

BE NEWSLETTER

MAY 2026 | Vol.05



Global Exhibitions Day (GED)

Global Exhibitions Day (GED) is celebrated globally every year on the first Wednesday of June, this year on 3rd June 2026. It is a day to recognise and highlight the vital role of the exhibition industry in driving economic growth, innovation and global connectivity.

MACEOS Malaysia joins the global celebration together with its Executive Committee 2026/2028 and members, reinforcing the strength, unity and continued impact of the business events ecosystem. P11

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| ★ Malaysia Business Events National Challenge 2026 | P7 |
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“Celebrating 20years of Diving Excellence with MIDE”



FORGED BY THE OCEAN
TWO DECADES OF PASSION, PURPOSE AND PROTECTION

Dear members and partners of Malaysia's business events industry,

First, a sincere thank you to every member who placed your trust in this new committee. I know trust is earned, not given and we intend to honour it through the work we put in, the decisions we make and the way we show up for this industry over the next two years.

I have spent enough years in this industry to know one thing with absolute certainty: the people in it are exceptional. The planners who hold everything together under pressure. The suppliers who make the impossible feel routine. The creatives who turn a blank space into an experience no one forgets. This industry runs on passion and it always has. That passion is what turns a brief into something brilliant. It is what makes this work matter.

Fuel Passion. Be Amazing. This is what we stand for. It is who we are and it is the commitment this committee makes to you.

We believe that business events is a *Pemangkin Pembangunan Negara* - a **Catalyst for Nation Building** - this is not a tagline, it is a truth. Every convention we host, every trade floor we open, every connection made between a buyer and a seller, between an idea and its audience, between Malaysia and the world, each one is a contribution to something larger than any single event. That is the work we are in. That is the work that matters.

With that in mind as our compass, here is where the 2026-2028 committee will focus on: -

*** Policy Engagement**

This industry has long deserved a stronger seat at the table where national decisions are made. We will engage policymakers with consistency, with evidence and with purpose making the case for the frameworks and support that will allow this industry to grow with confidence. Our voice must be credible. It must be present. And it must be heard.

*** Industry Sustainability**

Sustainability cannot remain an aspiration. We will build a solid, practical framework that gives our industry a clear and actionable direction, one that every member, regardless of scale or sector, can genuinely adopt, adapt and lead with. The direction is clear. Now we need the tools to get there.

*** Stronger Community**

Our community is wider than many realise. Business events span the full spectrum from large-scale B2B conventions to intimate B2C consumer experiences, from established organisers to emcee communities, unique venues, and emerging creators. A strong industry does not leave any of these voices at the edges. We will deepen engagement through our regional chapters and broaden the tent, bringing more of the people who make this industry extraordinary into the fold of MACEOS.

*** Youth Community**

The future of this industry is already among us. We will strengthen our youth community, creating pathways for young professionals to grow, to lead and to shape the future of this industry alongside us.

**To my fellow committee members
- thank you for the courage to serve.**

**We go into this term
with energy, with unity
and with a clear-eyed sense of
what needs to be done.**

Let us fuel that passion and be amazing together!

Eric Ho
MACEOS President 2026/2028



36th MACEOS Annual General Meeting (AGM)

Welcome

Executive Committee 2026/2028



MACEOS elected its new Executive Committee for the 2026/2028 term during the association's 36th Annual General Meeting (AGM), held on 25th May 2026 at the Malaysia International Trade and Exhibition Centre (MITEC).

Front (L-R) : Shaylee Toh, Lim Ee Huang, Datuk Dr Hajah Rosmawati Haji Lasuki, J.P, Eric Ho Kah Pheng, Yusno Yunos, Lim Win Nee, Rahul Bharadwaj

Back (L-R) : Mohd Hafizzudin Noor Mohammad, Jaggarao Simancha, Tiffany Chung Suk Wei, Yuhanis Latif, Fauzy Wahab, Gracie Veronica Geikie, Ng Seiw Kuan, Ezriq Sajad Ismail Sajad

MACEOS EXECUTIVE COMMITTEE 2026/2028

| | | |
|---------------------------|--|--|
| PRESIDENT | PICO INTERNATIONAL (M) S/B | Eric Ho |
| VP – INNOVATION | Y US S/B (KNOWN AS EVENESIS) | Yusno Yunos |
| VP – DEVELOPMENT | DOREMI SERVICES & RENTAL S/B | Lim Ee Huang |
| VP – EDUCATION | MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE | Lim Win Nee |
| VP – ADVOCACY | D' HERITAGE S/B (KNOWN AS SICC | Datuk Dr. Hajah Rosmawati Haji Lasuki, J.P |
| HONORARY SECRETARY | FELIX EXPO LOGISTICS (M) S/B | Shaylee Toh |
| HONORARY TREASURER | ANDERES FOURDY EVENT S/B | Rahul Bharadwaj |
| COMMITTEE MBR | ASC AGENDA SURIA COMMUNICATION S/B | Jaggarao Simancha |
| COMMITTEE MBR | BORNEO CONVENTION CENTRE KUCHING | Eric Chuo |
| COMMITTEE MBR | C.I.S NETWORK S/B | Yuhanis Latif |
| COMMITTEE MBR | DSA EXHIBITION AND CONFERENCE | Ezriq Sajad |
| COMMITTEE MBR | INFORMA MARKETS MALAYSIA | Gerard Leeuwenburgh |
| COMMITTEE MBR | INNOGEN S/B | Ng Seiw Kuan |
| COMMITTEE MBR | KUALA LUMPUR CONVENTION CENTRE | Tiffany Chung |
| COMMITTEE MBR | PLACE BORNEO S/B | Gracie Veronica Geikie |
| COMMITTEE MBR | R.E. ROGERS (M) S/B | Hafizzudin Noor Mohammad |
| COMMITTEE MBR | WORLD TRADE CENTRE KUALA LUMPUR | Fauzy Wahab |



Passing the Baton, Building the Future

Reflecting on a Journey of Growth, Advocacy and Industry Impact

As I conclude my term as MACEOS President for 2024/2026, I am deeply grateful for the trust, support and collaboration of our members, partners and stakeholders. Together, we embraced a simple vision: to grow the industry by **'scaling up the cake'** and to **'give back'** by creating value beyond our own organisations.

