

BE NEWSLETTER

SEPTEMBER 2026 | Vol.09



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MACEOS NEWS

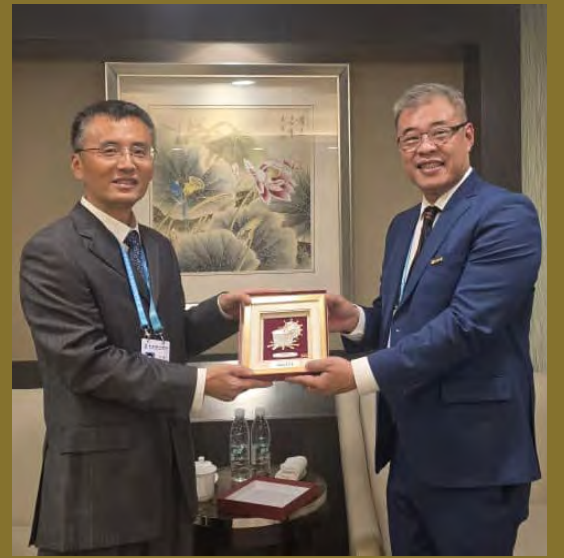
- MACEOS Calls for Budget 2027 Support
- MACEOS & Its Board of Advisors
- MACEOS Advocacy & Industry Engagements

MALAYSIA IN NEWS

- Celebrating 20 Years of BESarawak
- MITEC Recognised Best Convention & Exhibition Centre, Malaysia at the 35th Annual TTG Travel Awards 2026.

EVENTS CALENDAR

- MACEOS Activities : Oct'26 - May'27
 - Congress Executive Programme (CEP)
 - Exhibition Management Programme (EMP)
- October & November 2026 Events
- BIGSABAH Sale 2026



+6011 1647 6044
f @siccSabah
www.bigsabahsale.my





Strengthening Malaysia's Business Events Industry

When a Malaysian SME meets an overseas buyer at a trade fair and secures a new order, the impact goes beyond one transaction. It can open new markets, grow production and create jobs.

That is the wider value of business events. Conferences, exhibitions and incentive programmes bring buyers, investors and professionals to Malaysia, while supporting businesses across hotels, tourism, transport and event services. They also bring new knowledge and expertise into the country.

As Malaysia builds on the momentum of its ASEAN Chairmanship in 2025, stronger public private collaboration can help the industry create more opportunities for trade, investment and talent, while strengthening Malaysia's position as a regional business hub.

Key Budget 2027 Proposals:

To drive sustained economic value, MACEOS's Budget 2027 submission outlines five strategic pillars:

1. Attracting International Events

Enhance bidding support mechanisms for local organizers competing to bring major international conventions and exhibitions to Malaysia

2. Fiscal & Tax Optimization

Streamline existing tax incentives to make them accessible for mid-sized organizers, while reviewing the Service Tax (SST) treatment on short-term venue and exhibition booth rentals.

3. Driving Sustainability

Establish matching grants that encourage companies to co-invest alongside the Government in green event technologies, eco-friendly practices and sustainable venue operations.

4. Talent & Capacity Building

Support micro, small, and medium enterprises (MSMEs) in upskilling their workforce with globally recognized professional certifications.

5. Strategic Infrastructure Development

Invest in purpose-built convention and exhibition centers to host mega-scale events while providing homegrown trade exhibitions room to expand.

Additionally, MACEOS proposes that the Ministry of International Trade and Industry (MITI) and MATRADE review the Market Development Grant (MDG) to better support Malaysian businesses exhibiting at international trade shows held within Malaysia.

Building the Evidence

MACEOS is also strengthening the evidence behind the industry's economic contribution. Independent researchers from **Universiti Malaya (UM)** and **Universiti Tunku Abdul Rahman (UTAR)** have been commissioned to develop a White Paper examining the sector's economic impact and growth potential.

The findings will be shared with Government stakeholders to support evidence based policymaking and provide a clearer picture of the industry's contribution to trade, investment and employment.

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Business Events (BE)

bring investors, buyers and domain expertise
into our country every week of the year.

With the right support framework and policy environment,
BE industry can contribute significantly more to exports,
foreign direct investment, job creation, talent development and
Malaysia's standing as a regional business hub.

