

# BE NEWSLETTER

AUGUST 2026 | Vol.08



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**BIGSABAH SALE @ SIC**

**GRAND SALE**

**30/10/2026 - 1/11/2026**

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# MACEOS & Its Members @ MBEW 2026



## Connect, Engage and Collaborate

MACEOS and its members supported MyCEB's flagship Malaysia Business Events Week (MBEW) 2026, held from 3 to 5 August 2026 at the Kuala Lumpur Convention Centre (KLCC).

Held under the theme **"Weaving Horizons: Shaping the Tapestry of Tomorrow,"** MBEW 2026 brought together business events professionals, industry leaders and stakeholders for three days of knowledge exchange, collaboration and strategic dialogue. Discussions explored innovation, sustainability, technology, leadership and regional collaboration.

As part of the industry's support for MBEW 2026, selected MACEOS member companies participated in **BE Xchange**, strengthening partnerships and showcasing Malaysia's collective strength as a leading business events destination.

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Business events continue to be a key catalyst for Malaysia's economic growth, tourism and investment, while strengthening the nation's international profile and competitiveness as a preferred business events destination. Since 2009, MyCEB has secured more than **3,575 business events**, attracting over **4.5 million delegates** and generating an estimated **RM26.7 billion** in economic impact. In the first half of 2026 alone, 194 business events welcomed more than 341,000 delegates, contributing RM1.81 billion to the economy. With 416 business events already secured through 2030 and a projected RM3.98 billion in economic impact, Malaysia continues to advance a resilient, innovative and sustainable business events ecosystem that creates value across industries and communities.

**YB Dato Sri Tiong King Sing**  
Minister of Tourism, Arts & Culture Malaysia













# MACEOS x National Press Club Malaysia



## Connections That Matter

On 6 August 2026, MACEOS strengthened ties with the media fraternity through an exclusive networking evening co-hosted with the National Press Club (NPC) Malaysia at its historic clubhouse on Jalan Tangsi.

The gathering brought together MACEOS members, venue operators, suppliers and senior media representatives for an evening of relationship-building, dialogue and new connections. Also in attendance was NPC Legal Advisor, Datuk Seri Jahaberdeen Mohamed Yunoos.

The evening reflected a shared commitment by MACEOS and NPC Malaysia to strengthen industry advocacy, enhance storytelling around Malaysia's business events sector and create more opportunities for collaboration between the business events community and the media.

**MACEOS President Eric Ho** described the evening as more than a networking session, saying it was an opportunity to build lasting relationships and strengthen ties between the business events community and the media.

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Tonight's gathering is meaningful to MACEOS because building stronger relationships is essential to our shared success. Our aspiration is to make Malaysia the region's leading business events destination, and achieving this requires strong collaboration between industry, government, associations and the media. The media plays a vital role in telling Malaysia's business events story and highlighting its impact and value.



Welcoming guests on behalf of NPC President Datuk Ahirudin Attan, **NPC Deputy President Haresh Deol** thanked MACEOS for choosing the historic clubhouse as the venue, encouraging guests to embrace the evening as an opportunity to connect beyond their usual circles.

“

Seeing DOREMi on the guest list brought back fond memories and reminded me how long some of these industry relationships have lasted. Tonight is not just about reconnecting with people we already know, but also about creating new connections and exploring opportunities to work together. So please relax, enjoy the evening, mingle beyond your usual circles and see where the conversations take you.



National Press Club (NPC) Malaysia is one of the country's longest-established press organisations, founded in 1948 to bring together members of Malaysia's media fraternity. Today, NPC continues to serve as a platform for journalists, media practitioners and industry stakeholders to foster professional connections, dialogue and collaboration. [www.nationalpressclub.org.my](http://www.nationalpressclub.org.my)



# Malaysia Business Events National Challenge 2026



## Bold Ideas • Future Leaders

The **Malaysia Business Events National Challenge 2026** brought together the next generation of industry talent on **8 August 2026** at **KLGCC Convention Centre**, where **nine university teams** pitched original business events concepts spanning exhibitions, conferences and meetings.

The competition was evaluated by a distinguished panel of business events practitioners, led by **Yusno Yunos**, MACEOS Vice President – Innovation and CEO & Founder of Evenesis (Y Us Sdn Bhd), alongside **Dr Rahul Bharadwaj**, MACEOS Honorary Treasurer and Group CEO of Anderes Fourdy; **Sheaufen Lee**, Regional Manager Asia Pacific at International Congress and Convention Association (ICCA); and **Chang Pui Ei**, Director of the Industry Development Division at Malaysia Convention & Exhibition Bureau (MyCEB).

Adding an industry-focused dimension to the competition, the **Future Leaders Forum** gave students an honest look at what it takes to build a career in business events. **Jason Lim** of C.I.S Network Sdn Bhd (PEO), **Gynn Loo** of Aavii Worldwide Sdn Bhd (EMC) and **Firdaus** of DSA Exhibition & Conference Sdn Bhd (PEO) shared insights from across the industry.