Over the past two years, we strengthened industry advocacy, advanced national standards through MS 2765, expanded strategic partnerships, championed policies that support business events and invested in nurturing the next generation of industry leaders. While many of these achievements took place behind the scenes, they reflect the collective commitment of an industry that understands its role in driving trade, investment, innovation and economic growth.

MACEOS has always been more than an association; it is a community built on shared purpose, volunteerism and a belief that we are stronger when we work together. As we pass the baton to the next leadership team, I am confident that the association will continue to grow from strength to strength, guided by the same spirit of collaboration and service that has sustained it for 36 years.

It has been a privilege to serve, and while my term may be ending, my commitment to the industry remains as strong as ever. The future of Malaysia's business events industry is bright, and I look forward to supporting its continued growth in the years ahead.

Datuk Dr M Gandhi

MACEOS President 2024/2026



Association in Action

Strengthening the Ecosystem, Advancing the Industry

Over the past two years, MACEOS has continued to strengthen its role as the voice and catalyst of Malaysia's business events industry. The achievements presented by the various Vice Presidents reflect the collective progress made across four key pillars, including Innovation, Development, Education, Advocacy, regional collaboration, chapter development, industry engagement and strategic partnerships.

These efforts demonstrate MACEOS' ongoing commitment to strengthening the business events ecosystem and delivering meaningful impact for members and the wider industry. Under the leadership of the President and Executive Committee, the association also achieved a strong financial position, supported by prudent governance, disciplined financial management and the successful execution of initiatives that enabled broader engagement and greater industry impact.

Beyond day-to-day activities, MACEOS advanced several strategic initiatives focused on research, talent development, industry capacity building and policy advocacy. Through continuous engagement with key stakeholders including Ministry of Investment, Trade and Industry (MITI), Malaysia External Trade Development Corporation (MATRADE), Malaysian Investment Development Authority (MIDA), Ministry of Tourism, Arts and Culture (MOTAC), Malaysia Convention & Exhibition Bureau (MyCEB) and industry partners, the association championed initiatives aimed at driving long-term growth, competitiveness and sustainability for the sector.

Equally important was the strong spirit of volunteerism demonstrated by committee members, regional chapters and industry professionals who contributed their time, expertise and leadership in support of the association's mission. Their collective efforts have helped lay a stronger foundation for the future of Malaysia's business events industry.

As MACEOS continues its journey of "scaling up the cake", the focus remains on fostering collaboration, expanding opportunities and creating lasting value for the industry and its stakeholders.

Lee Mark

MACEOS Honorary Secretary 2024/2026





Innovation in Action

Building a Future-Ready Business Events Industry

As Vice President of Innovation for the 2024/2026 term, I am proud that MACEOS took a significant step forward by restructuring the Innovation Pillar into three dedicated focus areas: Research Innovation, Digital & Academic Innovation and Sustainability Innovation. This new structure enabled us to approach innovation more strategically while fostering stronger collaboration across industry, academia and regional stakeholders.

Our guiding principle throughout the term was simple: to make innovation practical, inclusive and industry-driven. Through research collaborations, industry-academia partnerships, talent development programmes and sustainability initiatives, we worked to ensure that innovation delivers meaningful value to the business events ecosystem.

Among the key achievements were the advancement of the Malaysia Business Events Industry White Paper, stronger participation in global industry research, expanded talent development initiatives through academic institutions and apprenticeship programmes, and the launch of the Sustainability Event Framework (SEM), providing a structured pathway towards more sustainable event practices.

As emerging technologies and artificial intelligence continue to reshape the industry, MACEOS has also taken proactive steps to position the business events sector for the future. Innovation today is no longer solely about technology adoption; **it is about building a future-ready BE industry that is powered by research, strengthened by talent, guided by sustainability and accelerated by AI and emerging technologies.**

These achievements would not have been possible without the dedication of our innovation leaders, committee members, industry partners, academic institutions and regional chapters. Together, we have laid a stronger foundation for a future-ready and globally competitive BE industry.

Yusno Yunos CMP, SEPC

MACEOS Vice President - Innovation 2024/2026



Development in Action

Strengthening Connections, Expanding Opportunities

Throughout the 2024/2026 term, the Development Pillar focused on strengthening Malaysia's business events ecosystem through collaboration, public-private partnerships and greater opportunities for industry stakeholders. Supported by the dedication of the Development Committee and regional chapter leaders, MACEOS continued to build a more connected and inclusive community while expanding its nationwide reach.

A key achievement was the growth of MACEOS membership across all categories and regional chapters, reflecting the association's growing relevance and value of MACEOS to the industry. Beyond membership growth, the Development Pillar fostered stronger industry connections through a range of networking, engagement and collaboration initiatives, including the MACEOS Members ConnectXchange programme, leadership dialogues, industry networking sessions, EventXpo, Kind Malaysia, including participation and industry engagement at BE@Penang 2025, AFECA Convention 2025 and Thailand MICE X-change 2026. Together, these platforms strengthened professional relationships, encouraged knowledge sharing and elevated the profile of Malaysia's business events industry both locally and globally.

The diversity of our membership continues to be one of MACEOS' greatest strengths, bringing together event organisers, exhibition organisers, venue operators, booth contractors, freight forwarders, technology providers, professional conference organisers, destination management companies and hospitality partners. This collective ecosystem enables us to represent the industry more effectively and create greater value for all stakeholders.

As we move forward, our commitment remains focused on fostering a stronger, more connected business events community, one that continues to grow through collaboration, innovation and shared success.

Eric Ho

MACEOS Vice President - Development 2024/2026





Education in Action

Developing Skills, Advancing Standards and Building Industry Excellence

During the 2024/2026 term, the Education Pillar continued delivering its flagship training programmes, including the Total Event Management (TEM), Congress Certification Programme (CCP) and Exhibition Management Programme (EMP). Designed by the industry for the industry, these programmes were conducted nationwide, reaching participants across Kuala Lumpur, Penang, Johor, Sabah and Sarawak to ensure greater accessibility and industry impact.

Recognising the evolving needs of the business events sector, MACEOS also introduced specialised programmes such as the Royal Protocol Workshop and continued to assess emerging training requirements to support industry professionals with relevant and practical skills. At the same time, efforts were undertaken to review and enhance the training curriculum, with new and updated programme modules expected to be introduced as part of the next phase of industry development.

Beyond professional training, MACEOS continued to strengthen collaboration with higher education institutions including Taylor's University, Sunway University and UiTM, contributing industry expertise and knowledge-sharing initiatives to help prepare future talent for careers in business events.