MACEOS President (2026 - 2028)

Eric Ho



MACEOS and Board of Advisors Chart the Way Forward



Strengthening the Future of Malaysia's Business Events Ecosystem

On 17 September, MACEOS Executive Committee members met with the Association's Board of Advisors, Tan Sri Datuk Dr Rebecca, Dato' Sri Dr. HJ. Irmohizam and Jane Vong Holmes, for a strategic alignment session focused on the future of Malaysia's business events industry. The discussion provided an opportunity to share action plans, exchange insights and strengthen alignment on key priorities for the sector. It also highlighted the importance of collaboration across the business events ecosystem as Malaysia continues to strengthen its position on the global stage.

Key areas discussed included:

- ★ **Strategic Alignment** - Bringing industry priorities together to support Malaysia's ambition as a leading global business events destination.
- ★ **Actionable Initiatives** - Identifying practical initiatives that can support organisers, venues, suppliers and industry professionals.
- ★ **Industry Empowerment** - Drawing on the experience and insights of senior industry leaders to build a more resilient, connected and future ready business events community.

The session reinforced the value of bringing experience, fresh perspectives and collective action to the table. With continued collaboration between MACEOS leadership, its Board of Advisors and industry stakeholders, the Association remains focused on driving growth, innovation and long term impact for Malaysia's business events sector. MACEOS extends its appreciation to the Board of Advisors for their continued guidance and to the Executive Committee for its commitment to moving the industry forward.

ADVISORY BOARD





SENATOR TAN SRI DATO' LOW KIAN CHUAN
*Chairman, Malaysia-China Business Council (MCBC) * TBC*



DATO' SRI DR. HJ. IRMOHIZAM BIN HJ. IBRAHIM
Director, World Trade Centers Association (WTCA)



TAN SRI DATUK DR REBECCA FATIMA STA MARIA
Former Secretary General of MITI



DATO' INDERA ABU BAKAR YUSOF
CEO, Malaysia External Trade Development Corporation (MATRADE)



JANE VONG HOLMES
Senior Manager-Asia, GainingEdge



Strengthening Ties Across the Industry

MACEOS and the Malaysian Association of Tour and Travel Agents (MATTA) came together to explore opportunities for closer collaboration across the tourism, travel and Business Events sectors.

The discussion highlighted several areas of potential collaboration, including helping Destination Management Companies (DMCs) build capabilities towards Professional Conference Organiser (PCO) work, creating more opportunities for cross association networking, and strengthening education and professional development through training and knowledge sharing.

While still at an early stage, the conversation reflects a shared interest in building stronger industry connections, creating new opportunities for members and contributing to a more connected and capable Business Events ecosystem in Malaysia.

Strengthening Malaysia–Moscow BE Connections

MACEOS met with the Moscow City Government, represented by Natalia Voskanyants, Head of Corporate Meetings & Incentive Travel Department, to explore opportunities for stronger Business Events connections between Malaysia and Moscow.

The discussion focused on sharing information and opportunities, strengthening connections between industry networks, and creating new possibilities for members from both markets.

An invitation was also extended to Malaysian delegates to participate in the **Meet Global MICE Congress 2026** under the hosted buyer programme, offering an opportunity to experience Moscow's MICE offering and connect with its Business Events community.

The conversation marks another step towards building international partnerships and opening new opportunities for Malaysia's Business Events industry.

MACEOS x Moscow City Government



MACEOS x InfoCommAsia



Building Stronger Industry Connections

On 8 September 2026, MACEOS President, Vice President Development and Honorary Secretary met with InfoCommAsia to discuss opportunities for InfoCommAsia Malaysia 2027 and how both organisations can work together to strengthen the show.

The discussion covered several areas, including government support, industry partnerships, broader industry engagement, and education and training linked to the show.

A key focus was bringing the exhibition closer to the industries that rely on AV and technology every day, including museums and galleries, medical centres, shopping malls and data centres.

By connecting the show with a wider range of end user industries, the collaboration aims to create more meaningful industry engagement while strengthening Malaysia's position as a regional destination for AV technology.

CALLING MEMBERS!