The speakers explored the distinct realities of exhibition organising and event management, from managing floor space, sponsors, exhibitors and audiences to translating a client's vision into highly customised experiences.

Beyond conventional career advice, the session offered students a candid look at the realities of working in the industry, including day-to-day challenges, client and exhibitor expectations, and the skills that matter most in the workplace.

More than a competition, the Malaysia Business Events National Challenge 2026 gave students an opportunity to turn ideas into practice, engage directly with industry professionals and gain a clearer understanding of the opportunities available in business events.

By bringing students, educators and industry practitioners together, the challenge continues to strengthen the talent pipeline that will shape Malaysia's business events industry of tomorrow.





# CONGRATULATIONS WINNERS



**Asia Pacific University of Technology & Innovation (APU)**  
Backbone Fest Asia 2027 by Team Backbone



**Sunway University**  
Lifeline Innovation Expo (LIFE) 2028 by Team Gold Ignite, Team A



**Taylor's University, School of Hospitality, Tourism & Events**  
The Global Odyssey by Team T3-LAB Events



**Taylor's University, School of Hospitality, Tourism & Events**  
Malaysia Future Smart City Convention 2028 by Team Just Do It



**Thiriidev Kumar Murlidaran**  
Team Backbone (APU)



**Reshika A/P Ravichandran**  
Team Powerpuff Girls (APU)

Both champion teams have earned the honour of representing Malaysia at the AFECA Asia MICE Youth Challenge 2026 in Xiamen, China, where they will compete alongside the region's emerging business events talent on an international stage.



## MACEOS @ Singapore MICE Forum (SMF)2026



### MACEOS Goes Beyond

MACEOS President Mr Eric Ho, together with Vice President of Development Ms Lin Ee Huang, represented MACEOS at the Singapore MICE Forum (SMF) 2026, hosted by SACEOS. The forum opened with a Welcome Reception at the IMBA Theatre, Gardens by the Bay, bringing together business events leaders from across the region.

The evening provided an opportunity to reconnect with industry peers, including SACEOS President Richard Ireland and The Events Artery (TEA) President Loy Joon How, reinforcing the strong regional partnerships that continue to drive the industry forward.

Centred on the theme "Going Beyond," SMF 2026 encouraged meaningful conversations on innovation, collaboration and the future of the MICE industry. MACEOS looks forward to building on these exchanges as it continues to deepen regional partnerships and advance Malaysia's business events industry.

### Strengthening Industry Partnerships

MACEOS met with Datuk Sr. Mohd Salem Kailany, Group Chief Executive Officer of KLCC Property Holdings Berhad (KLCCP), and members of the senior management team to discuss opportunities for the continued growth of Malaysia's business events industry.

Led by MACEOS President Mr Eric Ho and Immediate Past President Datuk Dr M Gandhi, the delegation shared updates on MACEOS, the evolving regional convention and exhibition landscape, and opportunities to further elevate Malaysia's position as a leading international business events destination.

The productive exchange explored industry trends, future opportunities and areas for closer collaboration, reinforcing a shared commitment to strengthening Malaysia's global competitiveness as a business events destination.

## MACEOS X KLCC Property Holdings







## Strengthening Partnerships with MOTAC

MACEOS held a strategic engagement with YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture (MOTAC), together with Mr Chua Choon Hwa, Deputy Secretary-General of MOTAC, En Mohd Amirul Rizal, Director General of Tourism Malaysia, and Ms Tan Mei Phing, Chief Executive Officer of MyCEB.

Led by MACEOS President Mr Eric Ho, the delegation included Vice President of Advocacy and Sabah Chapter Chair Datuk Hajah Dr Rosmawati Haji Lasuki, Vice President of Development Ms Lin Ee Huang, Vice President of Education Ms Winnee Lim, and Honorary Secretary Ms Shaylee.

The discussion focused on MACEOS' key initiatives, industry priorities and opportunities for closer government-industry collaboration. The engagement reaffirmed a shared commitment to strengthening Malaysia's position as a leading global destination for business events and tourism through strategic partnerships and aligned industry efforts.

## Engaging in the Budget 2027 Conversation

On 18 August 2026, MACEOS Honorary Secretary Shaylee Toh represented MACEOS at the Budget 2027 Engagement Session, which concluded with a keynote address by YAB Prime Minister Datuk Seri Anwar Ibrahim, who also serves as the Minister of Finance.

In his closing remarks, the Prime Minister emphasised the importance of good governance, political stability, stronger public services, and greater protection for vulnerable communities as key foundations for Malaysia's long-term economic and social progress. He also acknowledged the complexities of balancing fiscal sustainability with fairness in the ongoing discussion around GST and SST.

For MACEOS, participation in engagements such as this is an important part of ensuring that the business events industry remains represented in national conversations on economic growth, policy development and Malaysia's future competitiveness.

## MACEOS @ Budget 2027 Engagement Session



# MACEOS X (KLTA)



## Strengthening KL's Business Events Appeal

MACEOS met with the Kuala Lumpur Tourism Association (KLTA) to explore opportunities for closer collaboration in strengthening Kuala Lumpur's position as a preferred business events destination.