Since 2015, MACEOS has trained more than 1,000 industry professionals and students, reflecting its long-standing commitment to capacity building, professional excellence and workforce development. These achievements would not have been possible without the dedication of our committee members, trainers, industry practitioners and academic partners who continue to invest their time, expertise and passion in developing the next generation of business events professionals.

Lim Win Nee

*On behalf of Mona Abdul Manap
MACEOS Vice President - Education 2024/2026*



Advocacy in Action

Strengthening Visibility, Influence and Industry Recognition

Throughout the 2024/2026 term, the Advocacy Pillar focused on strengthening the visibility, recognition and influence of Malaysia's business events industry through strategic partnerships, government engagement and industry representation. Guided by three key areas: marketing and international affairs, stakeholder engagement and industry advocacy, MACEOS continued to elevate the industry's voice at both national and international levels.

Key achievements included the publication of the second edition of the Malaysia Business Events Directory, the continued release of the Business Events Newsletter and the establishment of strategic collaborations with industry partners in China, Macau and South Korea to foster international cooperation, knowledge exchange and industry development.

A significant milestone in MACEOS' advocacy efforts was the formal endorsement of the phrase "**Acara Perniagaan — Pemangkin Pembangunan Negara**" (**Business Events — Catalyst for Nation Building**) by YAB Dato' Seri Dr. Ahmad Zahid Hamidi, Deputy Prime Minister I of Malaysia during the Malaysia Business Events Awards (MBEA) 2025. More than a tagline, this recognition affirmed the business events industry's role as a catalyst for economic growth, trade, investment, innovation, national development and global partnerships, marking a significant milestone in elevating industry recognition at the highest levels of government.

MACEOS also actively engaged with key government agencies and policymakers, including MIT, MATRADE, MOTAC, MyCEB and Kuala Lumpur City Hall, advocating for policies and initiatives that support industry growth, competitiveness and sustainability. These efforts included proposals related to tax incentives, service tax exemptions, talent development, digitalisation, sustainability funding, venue development and enhancements to the Market Development Grant (MDG).

Through continued advocacy, media engagement and strategic collaboration, MACEOS remains committed to positioning business events as a catalyst for nation-building and a key contributor to Malaysia's economic future.

Jaggarao Simancha

*On behalf of Gerard Leeuwenburgh
MACEOS Vice President - Advocacy (2024/2026)*





Young Industry Professionals in Action

Developing Future Talent for a Stronger Business Events Industry

Since its establishment in 2017, MACEOS Young Industry Professionals (Gen2) has evolved from a student-focused initiative into a broader platform that also engages young professionals, reflecting the industry's commitment to developing the next generation of business events leaders.

Throughout the 2024/2026 term, MACEOS Young Industry Professionals (Gen2) continued to strengthen industry-academia collaboration through partnerships with institutions including APU, Berjaya University College, MSU, Sunway University, Taylor's University, UCSI University and UUM.

A key highlight was the Malaysia Business Events National Challenge held during EventXpo 2025, where students showcased their creativity, strategic thinking and industry knowledge. The winning teams from Taylor's University and Sunway University went on to represent Malaysia at the AFECA Asian MICE Youth Challenge 2025 in Jakarta, where Sunway University emerged as Overall Champion and Taylor's University received the Prize of Merit for Best Presentation. This achievement marks six consecutive years of Malaysian universities placing among the top performers in the regional competition, demonstrating the quality of talent being developed for the industry.

In addition to competitions, MACEOS Gen2 continued to champion mentorship and industry exposure programmes, connecting students with experienced professionals to support their transition into the workforce. These initiatives reflect MACEOS' long-term commitment to nurturing talent, fostering industry readiness and building a sustainable pipeline of future leaders for Malaysia's business events industry.

As MACEOS Gen2 continues to grow, the focus remains on creating meaningful opportunities for young talent to learn, connect and contribute to the future of the industry.

Rahul Bharadwaj CMP

MACEOS Young Industry Professionals Chair 2024/2026



Ready to turn your ideas into industry-changing solutions?

Join the Malaysia Business Events National Challenge 2026 this August and showcase your creativity, innovation and strategic thinking on a national stage. Compete with the brightest minds, gain industry exposure and take the first step towards becoming a future leader in the business events industry.

Your challenge - Your opportunity - Your future starts here

MACEOS
MALAYSIA youth

MALAYSIA BUSINESS EVENTS NATIONAL CHALLENGE 2026 IS BACK!

AUGUST 2026

2 WINNING TEAMS

**CASH PRIZE
RM5,000
PER TEAM**



REPRESENT MALAYSIA

**AT THE
AFECA ASIAN
MICE YOUTH
CHALLENGE**

XIAMEN, CHINA



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Exclusive Fireside Chat with Professor Yeah Kim Leng



Weathering the Storm: What the Global Economic Shake-Up Means for Malaysia's Business Events Industry

As global businesses navigate an increasingly complex landscape of geopolitical tensions, supply chain disruptions, energy price volatility and shifting trade relationships, uncertainty has become the new normal. Yet amid the challenges, opportunities continue to emerge for industries that are prepared to adapt.

Speaking at the Exclusive Fireside Chat, Professor Yeah Kim Leng, Professor and Director of Economic Studies at the Jeffrey Cheah Institute on Southeast Asia, shared his perspectives on how current global developments may impact Malaysian businesses and what this means for the business events sector.

A World Defined by Multiple Shocks

According to Professor Yeah, businesses today are operating in an environment shaped by overlapping crises. Over the past few years, organisations have had to navigate the effects of the pandemic, geopolitical conflicts, supply chain disruptions, trade tensions and rising energy costs.

Rather than viewing these as isolated incidents, businesses should recognise that economic shocks are likely to remain a recurring feature of the global landscape.

“The focus should not be on predicting every crisis,” he noted, “but on building resilience to withstand future disruptions.”

For the business events industry, this means preparing for changing market conditions, fluctuating costs and evolving client expectations while maintaining operational flexibility.