Join us at upcoming regional trade platforms across Asia

Three regional trade platforms are coming up, and MACEOS is proud to support them, with our Association also taking part on-site. For members looking to expand regional networks, explore new markets, connect with potential partners, or strengthen their presence in Asia's business events industry, these opportunities are well worth considering.



XIAMEN



第二届中国厦门会展供应链博览会
The 2nd China Xiamen MICE Supply Chain Fair

China Xiamen MICE Supply
Chain Fair (XMSF)

19–21 November 2026

Xiamen International Expo
Convention Center
Xiamen, China

Organised by
Xiamen Convention and
Exhibition Association



HONG KONG



Connect
Marketplace
Hong Kong

Connect Marketplace
Hong Kong (CMHK)

10–11 March 2027

AsiaWorld-Expo
Hong Kong SAR

Organised by
Informa Markets



BANGKOK



Thailand MICE X-Change
(TMX)

29–30 April 2027

IMPACT Exhibition &
Convention Center
Bangkok, Thailand

Organised by
Thai Exhibition Association



MACEOS Member Benefit:

20% discount

on booth & conference participation fees



MACEOS Member Benefit:

Exclusive Rates

on booth participation fees



MACEOS Member Benefit:

15% discount

on booth participation fees

MACEOS
MALAYSIA

Interested to participate? Let's chat!

Malaysian Association of Convention and Exhibition Organisers
and Suppliers | MACEOS Secretariat

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



Aligning for Malaysia's Business Events Future

MACEOS met with MyCEB to explore opportunities for closer collaboration and possible programmes for the year ahead, with a focus on how both organisations can continue to support the growth and development of Malaysia's Business Events industry.

The discussion covered opportunities to strengthen industry engagement, connect stakeholders and create more meaningful platforms for collaboration. It also highlighted the importance of staying aligned on shared priorities and identifying areas where collective efforts can make a greater impact.

As the industry association, MACEOS will continue to work closely with the national bureau and industry partners to bring stakeholders together, create opportunities for members and turn shared priorities into meaningful action.

The conversation is another step towards a more connected, collaborative and future ready Business Events industry in Malaysia.

Strengthening Industry Ties

MACEOS paid a courtesy visit to Pak Hosea Andreas, Chairman of ASPERAPI, for a valuable exchange on the direction of the Business Events industry and the evolving landscape across both markets.

The discussion provided an opportunity to share perspectives, understand each association's priorities and identify areas where both organisations can support each other's activities and members.

With strong alignment in their shared goals, the conversation also opened the door to future collaboration and joint initiatives that can create greater value for both memberships.

It was a meaningful step towards building stronger industry ties and exploring what both associations can achieve together.

MACEOS x ASPERAPI



MACEOS @ Global Digital Trade Expo



Sharing Malaysia's Voice on the Global Stage

The 5th Global Digital Trade Expo (GDTE), held from 23 to 27 September in Hangzhou, brought together global businesses, technologies and ideas around the future of digital trade.

Representing Malaysia, MACEOS President Eric Ho joined the 2026 Forum of Exhibition Industry, sharing insights into Malaysia's exhibition market and growth potential through his presentation, **"Building for Scale: Malaysia's Exhibition Industry in a Rising Region"**.

He also participated in the BRICS Leading Exhibition Enterprises Closed Door Roundtable, exchanging perspectives with international exhibition leaders on industry development, cross border collaboration and future opportunities.

MACEOS's participation strengthened its international connections and gave Malaysia a stronger voice in conversations shaping the future of the global exhibition industry.



“

For 36 years, MACEOS has brought together organisers, venues and suppliers to build Malaysia's exhibition industry and connect it with the world. Today, our industry generates more than RM5 billion in direct spending, with a wider economic impact of around RM18 billion.

But our story is not just about numbers. It is about platforms that have grown beyond Malaysia, and an industry with the talent, ambition and track record to compete on the regional stage.

What we need now is the space and infrastructure to scale. As Southeast Asia continues to grow, we do not see that growth as competition, but as an invitation to collaborate.

Malaysia is ready. Our door is open. And we welcome partners to build the future of business events with us.

Eric Ho, MACEOS President



During his keynote at the Launching Ceremony of the 5th Global Digital Trade Expo (GDTE), **Prime Minister Datuk Seri Anwar Ibrahim** highlighted the widening digital divide and the need for AI and technological progress to benefit both developed and developing nations.