The discussion focused on enhancing pre and post business events experiences that encourage delegates to discover more of the city beyond the meeting venue, while also exploring ways to strengthen Kuala Lumpur's destination story in international convention and congress bids.

By bringing together MACEOS' business events industry network and KLTA's destination expertise, both associations reaffirmed a shared commitment to creating greater value for delegates, organisers and the city, positioning Kuala Lumpur as not just a place to meet, but a destination worth experiencing.



## MACEOS x PCEB



### Strengthens Collaboration with PCEB

MACEOS welcomed the Penang Convention & Exhibition Bureau (PCEB) for a courtesy visit at PICO's office in Kuala Lumpur, reaffirming a shared commitment to strengthening Malaysia's business events industry through closer collaboration.

The discussion highlighted two key areas of partnership. MACEOS will support BE Associate, PCEB's youth initiative designed to connect students with internships, part-time opportunities, and career pathways while giving them valuable exposure to industry professionals.

The conversation also explored Penang's growing focus on expanding its exhibition sector, building on its established reputation as a conference destination. PCEB's flexible subvention support, including the ability for organisers to access funding alongside other grants, further strengthens Penang's appeal to exhibition organisers.

The visit reinforced a shared commitment to developing future industry talent, creating greater opportunities for MACEOS members, and advancing collaboration that benefits Malaysia's business events ecosystem.

### Strengthening Industry Collaboration

MACEOS met with the Malaysia Retail Chain Association (MRCA) for a productive discussion on strengthening collaboration and exploring initiatives that deliver long-term value for both associations and their members.

The engagement identified opportunities across education and talent development, including potential scholarship programmes, university collaborations and industry-focused learning initiatives, while also exploring knowledge-sharing opportunities for exhibitors around branding, communications, business events and industry best practices.

The meeting reinforced a shared commitment between MACEOS and MRCA to foster stronger industry connections, empower members and drive practical collaborations that contribute to a more connected and resilient business ecosystem.

## MACEOS X MRCA



## MACEOS x TEA



### Good Conversations. Bigger Plans Ahead

MACEOS Honorary Secretary Ms Shaylee Toh recently met with the Thai Exhibition Association (TEA), represented by Mr Monchana Sattayathamrongtian, Vice President of TEA, for a productive discussion on strengthening collaboration between Malaysia and Thailand's business events industries.

The conversation explored opportunities to collaborate on B2C exhibitions, develop a joint overseas trade mission, continue mutual support for TMX EXPO, and deepen partnerships between both trade associations.

The meeting reaffirmed a shared commitment to creating more cross-border opportunities, strengthening regional networks, and advancing collaboration that benefits the business events industry across ASEAN.





## Building a More Resilient Business Events Workforce

MACEOS and PERKESO came together at the World Trade Centre Kuala Lumpur (WTCKL) for a Knowledge Sharing Session on Skim Lindung Kendiri (Act 789), reinforcing the importance of social security protection for Malaysia's business events workforce.

Through practical insights and guidance from PERKESO, participants gained a clearer understanding of the scheme's benefits and how social security protection can support freelancers, self-employed individuals and independent contractors working across the business events sector.

The session was supported by MACEOS President Eric Ho, Honorary Commander Dato' Sri Dr. Irmohizam Ibrahim, MACEOS Advisory Board Member, Mr. Jaggarao Simancha, En. Ezriq Sajad, and En. Fauzy Wahab from the MACEOS EXCO Committee of Advocacy, whose presence reflected the association's ongoing commitment to advocating for industry wellbeing.

MACEOS extends its appreciation to PERKESO for its continued collaboration in equipping the business events community with the knowledge and support needed to build a safer, more secure and future-ready industry.

## MACEOS SABAH CHAPTER X Bureau of Data, Fengxian District, Shanghai



## Strengthening Ties Across the South China Sea

On 26 August 2026, the **MACEOS Sabah Chapter** delegation, led by Datuk Dr Hajah Rosmawati Haji Lasuki, J.P., visited the Bureau of Data, Fengxian District, Shanghai, for a meaningful exchange on business events collaboration, trade promotion, and cross-border investment opportunities.

The discussion marked a promising step towards deeper Malaysia-China cooperation, with Fengxian District expressing strong interest in bringing more than 20 exhibitors to BIGSABAH Sale at the Sabah International Convention Centre (SICC).

Beyond Sabah, both sides also explored opportunities to collaborate through MACEOS's nationwide network and its flagship conferences in Kuala Lumpur, opening the door to broader business events partnerships across Malaysia.

Every new connection strengthens Sabah's position as a gateway to Southeast Asia's next wave of trade, investment, and business events.

### BIGSABAH Sale 2026

**Date:** 30th October - 1st November 2026

**Venue:** Sabah International Convention Centre, Kota Kinabalu, Sabah





### Strengthening Sarawak's Business Events Talent Pipeline

Sarawak has taken another step in strengthening its business events workforce with the successful completion of the **Business Events Accelerator Programme (BEAP) 2026** two-city rollout, culminating in the graduation of **26 participants in Sibu**. Together with **29 graduates from Miri** in July, the programme has now equipped 55 industry professionals with practical skills to support Sarawak's growing business events economy.