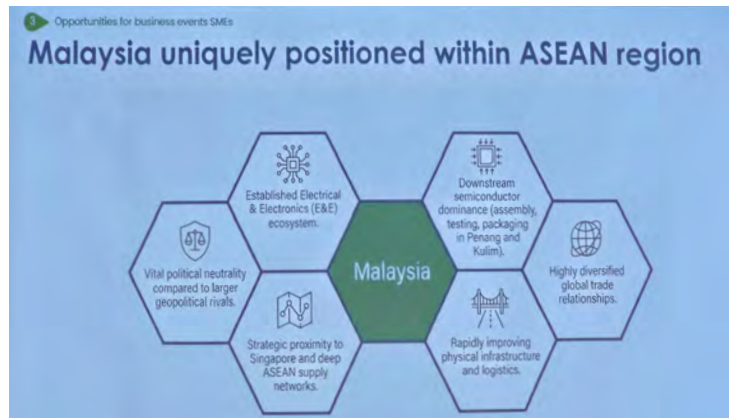
Rising Costs Will Continue to Challenge Businesses

One of the most immediate concerns arising from global instability is the impact on energy and transportation costs.

Fuel prices influence almost every aspect of business operations, from logistics and freight to aviation, venue operations and supply chains. As costs rise, businesses across sectors face increasing pressure on margins and profitability.

For exhibition organisers, conference planners and venue operators, higher transportation and operational costs can eventually translate into increased event delivery expenses. At the same time, exhibitors and delegates may become more selective in their participation as organisations tighten budgets.

This environment places greater emphasis on delivering measurable value and return on investment for event participants.



Malaysia Remains Well Positioned

Despite global uncertainty, Professor Yeah remains optimistic about Malaysia's overall economic prospects.

- Several factors continue to support the country's position, including:
- ★ A relatively strong Ringgit compared to previous years.
 - ★ Healthy trade and current account surpluses.
 - ★ Continued investor confidence.
 - ★ Growth in strategic sectors such as semiconductors, technology, data centres and advanced manufacturing.
 - ★ Malaysia's role as a key player within ASEAN's expanding economic ecosystem.

As multinational corporations diversify their operations and supply chains, ASEAN is increasingly attracting global attention. Malaysia's strategic location, business-friendly environment and connectivity place it in a favourable position to benefit from these shifts.

For the business events industry, this translates into opportunities to attract regional and international meetings, exhibitions, trade missions and investment-focused events.

Why Business Events Matter More Than Ever

During periods of uncertainty, business events become even more important as platforms for knowledge exchange, business matching and industry collaboration.

Professor Yeah highlighted the importance of networking, learning and industry engagement in helping businesses adapt to rapidly changing conditions. Exhibitions facilitate trade opportunities. Conferences accelerate the sharing of ideas and innovation. Industry gatherings strengthen business relationships and create pathways for investment and collaboration.

As Malaysia continues its economic transformation, these platforms play a critical role in connecting industries, markets and decision-makers.

Key Priorities for Business Event Companies

While external challenges remain, Professor Yeah believes businesses still have significant opportunities to strengthen their competitiveness.

For business event organisers, several priorities stand out:

★ Protect Cash Flow

Growth remains important, but cash flow management should take precedence during uncertain periods. Companies should pay close attention to receivables, payment terms and financial discipline to ensure long-term sustainability.

★ Enhance Operational Efficiency

Digitalisation and automation offer practical ways to improve productivity, reduce operating costs and streamline event management processes.

★ Leverage AI Strategically

Artificial intelligence is increasingly becoming a business tool rather than a future concept. From customer engagement and data analysis to operational planning and marketing automation, AI can help event organisers deliver greater value with fewer resources.

★ Expand Beyond Domestic Markets

Malaysia's moderate-sized domestic market means growth opportunities increasingly lie beyond national borders.

ASEAN continues to offer significant potential for business event organisers looking to expand their footprint, build regional partnerships and attract international participants.

★ Move Up the Value Chain

Competing solely on price is becoming increasingly difficult. Event organisers should focus on delivering higher-value services, stronger business outcomes and enhanced participant experiences.

The future belongs to companies that can demonstrate tangible value rather than simply provide event logistics.

Looking Ahead

Global uncertainty is unlikely to disappear anytime soon. However, Malaysia remains well-positioned to benefit from regional growth, supply chain diversification and the continued expansion of high-value industries.

For the business events sector, the path forward is clear: build resilience, embrace innovation, strengthen regional connectivity and continue creating platforms that enable industries to learn, collaborate and grow. In an increasingly uncertain world, the role of business events has never been more important.



The Operative Word is Synergy

Business events are more than just gatherings; they are catalysts that bring industries together, facilitate the exchange of ideas and create opportunities for innovation, investment and collaboration.

Through exhibitions, conferences and trade platforms, businesses gain access to new knowledge, emerging technologies and strategic partnerships that drive growth.

As Malaysia continues its journey towards a more innovative and productive economy, the business events industry plays a vital role in enabling economic transformation and strengthening our competitiveness.

Professor Yeah Kim Leng

Professor and Director, Economics Studies
- Jeffrey Cheah Institute on Southeast Asia



Key Takeaways for the Business Events Industry

- ★ Build resilience, not just growth.
- ★ Prioritise cash flow over turnover.
- ★ Use AI and digitalisation to improve productivity.
- ★ Expand beyond Malaysia and tap into ASEAN opportunities.
- ★ Move up the value chain by delivering higher-value event experiences.
- ★ Strengthen industry collaboration through exhibitions, conferences and trade platforms.
- ★ Position business events as catalysts for economic growth and innovation.

Moments @

36th MACEOS AGM



Celebrating the Global Exhibitions Day (GED) on 3 June 2026 by MACEOS MALAYSIA!

Business Events: Catalyst for Nation Building



Global Exhibitions Day #GED2026



MACEOS Activities

Strengthening Strategic Collaboration with MATRADE



Driving Industry Growth, Empowering SMEs, Advancing Malaysia Globally

On 12th May 2026, MACEOS, led by President Datuk Dr M Gandhi, had a productive and insightful meeting with Tuan Abu Bakar Yusof, CEO of Malaysia External Trade Development Corporation (MATRADE), to further strengthen collaboration in advancing Malaysia's business events and trade ecosystem.

The engagement provided an important platform for constructive discussions on several key matters impacting the industry, including the enhancement of the Market Development Grant (MDG), tax incentive initiatives, strengthening industry data and insights, as well as creating greater opportunities for Malaysian SMEs to expand their international market presence through business events.

MACEOS sincerely appreciates MATRADE's continued support, valuable guidance and collaborative partnership in strengthening Malaysia's business events industry and driving Malaysia's competitiveness on the global stage. We look forward to deeper strategic cooperation and more meaningful industry growth in the years ahead.

