. Among them, social sustainability—driven by cultural inclusivity and community engagement—emerged as the most significant contributor, followed by environmental and economic factors. The findings underscore sustainability as not only an operational priority but also a key experiential element, offering valuable insights for event organisers, policymakers, and communities seeking to enhance festival quality and long-term resilience.

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 :

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