Delivered by Business Events Sarawak (BESarawak) in collaboration with the Miri Business Events Committee, Sibu Business Events Committee, and the **MACEOS Sarawak Chapter**, BEAP brought industry-focused training directly to key business events destinations across the state. The programme covered the full business events lifecycle, including event concept development, financial planning, operations, post-event evaluation, and the practical application of artificial intelligence to enhance productivity, creativity, and decision-making.

The successful completion of BEAP's first two-city rollout reinforces a shared commitment to developing skilled industry professionals, strengthening local capabilities, and building a more connected and future-ready business events ecosystem across Sarawak and Malaysia.

### Empowering the Next Generation of Tourism & Hospitality Talent

Business Events Sarawak (BESarawak) is proud to support the **PATA Youth Symposium X 4th Education in Hospitality & Tourism Forum 2026**, themed "Empowering Youth for a Creative, Sustainable, and Inclusive Tourism & Hospitality Future."

The business event brings together industry and education stakeholders to explore the future of talent development and how the next generation can turn their knowledge, creativity and potential into practical, industry-ready capabilities.

With a focus on creativity, sustainability and inclusivity, the forum underscores the importance of connecting education with industry to prepare young talent for meaningful careers in tourism, hospitality and business events.





# WHY CMP

CERTIFIED  
MEETING  
PROFESSIONAL®

## MATTERS FOR YOU AND YOUR COMPANY

The CMP is the **globally recognised certification** for business events professionals. It demonstrates expertise in planning, managing, and delivering meetings, conferences, conventions, exhibitions, and incentive travel according to international industry standards.



### BENEFITS FOR YOU



#### 1. GLOBAL PROFESSIONAL RECOGNITION

The CMP validates your knowledge and skills against internationally recognised standards, increasing your professional credibility and reputation.



#### 2. CAREER ADVANCEMENT

Opens doors to new career opportunities, leadership positions, and higher earning potential. It also differentiates you from other professionals in the industry.



#### 3. ENHANCED KNOWLEDGE AND SKILLS

Strengthens your understanding of:

- Strategic meeting management
- Financial and budget management
- Risk management
- Event design and participant experience
- Contract negotiation
- Sustainability
- Technology and innovation
- Leadership and project management



#### 4. GREATER CONFIDENCE

Better equipped to make informed decisions, solve complex problems, and manage events with confidence.



#### 5. GLOBAL PROFESSIONAL NETWORK

Connect with business events professionals worldwide, exchange best practices, and expand your professional network.



### BENEFITS FOR YOUR COMPANY



#### 1. HIGHER QUALITY EVENTS

CMP professionals apply international best practices, resulting in more efficient planning, smoother execution, and better event outcomes.



#### 2. BETTER RETURN ON INVESTMENT (ROI)

Strategic event planning helps organisations achieve business objectives, optimise budgets, and improve event performance.



#### 3. REDUCED RISK

CMP professionals are trained to identify and manage operational, financial, legal, safety, and reputational risks before they become major issues.



#### 4. IMPROVED STAKEHOLDER SATISFACTION

Well-planned events lead to better experiences for attendees, clients, sponsors, exhibitors, speakers, and business partners.



#### 5. STRONGER CORPORATE REPUTATION

Employing CMP-certified professionals demonstrates a commitment to quality, professionalism, and continuous improvement, enhancing the organisation's reputation.



#### 6. COMPETITIVE ADVANTAGE

Clients and stakeholders are more likely to trust organisations that employ internationally certified professionals, giving the company a stronger position in a competitive market.



#### 7. BETTER TEAM PERFORMANCE

CMP-certified employees often share industry knowledge and best practices with colleagues, helping to improve the capability of the entire team.



#### FOR INDIVIDUALS

The CMP is an investment in professional growth, global recognition, and long-term career success.



WHEN YOUR PEOPLE  
ACHIEVE GLOBAL STANDARDS,  
YOUR EVENTS ACHIEVE  
GLOBAL IMPACT.

#### FOR ORGANISATIONS

Supporting employees to earn the CMP builds a stronger workforce, improves event quality, reduces risk, increases client confidence, and creates measurable business value.



KNOWLEDGE



PROFESSIONALISM



LEADERSHIP



EXCELLENCE



IMPACT

Be Recognised. Be Certified. Be a CMP.



# CONGRATULATIONS



## Malaysia Shines at the M&C Asia Stella Awards 2026

**Malaysia** celebrated a standout night at the M&C Asia Stella Awards 2026, taking home four prestigious honours that reinforce the country's growing influence in Asia's business events industry.

Held at the Hyatt Regency Kuala Lumpur, the awards recognised excellence across destinations, organisers and hospitality, with **Malaysia crowned Best Meetings Destination (Asia) 2026**. The recognition reflects the country's strong international connectivity, quality infrastructure, renowned hospitality and proven ability to deliver world-class business events.