MACAU FAIR & TRADE ASSOCIATION (MFTA)



Exploring Low-Carbon Practices for a More Sustainable Business Events Industry

On 21st May 2026, MACEOS engaged with the Macau Fair & Trade Association (MFTA) in a productive knowledge-sharing session focused on sustainability and carbon management within the exhibitions and business events industry. The discussion provided valuable insights into MFTA's carbon calculator framework and explored practical approaches to support organisers and exhibitors in adopting low-carbon practices. The exchange also highlighted opportunities to reduce event-related carbon emissions through greater awareness, measurement and sustainable event planning.

As sustainability continues to shape the future of business events, such engagements play an important role in fostering collaboration, sharing best practices and advancing the industry's journey towards more environmentally responsible events. MACEOS' participation reflects its continued commitment to strengthening international partnerships, expanding industry networks, and positioning Malaysia within the global business events landscape. The event also reinforced the importance of cross-border collaboration in driving innovation and future opportunities for the MICE industry.

MOU WITH BUSAN INDUSTRY CONVENTION ASSOCIATION (BCIA)



Advancing Knowledge Exchange, Professional Development and International Partnerships

On 22nd May 2026, MACEOS formalised a strategic partnership with the Busan Industry Convention Association (BCIA) through the signing of a Memorandum of Understanding (MOU), marking a significant step towards strengthening international collaboration within the business events industry. The partnership will facilitate knowledge exchange and cooperation in areas such as education, professional development and industry capability building, while also laying the groundwork for future trade missions and industry engagement initiatives between Malaysia and South Korea.

CMP Readiness Accelerator Certificate Programme 2026

Developing Certified Professionals for Industry Growth and Excellence



On 16th to 17th May 2026, MACEOS successfully conducted another CMP Readiness Accelerator Certificate Programme, reaffirming its commitment to developing future Certified Meeting Professionals (CMPs) within Malaysia's business events industry.

Facilitated by Chor Ban Ch'ng, CMP, CEM, SEPC, DES, the programme went beyond exam preparation, equipping participants with strategic insights, practical event management competencies and a deeper understanding of global industry standards aligned with the CMP framework. Participants were also guided through the CMP certification journey, including the application and eligibility process via the Events Industry Council (EIC) portal.

More than a certification preparation programme, the initiative reflects MACEOS' ongoing efforts to advance professional development, encourage knowledge sharing and strengthen industry capabilities. Through programmes such as these, MACEOS continues to build a stronger pipeline of globally certified business events professionals.



Congratulations

“

An absolute must for anyone serious about earning their CMP. Properly teaches how to approach the exam, providing the perfect guide for final preparation.

Ahmad Naufal Maha

International Conference & Exhibition Professionals (iCEP)

”

“

The CMP Readiness Accelerator Programme helps to ease the nerves most of us would have. The programme structure, though simple, assists industry players to be proactive in determining the right methods is applied.

Chor Ban was exceptionally great in mediating the programme especially in helping the participants to better understand current industry practices and the expectation of the certification.

Truly a wonderful programme. Kudos!

Sabil Fahmee bin Mohd Sofee

International Conference & Exhibition Professionals (iCEP)

”

BE Associate Programme by PCEB

MACEOS Supports Future Talent Development



MACEOS is proud to support the **BE Associate Programme**, a pioneering initiative by the Penang Convention & Exhibition Bureau (PCEB) designed to cultivate the next generation of business events professionals in Malaysia.

Officially launched on 21st April 2026 in Penang, the programme serves as a bridge between academia and industry by providing students with hands-on industry exposure, mentorship opportunities and clearer pathways into careers within the business events sector.

The programme's first engagement took place on 14th May 2026 with a site visit to the Penang Waterfront Convention Centre (PWCC), involving 43 students and a lecturer from Universiti Utara Malaysia (UUM). The visit provided valuable practical insights into venue operations, event management, sustainability practices, and event execution processes, allowing students to experience firsthand the realities of the business events industry beyond the classroom.

Through initiatives such as the BE Associate Programme, MACEOS continues to champion industry growth by supporting education, professional development, and talent cultivation, ensuring a stronger and more resilient future for Malaysia's business events ecosystem.



Month : June 2026

- Venue : Penang
- Tentative Date : 16th June
- Topic : Introduction to Business Events Industry In Malaysia
- Speaker PIC : **Adrian Praveen**



Special Feature: MIDE – Malaysia’s Homegrown Diving Expo

On 27th May 2026, Lite FM featured a live interview with Ness Puvanes, a veteran of Malaysia’s diving industry and founder of the Malaysia International Dive Expo (MIDE), where she shared insights on the growth of Malaysia’s scuba diving industry, marine conservation, dive tourism and the future of the diving industry in the region.

Exploring the Growth, Sustainability & Future of Malaysia’s Diving Industry

Malaysia’s diving industry continues to evolve beyond recreational tourism, growing into a lifestyle, education and conservation-driven ecosystem that is attracting increasing regional and international interest. Once considered a niche activity, scuba diving today plays an important role in marine tourism, professional training, ocean conservation and sustainable travel experiences.

Over the past two decades, the industry has witnessed significant growth in certified divers, dive travel, technical diving, underwater photography, freediving and marine-related career pathways. This transformation has also strengthened Malaysia’s position as an emerging hub for diving tourism and underwater exploration in the region.

As Malaysia International Dive Expo (MIDE) 2026 celebrates its 20th anniversary, founder and organiser Ness Puvanes highlighted how the industry has evolved far beyond leisure diving.:

“Scuba diving today is much more than just an activity. It encompasses tourism, education, safety awareness, career development and marine conservation. The industry has grown tremendously over the years and continues to evolve with greater responsibility towards protecting our oceans.”

Speaking on the importance of sustainability, she emphasised that responsible diving practices remain central to the industry’s long-term future.

“We always encourage divers to respect marine life, avoid damaging coral reefs and understand that every diver plays an important role in conservation. Protecting the ocean must become part of our everyday mindset.”

Since its establishment in 2006, MIDE has grown into one of the region’s leading dive expos, connecting dive operators, tourism organisations, training agencies, marine conservation groups, underwater photographers, equipment brands and ocean enthusiasts under one platform.