Emphasising that technological progress must benefit more than a few, he quoted a Chinese proverb:

“A flower blooming alone is not spring. A hundred flowers bloom in spring. 一花独放不是春，百花齐放春满园”

Following a bilateral meeting in West Lake, the Prime Minister also launched the Malaysia Pavilion, marking Malaysia's maiden participation at GDTE as Guest of Honour.

Featuring 15 participants from four government agencies and Malaysian digital and technology companies, the pavilion showcased Malaysia's capabilities in AI, cloud services, smart health and cross border e commerce. The participation reflects Malaysia's ambition to strengthen its position as a leading digital trade hub in ASEAN and a strategic bridge between Southeast Asia and China, creating new opportunities for businesses, partners and communities to connect, compete and grow together.



Souce: Prime Minister's Department of Malaysia

CONGRATULATIONS



TWO DECADES OF IMPACT · ONE REMARKABLE JOURNEY

Since 2006, **BESarawak** has helped bring the world to Sarawak through Business Events (BE).

RM4.95 BILLION in economic impact

1,587 Business Events secured

500,000+ delegates welcomed

1.9 MILLION delegate days across Sarawak

AND IN 2025...

160 Business Events secured

RM262.8 MILLION in economic impact

From global connections to local impact,
20 years of business events have helped shape Sarawak's journey on the world stage.

Celebrating 20 Years of BESarawak

On 23 September, MACEOS joined Business Events Sarawak (BESarawak) in celebrating a significant milestone at its 20th Anniversary Gala Dinner and the official launch of Sarawak BEACON in Kuching.

Representing MACEOS at the celebration were Immediate Past President Datuk Dr M Gandhi, Honorary Secretary Shaylee Toh, Vice President for Advocacy Datuk Dr Hajah Rosmawati and Sarawak Chapter Chair Eric Chuo.

For two decades, BESarawak has played a pivotal role in elevating Sarawak's position as a leading business events destination while championing initiatives that strengthen industry capabilities, foster collaboration and create lasting value for the business events community.

MACEOS congratulates the entire BESarawak team on this remarkable milestone and looks forward to building on this valued partnership in advancing Malaysia's business events industry together.





Sarawak BEACON Signals a Data Driven Future

The launch of the **Sarawak Business Events Analytics and Collaboration Network (Sarawak BEACON)** marks a significant step towards a more data driven future for Sarawak's business events industry.

Developed by BESarawak in collaboration with the Sarawak Artificial Intelligence Centre (SAIC) through a Memorandum of Collaboration, Sarawak BEACON is envisioned as a central industry intelligence system that will bring together data across accommodation, venues, transportation, events, the supply chain and healthcare.

The initiative aims to provide government and industry stakeholders with stronger insights to support destination planning, event bidding, infrastructure development and investment decisions.

Aligned with PCDS 2030, Sarawak BEACON reflects Sarawak's commitment to harnessing data, technology and collaboration to strengthen the state's business events ecosystem and shape its next phase of growth.



CEO Unscripted: Real Stories. Real Experiences. Real Leadership

Three Leaders. Three Defining Chapters. One Shared Vision.



As BESarawak celebrates its 20th anniversary, three former CEOs came together to reflect on the moments that shaped the organisation, the lessons they learned, and the legacy they leave behind. Here are some of the voices that defined the conversation.

Jill Henry

Chief Executive Officer (2006–2012)



“

My role in life is to help everyone else become great. Sometimes that means being willing to break the rules, take the risk and do it now. We can apologise later.

Building the Foundation

BESarawak's first CEO, Jill Henry helped build the bureau from the ground up, leading a team of just nine people at a time when there was no established playbook for winning international business events for Sarawak.

Her leadership was shaped by curiosity, trust and a willingness to try something new. She encouraged her team to step beyond their roles, take risks and learn along the way.

For Jill, leadership was not about having all the answers. It was about creating an environment where people had the freedom to experiment, grow and discover what was possible.

Strengthening the Foundation

Mike Cannon followed in 2012, inheriting an organisation with strong foundations and focusing on building them further. His tenure strengthened government relationships, expanded international partnerships and positioned Sarawak more firmly on the global business events map.