Adding to the celebration, **Sarawak** was named **Best Sustainability Initiative (Destination)** for the second time, reinforcing its leadership in legacy-driven business events. This year's recognition carries added significance as it was determined through public nominations and voting, reflecting the growing recognition of Sarawak's sustainability and legacy initiatives beyond the industry itself.

Malaysia's success was further strengthened by **Medical Conference Partners**, which received the title of **Best Professional Conference Organiser (Asia)** for its excellence in delivering high-quality medical conferences across the region. **Grand Hyatt Kuala Lumpur** also earned recognition as **Best Meetings Hotel (Malaysia)**, highlighting the country's world-class hospitality and meetings infrastructure.

Together, these achievements reflect the collective efforts of MyCEB, Business Events Sarawak, industry partners and hospitality leaders in strengthening Malaysia's competitiveness, innovation and long-term impact as one of Asia's leading business events destinations.

### Malaysia's M&C Asia Stella Awards 2026 Winners:

- ★ **Best Meetings Destination (Asia) - Malaysia**
- ★ **Best Sustainability Initiative (Destination) - Sarawak**
- ★ **Best Professional Conference Organiser (Asia) - Medical Conference Partners**
- ★ **Best Meetings Hotel (Malaysia) - Grand Hyatt Kuala Lumpur**

From destination excellence and sustainability leadership to outstanding event delivery and hospitality, Malaysia's success at the M&C Asia Stella Awards 2026 reflects the strength of a united business events ecosystem and reinforces the country's position as a leading destination for meetings and conventions in Asia.





|                                                                                                       |                                                                                                  |                                                                                                  |                                                                                                  |
|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <b>14-16<br/>JUL'26</b>                                                                               | <b>BUSINESS EVENTS ACCELERATOR<br/>PROGRAMME (BEAP)</b><br>Miri, Sarawak                         | <b>SINGAPORE MICE FORUM</b><br>Resorts World Convention Centre<br><a href="#">View Programme</a> | <b>29-31<br/>JUL'26</b>                                                                          |
| <b>MALAYSIA BUSINESS EVENTS WEEK<br/>(MBEW)</b><br>Kuala Lumpur Convention Centre <a href="#">URL</a> | <b>3-5<br/>AUG'26</b>                                                                            | <b>6<br/>AUG'26</b>                                                                              | <b>BEYOND THE HEADLINES<br/>MACEOS X NATIONAL PRESS CLUB</b><br>Kuala Lumpur <a href="#">URL</a> |
| <b>8<br/>AUG'26</b>                                                                                   | <b>MALAYSIAN BUSINESS EVENTS<br/>NATIONAL CHALLENGE</b><br>KLGCC Convention Centre, Kuala Lumpur | <b>BUSINESS EVENTS ACCELERATOR<br/>PROGRAMME (BEAP)</b><br>Sibu, Sarawak                         | <b>11-13<br/>AUG'26</b>                                                                          |
| <b>CMP READINESS BOOTCAMP</b><br>Kuching, Sarawak<br><a href="#">Register</a>                         | <b>22-23<br/>AUG'26</b>                                                                          | <b>19<br/>SEP'26</b>                                                                             | <b>ROYAL PROTOCOL WORKSHOP</b><br>Klang Valley                                                   |
| <b>23-25<br/>SEP'26</b>                                                                               | <b>BID IMMERSION WORKSHOP</b><br>Klang Valley                                                    | <b>MACEOS INTERNSHIP OPEN DAY</b>                                                                | <b>OCT'26</b>                                                                                    |
| <b>CONGRESS CERTIFICATION<br/>PROGRAMME (CCP) 2.0</b><br>Klang Valley                                 | <b>22-23<br/>OCT'26</b>                                                                          | <b>30-1<br/>OCT'26</b>                                                                           | <b>BIG SABAH SALE</b><br>Sabah International Convention Centre <a href="#">URL</a>               |
| <b>3-4<br/>NOV'26</b>                                                                                 | <b>EXHIBITION MANAGEMENT<br/>PROGRAMME (EMP) 2.0</b><br>Klang Valley                             | <b>BID IMMERSION WORKSHOP</b><br>Kuching, Sarawak                                                | <b>17-19<br/>NOV'26</b>                                                                          |
| <b>AFECA CONVENTION 2026</b><br>Xiamen, China                                                         | <b>19-21<br/>NOV'26</b>                                                                          | <b>NOV'26</b>                                                                                    | <b>MACEOS BOWLING TOURNAMENT</b><br>Klang Valley                                                 |
| <b>DEC'26</b>                                                                                         | <b>RIGGING WORKSHOP</b><br>East Malaysia                                                         | <b>CONGRESS CERTIFICATION<br/>PROGRAMME (CCP) 2.0</b><br>Penang                                  | <b>7-8<br/>DEC'26</b>                                                                            |
| <b>BE@PENANG</b><br>Setia SPICE Convention Centre, Penang<br><a href="#">URL</a>                      | <b>10-11<br/>DEC'26</b>                                                                          | <b>15<br/>DEC'26</b>                                                                             | <b>MACEOS CHRISTMAS BASH</b><br>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.