The expo has also played an important role in making diving more accessible to the public through initiatives such as the **Mobile Diving Pool Experience**, allowing first-time visitors to safely experience breathing underwater in a controlled environment under the guidance of certified instructors.

Reflecting on the 20-year milestone, Ness described the journey as one built on resilience, passion and community support.

“This milestone reflects two decades of passion, purpose and protection. Our goal moving forward is not just to make MIDE bigger, but more impactful, for businesses, divers and the ocean itself.”

Celebrating its 20th anniversary under the theme “Forged by the Ocean: 20 Years of Passion, Purpose & Protection,” Malaysia International Dive Expo 2026 will take place from 5th to 7th June 2026 at MITEC, Kuala Lumpur, bringing together both trade and leisure visitors to explore the future of diving, marine tourism and ocean conservation.

Ness Puvanes

Founder & Organiser of Malaysia International Dive Expo (MIDE) 2026
CEO of AsiaEvents Exsic Sdn Bhd
Former President of the Malaysia Scuba Diving Association



Celebrating 20 years of Diving Excellence with MIDE

MIDE Through the Years: A 20-Year Journey

KEY MILESTONE

- 2006**: MIDE was established
- 2016**: Exhibitors & Visitors grew over 600% for the past 10 years
- 2018**: Received Industry Recognition Award for EXHIBITION EXCELLENCE
- 2021**: Received Industry Recognition Award for ABOVE AND BEYOND RECOGNITION AWARD
- 2023**: Received Consumer Exhibition Excellence Award
- 2025**: Received Merit Award for Business Catalyst Excellence (ESG) Practice Excellence; Over 16,000 Visitors Attended and Recorded Sales RM30.9Mil Achieved

Over **30%** visitor growth per year on average.

MIDE is Malaysia's most prominent and influential dive expo

Exhibitors surged **110%** since last 10 years, local and international alike

GOAL

MIDE sales up over **200%** for the past 10 years, reaching RM30.9mil in 2025

MIDE organized annually for 20 years since 2006.

In **2025**, 35 sessions with **55 speakers** featuring industry experts

“Celebrating 20 years of Diving Excellence with MIDE”

MIDE for All

EXPERIENCE MIDE TO THE FULLEST!

- Adult
- Kids
- Senior Citizen
- OKU
- Trade

Exhibition Zones

- Dive Equipment & Gear
- Dive Destinations & Resorts
- Underwater Photography & Videography
- Marine Conservation & Education
- Technical Diving & Freediving
- Occupational Diving
- Watersports & Boating/Sailing

Engage & Experience Zones

- Purchasers' Lucky Draw
- Merchandise & Souvenirs
- Dive Divas Fan Club

Special Activities

- B2B Session (Buyer Meet Seller)
- Dialogue with Legendary Divers
- RHB Ocean Harmoni School Program
- Pool Try-Dive Session

Panel Discussions

- Diving Safety & Training
- Conservation & Sustainability
- Photography Masterclasses
- Emerging Dive Technologies
- Technical Diving
- Business Dialogue

Why Visit MIDE 2026?

For two decades, the Malaysia International Dive Expo (MIDE) has brought together divers, tourism players, ocean advocates and industry professionals through a shared passion for the underwater world.

From breathtaking dive destinations and cutting-edge diving gear to conservation talks and immersive first-time diving experiences, MIDE 2026 offers an exciting journey into the world of diving, marine tourism and ocean discovery.

- 🚀 Dive Travel & Marine Tourism
- 🚀 Underwater Photography
- 🚀 Mobile Diving Pool Experience
- 🚀 Ocean Conservation & Sustainability
- 🚀 Networking & Business Opportunities

More than an exhibition, MIDE is a dynamic platform where adventure, education, conservation and industry connections converge, inspiring both trade and leisure visitors alike.

Join Malaysia's biggest celebration of diving and ocean exploration at MIDE 2026.

For more information: mide.com.my



| | | | |
|---|--|--|--|
| 5-6 MAR'26 | UFI ASIA-PACIFIC CONFERENCE Bangkok, Thailand https://www.ufiasia.org | NORTHERN CHAPTER CONNECTXCHANGE | 5 MAR'26 |
| CONNECT MARKETPLACE HONG KONG VIP Buyer Programme - contact MACEOS | 18-19 MAR'26 | 2 APR'26 | MACEOS OPEN HOUSE Raya Riang Ria, WTC Kuala Lumpur |
| 22-23 APR'26 | TOTAL EVENT MGMT (TEM) 2.0 Klang Valley | INFOCOMM CHINA 2026 Hosted Buyer Programme - contact MACEOS | 15-17 APR'26 |
| THAILAND MICE X-CHANGE (TMX) QSNCC Bangkok, Thailand https://tmxexpo.com | 29-30 APR'26 | 16-17 MAY'26 | CMP BOOTCAMP 9:00am-5:00pm, Klang Valley Register |
| MAY'26 | CONGRESS CERTIFICATION PROGRAMME (CCP) 2.0 Klang Valley | 36TH ANNUAL GENERAL MEETING 3:00pm-5:00pm, MITEC Kuala Lumpur | 25 MAY'26 |
| EXECUTIVE FIRESIDE CHAT WITH PROFESSOR YEAH KIM LENG 5:30pm-6:30pm, MITEC Kuala Lumpur | 25 MAY'26 | 3 JUN'26 | GLOBAL EXHIBITIONS DAY (GED) <i>UFI - The Global Association of the Exhibition Industry.</i> |
| JUN'26 | CONGRESS CERTIFICATION PROGRAMME (CCP) 2.0 Klang Valley | CPR & EVENT SAFETY 3-day Training Programme WTC Kuala Lumpur - Registration | JUN'26 |
| EXHIBITION MGMT PROGRAMME (EMP) 2.0 Klang Valley | JUL'26 | AUG'26 | BUSINESS EVENTS NATIONAL CHALLENGE 2026 Klang Valley |

Disclaimer: The information presented in this event calendar is accurate as of the published date. MACEOS reserves the right to amend the event schedule where necessary without prior notice.