Coming from Australia, Mike learned that leadership in Sarawak meant listening first, understanding the culture and building trust. For him, moving forward was often about finding a way even when the path was uncertain.

Through it all, he believed the greatest strength of BESarawak was its people. The team, he felt, was at the heart of everything the organisation could achieve.

“

The leadership is never about one person. The team is everything. Without the team, what is leadership?



Mike Cannon

Managing Director (2012–2017)

Amelia Roziman

Chief Operating Officer (2017–2020)
Chief Executive Officer (2020–2026)



“

Be Visionary!

Don't try to become the next version of any previous CEO. Be your own version.

Building a Legacy

Amelia Roziman's journey with BESarawak was deeply personal. Joining as a sales coordinator, she grew through the organisation, eventually becoming its third CEO and carrying forward the lessons of both Jill and Mike while developing her own leadership philosophy.

Her tenure marked BESarawak's move into its Legacy Impact era, expanding the bureau's role beyond securing business events to creating lasting value for communities.

One of her biggest leadership lessons was realising that she did not have to carry the organisation alone. For Amelia, leadership was about empowering others to grow, take ownership and become leaders themselves.

Her message to the next generation is simple: keep building, keep evolving and have the courage to change with the industry.

The Legacy Lives On

Looking back, the conversation becomes more than a reflection on BESarawak's first 20 years. It becomes a portrait of how leadership evolves.

Jill Henry, Mike Cannon and Amelia Roziman each led BESarawak at a different stage of its journey, building on what came before while leaving their own mark on the organisation.

★ **Jill Henry** built the **foundation**.

★ **Mike Cannon** strengthened its **structure and relationships**.

★ **Amelia Roziman** transformed that foundation into a movement centred on **legacy impact**.

The legacy of BESarawak is not defined by any one CEO. It lives in the people they mentored, the relationships they built and the culture they helped shape.

At the heart of all three leadership journeys was one common belief: **people matter**.

Today, that legacy continues under a new generation of leadership.

As the conversation came to a close, current BESarawak CEO Jason Tan offered a tribute that brought the evening into perspective. BESarawak's story, he reflected, has never been about one CEO replacing another. It has been about each generation giving the next the opportunity to build further.

As BESarawak celebrates its 20th anniversary, CEO Unscripted becomes more than a conversation between former and current leaders. It is a reminder that lasting legacies are built over time, with one generation starting the journey, another strengthening it and the next taking it somewhere new.

Twenty years have brought us this far. Now, we are building the intelligence, partnerships and capabilities that will take Sarawak's business events industry into its next era.

Here's to the next chapter. The story continues...



Jason Tan Chin Foo

Chief Executive Officer (2026 – Present)

International Congress & Convention
Association Asia Pacific (ICCA)
Chapter Chair (2026 - 2028)

“

I believe today's success of BESarawak is because of the strong foundation that all of you laid. You built a very strong and powerful foundation.

Although the journey for us is still challenging, the direction was already clear. That's why we can continue your legacy.

Thank you so much for your contribution.



For more information, kindly visit businesseventssarawak.com

Jessica Koh's CMP Journey: Looking Beyond Experience



Jessica Koh CMP

Director / General Manager



With 18 years of experience leading The Traveller Malaysia, Jessica Koh has built her career delivering international MICE programmes across Malaysia. Pursuing the Certified Meeting Professional (CMP) certification challenged her to see the industry beyond the DMC perspective while aligning her expertise with globally recognised standards and best practices.

01

What motivated you to pursue the Certified Meeting Professional (CMP) certification?

I have been managing a DMC since 2008, and through The Traveller Malaysia, we have executed numerous international MICE programmes in Malaysia.

I wanted to challenge myself to understand the industry beyond the DMC side of the table and to align both myself and our company with internationally recognised standards, best practices and professional ethics.

As an active meeting professional, I believe experience should never be the end of learning. I also wanted to be part of a wider international professional community, as the saying goes, "iron sharpens iron." I believe we grow by learning from one another, sharing experiences and continually raising the bar together.

02

How did you prepare for the CMP examination, and how long did your preparation take?

My CMP journey started in 2021, when I began accumulating continuing education points through programmes such as DES, SEPC and industry education sessions at IMEX.

I qualified to sit for the examination in 2025, but work and travel quickly filled the year. Before I knew it, I had only about 90 days left to prepare.