Klang Valley

**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](mailto:secretariat@maceos.org.my)  [www.maceos.org.my](http://www.maceos.org.my)



MALAYSIA BUSINESS EVENTS AWARDS



KIND 2025  
MALAYSIA  
Connecting Corporates With Civil Society





# Events Calendar

## September & October 2026



**4  
Sept**

### HOMElOVE Home Expo

**Date:** 4-6 September 2026

**Venue:** Setia SPICE Convention Centre

HOMElOVE, a leading Malaysian expo organiser, brings the latest home living solutions to cities nationwide. Known for its strong reputation, the exhibition showcases curated household innovations while reflecting a deep understanding of local homeowners' needs and evolving lifestyle trends.

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



**4  
Sept**

### HOMES - Home Living Exhibition

**Date:** 4-6 September 2026

**Venue:** Sunway Pyramid Convention Centre

HOMES - Home Living Exhibition offers a one-stop platform for homeowners to source solutions for homes, offices, and homestays. Featuring interior design, renovation, furnishings, and outdoor concepts, the event brings together ideas and services to support complete living and design needs.

[www.homelivingexhibition.com](http://www.homelivingexhibition.com)



**8  
Sept**

### IRGCE 2026

**Date:** 8-10 September 2026

**Venue:** Kuala Lumpur Convention Centre

The 12th International Rubber Glove Conference & Exhibition (IRGCE) 2026 is set to unite over 10,000 trade visitors from more than 70 countries, bringing together industry leaders across healthcare, manufacturing, laboratories, and other sectors. Organised by MARGMA and co-hosted by MRC, the event will spotlight innovation and collaboration under the theme "Synergising Innovation: Redefining the Future of the Rubber Glove Ecosystem."

[irgce.com.my](http://irgce.com.my)



**10  
Sept**

### ISW 2026

**Date:** 10-11 September 2026

**Venue:** MITEC

International Sustainability Week (ISW) 2026 brings together policymakers, regulators, developers, investors and solution providers to explore practical solutions for a more sustainable built environment. The flagship platform focuses on turning commitments into measurable outcomes and accelerating meaningful action across the industry.

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



**10  
Sept**

### Agri Malaysia 2026

**Date:** 10-12 September 2026

**Venue:** MITEC

The 9th Agri Malaysia 2026 brings together agriculture manufacturers, international brands, growers, plantation owners, importers, exporters, traders and distributors from across ASEAN and beyond. Featuring 450+ exhibitors, 700 booths and 1,000 brands from 18+ countries, the three-day platform will foster knowledge exchange, business matching and networking.

[agrimalaysia.com.my](http://agrimalaysia.com.my)





**14  
Sept**

## COSH 2026

**Date:** 14-15 September 2026

**Venue:** MITEC

The 26th Conference and Exhibition on Occupational Safety and Health (COSH 2026) will spotlight the latest issues, challenges and advancements in workplace safety and health. Organised annually by NIOSH, the long-running platform continues to drive industry dialogue, knowledge exchange and practical solutions that strengthen occupational safety standards across diverse sectors.

[cosh.niosh.com.my](http://cosh.niosh.com.my)



**18  
Sept**

## Tastefully Expo

**Date:** 18-20 September 2026

**Venue:** Sunway Pyramid Convention Centre

Tastefully Expo brings brands, industry players and consumers together through a dynamic platform spanning Food, Halal, Health & Beauty, and Pastry Lifestyle. Combining physical exhibitions, digital reach and strategic networks, the expo creates opportunities for businesses to strengthen visibility, build connections, and expand market access.

[www.tastefullyexpo.com](http://www.tastefullyexpo.com)



**18  
Sept**

## MGF 2026

**Date:** 18-20 September 2026

**Venue:** Kuala Lumpur Convention Centre

The Malaysia Gold Festival (MGF) 2026 is a national industry-led initiative celebrating and advancing Malaysia's gold and precious metals ecosystem. Bringing together industry leaders, investors, financial institutions, government agencies, and the public, the festival will feature exhibitions, industry forums, networking opportunities, and educational programmes to foster collaboration and sustainable industry growth.

[mga.my/mgf2026](http://mga.my/mgf2026)



**22  
Sept**

## ENGINEER & MARVEX 2026

**Date:** 22-25 September 2026

**Venue:** Kuala Lumpur Convention Centre

The fifth edition of ENGINEER & MARVEX 2026 will showcase the latest advancements shaping the future of engineering and HVAC&R. Spanning 9,700 sqm across five halls, the event will feature 1,000+ M&E and HVAC&R solutions, immersive live showcases, and 100+ hours of expert-led sessions, with professionals able to earn up to 32 BEM CPD hours.

[engineermalaysia.com.my](http://engineermalaysia.com.my)



**23  
Sept**

## MIHAS 2026

**Date:** 23-26 September 2026

**Venue:** MITEC

The 22nd edition of MIHAS 2026, the world's premier halal trade platform, is set to redefine the global halal economy by bringing together industry leaders, buyers and innovators. The event will spotlight trust, governance and innovation as key drivers of international halal trade, strengthening collaboration and expanding global market opportunities.