Malaysian Association of Convention & Exhibition Organisers & Suppliers

Business Events – Catalyst for Nation Building | Acara Perniagaan – Pemangkin Pembangunan Negara

+6012-6406106 (WhatsApp) secretariat@maceos.org.my www.maceos.org.my



MALAYSIA BUSINESS EVENTS AWARDS



KIND 2025
MALAYSIA
Connecting Corporates With Civil Society



Events Calendar

June 2026



ENERtec ASIA 2026

EMPOWERING ENERGY
TRANSITION & TECHNOLOGY

03-05 JUNE 2026

KUALA LUMPUR CONVENTION CENTRE

Organised by **informa**markets Co-host **IFEMA** In collaboration with **ENERGY TRANSITION**

www.enertecasia.com

3 Jun

ENERtec Asia 2026

Date: 3rd - 5th June 2026

Venue: Kuala Lumpur Convention Centre

ENERtec Asia 2026, Southeast Asia's leading platform for ESG, energy transition, and innovation. Bringing together policymakers, investors, utilities, and industry leaders in Kuala Lumpur, the event will spotlight AI-driven energy solutions and Malaysia's ambitious clean energy goals under NETR and NIMP2030.

www.enertecasia.com



ENERGY & AI
THE SYNERGY FOR ENERGY TRANSITION

3-5 JUNE 2026
Kuala Lumpur Convention Centre

THE ENERGY TRANSITION CONFERENCE

Powered by

3 Jun

ETCon26

Date: 3rd - 5th June 2026

Venue: Kuala Lumpur Convention Centre

Themed "Energy & AI: The Synergy for Energy Transition", Energy Transition Conference 2026 (ETCon26) stands as a leading platform advancing ASEAN's clean energy future. The conference explores how AI and energy can work together to create smarter, more secure, and sustainable ecosystems that support a resilient low-carbon future.

the-etconference.com



"Celebrating 20years of Diving Excellence with MIDE"

5-7 JUNE 2026
MITEC KL

FORGED BY THE OCEAN
TWO DECADES OF PASSION, PURPOSE AND PROTECTION

Visit Malaysia 2026 Truly Asia

5 Jun

MIDE 2026

Date: 5th - 7th June 2026

Venue: MITEC

Malaysia International Dive Expo (MIDE) 2026 returns to celebrate 20 years of diving excellence under the theme "Forged by the Ocean – Two Decades of Passion, Purpose & Protection." As Malaysia's leading diving and marine tourism platform, MIDE continues to connect industry professionals, ocean advocates, and global dive communities through innovation, collaboration and sustainability.

mide.com.my

8 Jun

The CONVERSATION 2.0: The Founding Chapter

Date: 8th June 2026

Venue: Crowne Plaza Kuala Lumpur City Centre by IHG

MACEOS Members, You're Invited!
Exclusive MACEOS Member Rate: RM399 per person

Bringing together emcees, industry players and stakeholders, The CONVERSATION 2.0: The Founding Chapter will explore real industry topics including client expectations, pricing, positioning and career growth, featuring speakers with a combined 300+ years of experience.

The programme includes masterclasses, interactive workshops, industry panel discussions and networking opportunities designed to inspire learning, encourage knowledge exchange and foster meaningful industry connections.

More than just a conference, the event provides a platform for experienced practitioners and emerging talent to share perspectives, build professional networks and elevate standards within the business events ecosystem. For event organisers, it is also an opportunity to connect with skilled emcees and discover new talent from across the industry.

Register @ <https://forms.gle/DFGsszt2LmcTxQZT6> and be part of the conversation.



GRAVITAS GLOBAL MACEOS MALAYSIA TalentCorp Bridepay.com

The CONVERSATION

A CONFERENCE ORGANISED BY EMCEES, FOR EMCEES

POWERED BY EMCEES OF MALAYSIA

TERRENCE DASS

JIGGEE JON

FIXZ CHULAN

FEATURING SEASONED MASTERS OF CEREMONIES

8 June 2026
9:00 AM - 8:00 PM

Crowne Plaza Kuala Lumpur
Kuala Lumpur City Centre

ALL ACCESS PASS: RM 599 PER PERSON
EARLY BIRD PROMO: RM 499 PER PERSON
MACEOS MEMBER FEE: RM 399 PER PERSON

CONTACT
+60 10-464 0159 (SEBASTIAN)
+60 10-784 7117 (JASON)



**9
Jun**

APGH 2026

Date: 9th - 11th June 2026

Venue: Borneo Convention Centre Kuching

The Asia Pacific Green Hydrogen (APGH) Conference & Exhibition 2026 is a premier platform uniting policymakers, industry leaders, investors and innovators to accelerate hydrogen adoption and clean energy development across the region. Featuring Malaysia's first World Economic Forum Industrial Transformation Initiative programme, APGH fosters collaboration, investment and knowledge exchange to drive industrial transformation and shape a sustainable energy future.

hydrogenapac.com



**9
Jun**

Global Health Security Conference

Date: 9th - 12th June 2026

Venue: Kuala Lumpur Convention Centre

Global Health Security (GHS) Conference 2026 will bring together global leaders, researchers, policymakers and practitioners to exchange knowledge, strengthen partnerships, and shape the future of health security. As the world faces emerging infectious diseases, climate-related health emergencies and declining trust in public health institutions, the conference aims to drive collective action towards a safer, healthier and more resilient future for all.

ghsn.org



**13
Jun**

KLIMS 2026

Date: 12th - 21st June 2026

Venue: MITEC

The Kuala Lumpur International Mobility Show (KLIMS) 2026 returns as Malaysia's premier automotive and mobility exhibition, showcasing the latest advancements in electrification, sustainable transportation and smart mobility. Under the theme "Beyond Mobility", the event will bring together leading local and international brands to explore the future of transportation and mobility innovation.

klims.com.my



**13
Jun**

IBE 2026

Date: 13th - 16th June 2026

Venue: Kuala Lumpur Convention Centre

A premier B2B beauty trade exhibition, International Beauty Expo (IBE) 2026 brings together over 430 international exhibitors from 28 countries and 16,000 industry professionals. Spanning 7,465 square metres, the event showcases the latest innovations in beauty, skincare, aesthetics, packaging and equipment, while creating valuable opportunities for networking, business matchmaking and global industry collaboration.

ibe.my



**20
Jun**

ISBTKL 2026

Date: 20th - 24th June 2026

Venue: Kuala Lumpur Convention Centre

The 39th International ISBT Congress brings together global experts, researchers, and healthcare professionals in transfusion medicine and cell therapies. The congress will serve as a key platform for scientific exchange, collaboration, innovation, and advancing global healthcare practices.

www.isbtweb.org

Explore the Latest Trends in Apparel & Textile Manufacturing

FASHION HOME TEXTILE MACHINERY LEATHER

25 26 27
JUNE 2026

HALL 3 MITEC,
Kuala Lumpur, Malaysia

25
Jun

ATEX 2026

Date: 25th - 27th June 2026

Venue: MITEC

The Apparel & Textile Exhibition (ATEX) 2026 serves as a premier platform for the global fashion, textile and leather industries, bringing together manufacturers, designers, suppliers, retailers and buyers under one roof. The exhibition highlights emerging trends, innovative technologies and market opportunities while fostering strategic partnerships, knowledge exchange and business growth.