[mihas.com.my](http://mihas.com.my)





MALAYSIA'S LARGEST & LONGEST-RUNNING BEAUTY TRADE SHOWS

**cosmobeauté** | **beautyexpo**  
Malaysia 2026

**29<sup>th</sup> - 01<sup>st</sup> OCT 2026**  
KUALA LUMPUR CONVENTION CENTRE (KLCC)

[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)  
[www.beautyexpo.com.my](http://www.beautyexpo.com.my)

Organized by: **informa** | **CONORCE** | **ufi** | **Malaysia**

**29  
Sept**

## Cosmobeauté Malaysia & beautyexpo

**Date:** 29 September - 1 October 2026

**Venue:** Kuala Lumpur Convention Centre

Cosmobeauté Malaysia & beautyexpo 2026 will bring together the global beauty community for Malaysia's largest and longest-running beauty trade show. Featuring 1,000+ brands from 400+ exhibitors across 15+ countries and regions, the event offers opportunities to discover the latest innovations, gain industry insights, and build valuable business connections.

[www.cosmobeautemalaysia.com](http://www.cosmobeautemalaysia.com)



**MyARTTE**  
ROADS & TRAFFIC  
TECH EXPO (MyARTTE)  
KUALA LUMPUR  
2026

Asia's most Innovative  
Conference & Exhibition  
on Roads, Traffic  
& Transport  
Technology

**30 SEPT - 2 OCT 2026**  
MITEC

KONVENSYEN PENYENGGARAAN  
JALAN MALAYSIA (JRMNC) 2026  
MALAYSIAN ROAD MAINTENANCE  
CONVENTION (JRMNC) 2026

Organized by: **Malaysia** | **Malaysia** | **Malaysia**

**30  
Sept**

## MyARTTE 2026

**Date:** 30 September - 2 October 2026

**Venue:** MITEC

My ASEAN Roads & Traffic Tech Expo (MyARTTE) 2026 will explore how digital innovation is reshaping the transportation and highway ecosystem, from AI-powered traffic management and smart highway systems to advanced road safety technologies, EV charging infrastructure and intelligent mobility solutions. The event will examine how smarter technologies can enhance safety, improve mobility and support a more sustainable future for connected transportation.

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



**INTAC'26**  
INTERNATIONAL TOURISM, ARTS & CULTURE  
exhibition & conference

**2-4 OCT 2026**  
Kuala Lumpur Convention Center  
MALAYSIA

Supported by: **Malaysia** | **Malaysia** | **Malaysia**

**3  
Oct**

## INTAC'26

**Date:** 2-4 October 2026

**Venue:** Kuala Lumpur Convention Centre

The International Tourism, Arts & Culture Exhibition & Conference (INTAC'26) will bring together stakeholders across tourism, arts, culture, heritage, handicraft and creative industries. The platform will showcase destinations, products and initiatives while creating opportunities for networking, collaboration, knowledge sharing and industry engagement, strengthening connections across these sectors.

[www.intac.my](http://www.intac.my)



**CYBER  
DSA 2026**  
5-7 OCT 2026 | MITEC, KUALA LUMPUR

WHERE LEADERS LIKE YOU  
**LEAD THE  
CYBER CONVERSATION**

**Cyber DSA**  
[www.cyberdsa.com](http://www.cyberdsa.com)

**5  
Oct**

## CyberDSA 2026

**Date:** 5-7 October 2026

**Venue:** MITEC

CyberDSA 2026 will examine the evolving landscape of cyber defence, digital security and trusted digital transformation across the region. Under the theme "Advancing Secure AI, Strengthening Digital Trust, and Safeguarding Data Sovereignty," the event will explore secure AI adoption, resilient digital infrastructure and data sovereignty through exhibitions, conferences, expert sessions and strategic networking.

[www.cyberdsa.com](http://www.cyberdsa.com)



**IGEM**  
INTERNATIONAL GREENTECH & ECO PRODUCTS  
EXHIBITION & CONFERENCE MALAYSIA

**7-9 October 2026**  
Kuala Lumpur Convention Centre, Malaysia

**RACE TOWARDS NET ZERO:  
ACTION BEYOND BOUNDARIES**

**7  
Oct**

## IGEM 2026

**Date:** 7-9 October 2026

**Venue:** Kuala Lumpur Convention Centre

IGEM 2026, themed "Race Towards Net Zero: Action Beyond Boundaries," will focus on accelerating climate action through innovation, collaboration and sustainable solutions. Against a backdrop of geopolitical uncertainty, energy security and sustainability will take centre stage as IGEN provides a platform for cross-border partnerships and practical pathways towards a resilient, low-carbon future.

[www.igem.my](http://www.igem.my)



**BIGSABAH**  
SALE @ SICCC

**GRAND SALE**  
**30/10/2026 - 1/11/2026**  
Sabah International Convention Centre

FASHION & LIFESTYLE | GOURMET • HOME LIVING & DECOR | BIGSABAH TAMU





Meet the Mind  
Behind the

# AI BUSINESS SCALE-UP BOOTCAMP

 30 October 2026

 SICC, Kota Kinabalu

SPEAKER

**DR. BONA  
NAHYUN LEE**

## SPEAKER HIGHLIGHTS

- AI business strategist and bestselling author
- Specialist in AI adoption for SMEs and business events
- Helps organizations build practical AI workflows
- Advisor and speaker on AI-powered productivity and growth
- Founder & CEO of BornTiger Corporation

**“Don't just use AI  
to save time.  
Use AI to grow  
your business.”**

## WORKSHOP FOCUS



AI for Revenue  
Growth



AI for Productivity  
& Operations



AI for Marketing &  
Business Scaling



## PRICING

Early bird : RM1388\*

\* *Deadline by: 1<sup>st</sup> October 2026*

Normal : RM1588

**Bring Your Laptop.  
Leave With Business Assets.**



For more info: Mrs Margaret Francis SICC +6013 870 4908



# THE **Elite** PRESENCE WORKSHOP

Organised by:



For more info:  
Ms. Margaret +6013-870 4908

## Royal & VVIP Protocol WORKSHOP

**Date:** 30th Oct 2026  
**Time:** 9:00am - 12:00pm  
**Venue:** Mesilau Room, Level 5  
Sabah International Convention Centre (SICC)

**Trainer**

YM TUNKU PROF DATO' PROF DR  
PMGR SR DR FAUZI IBIN YTM TUNKU  
SERI INDERA SETIA TUNKU DATO'  
ABDUL MALEK AL-HAJ

**Trainer**

YM CHE' PUAN  
DATIN MIMI  
WAHEDAH

## DINING Etiquette WORKSHOP

**Trainer**

MR BEN UZAIR  
BEN UZAIR EVENTS

**Date:** 30th Oct 2026  
**Time:** 12:00pm - 2:00pm  
**Venue:** Dinawan Room, Level 5  
Sabah International Convention Centre (SICC)

## PERSONAL Grooming WORKSHOP

**Trainers**

MS ADELINA ADNA  
& MS FARA BOSNITA

GLEAM STUDIO

**Venue:** 30th Oct 2026  
**Time:** 2:00pm - 5:00pm  
**Date:** Rafflesia Room, Level 5  
Sabah International Convention Centre (SICC)

**ALL IN PACKAGE**

EARLY BIRD  
PRICE

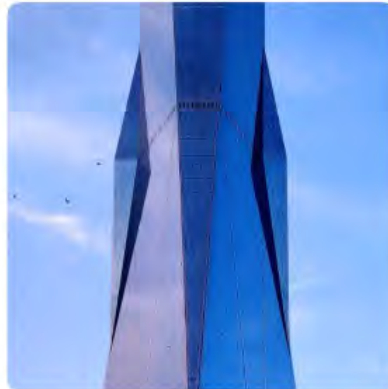
**RM1,088**/PAX  
(DEADLINE 1ST OCT 2026)

NORMAL PRICE **RM1,188**/PAX



An intensive hands-on workshop by Amri Ginang

# PORTRAIT PHOTOGRAPHY WORKSHOP



**30 OCTOBER 2026 | 9AM-5PM | MANUKAN ROOM, LEVEL 2**

**EARLY BIRD: RM 1,188.00 PER PAX**

NORMAL PRICE: RM 1,288.00 PER PAX

**Deadline by: 1st October 2026**

Explore the philosophy and technique behind portraits commissioned by creative agencies, vvips and global brands — proving that powerful imagery comes from vision and light, not equipment. Through hands-on sessions in portraiture, minimalist lighting, and the art of directing a subject, you'll learn to craft images with depth, discipline, and quiet prestige.

**For more info: Mrs.Margaret Francis SICC +6013-870 4908**



# WELCOME



## MACEOS MEMBERS

A warm welcome to our newest members!

We are delighted to have you join our growing community and look forward to working together to strengthen professionalism and standards across Malaysia's business events industry. Your support and participation are greatly valued, and we look forward to the achievements we can accomplish together. MACEOS currently offers three membership categories: **Ordinary Members**, **Associate Members**, and **Individual Members**.

## ORDINARY MEMBERS



### JL Production

A-10-01, Emerald 9, Taman Cuepacs,  
43200 Cheras, Selangor, Malaysia.

**Tel:** +6012 - 421 8851

**Email:** virtue.arts.enterprise@gmail.com

**Website:** emceejoshualim.com

**Category:** Master of Ceremony



### ACS Aircond & Tent Rental Sdn Bhd

Lot 2286, No. 1-4, Jalan Makmur 3/10,  
Taman Serdang Heights,  
43300 Seri Kembangan, Selangor, Malaysia.

**Tel:** +603 - 9548 0525

**Email:** admin@acstent.com

**Website:** www.acstent.com

**Category:** Rental of Tent, Aircond, Generator, Furniture

# 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 :** 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](mailto:secretariat@maceos.org.my) or*

*- Adelston Media at [benewsletter@adelstonmedia.com](mailto:benewsletter@adelstonmedia.com)*