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

BUSINESS CONFERENCE & BORNEO EXHIBITION

25TH JUNE – 26TH JUNE 2026

Sabah International Convention Centre (SICC)

Enquiry: +6014 640 4339 (Ms June)

25
Jun

Borneo Exhibition

Date: 25th - 26th June 2026

Venue: Sabah International Convention Centre

The Business Conference & Borneo Exhibition brings together industry leaders, professionals and organisations to connect, collaborate and create new opportunities through meaningful dialogue, strategic partnerships and business networking.

www.borneoexpo.my

Supported by Organised by

13TH SOGCE
SABAH OIL, GAS & ENERGY
CONFERENCE & EXHIBITION 2026

**SABAH OIL, GAS & ENERGY
CONFERENCE & EXHIBITION**

SABAH INTERNATIONAL CONVENTION CENTRE (SICC),
KOTA KINABALU, SABAH, MALAYSIA

25 & 26 JUNE 2026

www.sabahoilandgas.com.my

25
Jun

SOGCE 2026

Date: 25th - 26th June 2026

Venue: Sabah International Convention Centre

As Sabah's premier oil, gas and energy platform since 2012, SOGCE 2026 brings together policymakers, industry leaders, investors and technology providers to explore energy innovation, sustainability, investment opportunities and industry growth under the theme "Fueling the Future: Driving Energy Innovation for Sustainable Growth."

www.sabahoilandgas.com.my

NATIONAL CAREER FAIR
KARIBUAL KERTAYA PREMIUM NASIONAL

27 & 28 JUNE 2026
10:00AM – 6:00PM

MITEC, Kuala Lumpur

27
Jun

National Career Fair 2026

Date: 27th - 28th June 2026

Venue: MITEC

The National Career Fair connects job seekers with leading employers, offering more than 10,000 career opportunities across a wide range of industries.

www.nationalcareerfair.io

MALAYSIA INT'L JEWELLERY FAIR
馬來西亞國際珠寶展

27 ▶ 30 June 2026

Kuala Lumpur Convention Centre, Hall 5

27
Jun

MIJF 2026

Date: 27th - 30th June 2026

Venue: Kuala Lumpur Convention Centre

Recognised as one of Southeast Asia's most significant jewellery exhibitions, the Malaysia International Jewellery Fair (MIJF) brings together elite traders, renowned jewellers, connoisseurs, and quality buyers in the heart of Kuala Lumpur. The event showcases exquisite collections ranging from dazzling diamonds to rare and precious gemstones.

www.mijf.com.my

#mgf2026

16TH MALAYSIA GIFTS FAIR 2026

30 JUNE - 2 JULY | TUE - THU
10AM - 6PM

KUALA LUMPUR CONVENTION CENTRE

Redefining Sustainable Gifting For a Better Tomorrow

30
Jun

Malaysia Gifts Fair (MGF) 2026

Date: 30th June - 2nd July 2026

Venue: Kuala Lumpur Convention Centre

Malaysia Gifts Fair (MGF) 2026 returns as ASEAN's leading gifting and premium trade exhibition. Guided by the theme "Redefining Sustainable Gifting for a Better Tomorrow," the event highlights innovation, sustainability, and ESG-driven solutions while creating valuable opportunities for business growth, networking, and strategic partnerships.

www.malaysiagiftsfair.com.my

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**.

ORDINARY MEMBERS



FJ International Management & Services Sdn Bhd

2nd Floor, Lot 1917, Block E&F, Jalan Edward Jeli,
98007 Miri, Sarawak, Malaysia.

Tel: +6085-651 690

Email: fj.intermagsrv@gmail.com

Website: fjinternational.my

Category: Event Management Company (EMC)



DSA Exhibition and Conference Sdn Bhd

V06-03A-05, Signature 2, Sunway Velocity,
Lingkaran SV, Cheras, 55100 Kuala Lumpur, Malaysia.

Tel: +603-2702 7700

Email: enquiry@dsaexhibition.com

Website: www.dsaexhibition.com

Category: Professional Exhibition Organiser (PEO)



Triangle Video

7, Jalan BU 6/13, Petaling Jaya,
47800 Selangor, Malaysia.

Tel: +6012-368 0504

Email: eddie@triangle.video

Website: www.triangle.video

Category: Photo & Video Production



Gxpo Logistics (M) Sdn Bhd

No. SS43, SQ2-23-01, Sunway Square Corporate Tower 2,
Jalan Lagoon Selatan, Subang Jaya,
47500 Selangor, Malaysia.

Tel: +6017-277 6868

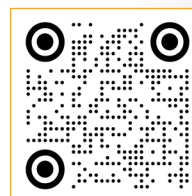
Email: chaand@gxpo.com.my

Website: www.gxpologistics.com

Category: Freight Forwarder Logistics

Individual Member

* Kenneth Fong Loong Wei



Scan the QR Code
to Apply!



To join MACEOS, please visit the membership application page at: membership.maceos.org.my/membership/application



Be Seen - Be connected

Malaysia Business Events Directory 2026

The Malaysia Business Events Directory is the industry's trusted reference, showcasing MACEOS members and connecting decision makers to Malaysia's leading business events players. It reflects the strength of our BE ecosystem and our collective leadership in positioning business events as a catalyst for nation building.

Access it as your go-to reference for the Malaysia BE community!

SCAN QR CODE

to download the digital copy of
Malaysia Business Events Directory 2026!



MACEOS MALAYSIA

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Website : www.maceos.org.my

Stay Connected :



MACEOS Communications Subcommittee

President : Eric Ho

Vice President - Advocacy : Datuk Dr Hajah Rosmawati Haji Lasuki, J.P

Secretariat :

Deputy General Manager : G'ny Chin

Senior Manager : Mardziah Mohammad (Zie)

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