From there, I had to really focus. I was blessed to be introduced to Mr Chor Ban, a trainer for the CMP Readiness Accelerator Programme in Kuching, and I also worked through one-on-one sessions with him.

The new CMP examination format was introduced in August 2025, with three additional domains added. This meant I had to adjust my preparation and familiarise myself with the expanded scope of the examination. I carved out three hours each night to work through the CMP domains and practised extensively using AI tools to support my revision and quizzes.

03

What was the biggest challenge you faced during your CMP preparation, and how did you overcome it?

The biggest challenge I faced was time. I was managing the company and travelling extensively during the preparation period, and there were moments when I almost gave up on sitting for the examination.

Another challenge was learning to put on fresh lenses, to look beyond what I already knew and step outside my own DMC perspective. The CMP pushed me to think more broadly about what comes first and what is right.

That shift in perspective was one of the most valuable parts of the journey. It reminded me that experience is important, but there is always more to learn when we are willing to see things from a broader perspective.

04

What was your experience on examination day? Was it different from what you expected?

The CMP Readiness Accelerator Programme prepared us very well for the actual examination experience. We understood the scenario based examination format, the tools available, time allocation and how to pace ourselves through the questions. With this preparation in place, I felt mentally prepared for the examination.

05

How do you think the CMP journey has benefited you professionally?

As much of our business involves collaborating with international meeting planners, agencies and corporate clients, I want to translate what I have learnt into stronger processes, better client conversations and greater alignment in objectives.

Secondly, I can lead the team internally through structured training, while encouraging them to think internationally with boots on the ground locally.

06

What advice would you give to other business events professionals who are considering taking the CMP examination?

Find your community.

When I first started, I thought preparing for the CMP would be a lonely individual journey. That changed when I reached out to others in the industry and, to my delight, found people who were also keen to pursue the certification. The discussions and debates were often as valuable as the study material itself, because a PCO, DMC, event company and finance professional can all see the same situation differently. That was the joy of learning.

I truly enjoyed the last leg of the preparation. It was stressful, but worth it. I hope to see more business events professionals come together, because that is how we strengthen the business events industry in Malaysia.

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.

CONGRESS EXECUTIVE PROGRAMME (CEP)

Version 2.0

by the industry, for the industry – claimable 14 CE hours

25-26 Nov 2026

Klang Valley

V2.1 Entry Level

13-14 Jan 2027

Klang Valley

V2.2 Intermediate Level

25-26 Feb 2027

Penang

V2.1 Entry Level

25-26 Mar 2027

Penang

V2.2 Intermediate Level

5-6 May 2027

Klang Valley

V2.1 Entry Level

9-10 Jun 2027

Klang Valley

V2.2 Intermediate Level

Registration
bit.ly/CCP_2026-2028



CEP PRACTICAL MODULES

V2.1 ENTRY LEVEL

- 1 Strategic Planning
- 2 Project Management
- 3 Sustainability & Social Impact
- 4 Event Risk Management
- 5 Financial Management
- 6 Talent Management
- 7 Stakeholder Management
- 8 Event Design
- 9 Site Management
- 10 Business Events Marketing & Communication
- 11 Technology Integration

V2.2 INTERMEDIATE LEVEL

- 1 Professional Readiness
- 2 Risk Management for VUCA
- 3 Monetising Conference
- 4 Data Analytics Utilisation
- 5 Data-driven Conference Design
- 6 Strategic Conference Finance
- 7 Event Sustainability & Social Impact
- 8 AI Integration & Event Technology Supply
- 9 Chain Optimisation

Target Audience

Individuals with less than 5 years of experience in the business events industry. It suits early-career professionals looking to enter the business events industry, as well as those already working in it without formal training.

Target Audience

Individuals with 5+ years of experience in the business events industry or industry practitioners working toward CMP certification.

HRDC Claimable

Participation Fees:

RM2,500 (members) / RM3,000 (non-members)



EXHIBITION MANAGEMENT PROGRAMME (EMP)

Version 2.0

by the industry, for the industry – claimable 14 CE hours

3-4 Dec 2026
20-21 Jan 2027
3-4 Mar 2027
7-8 Apr 2027
26-27 May 2027
16-17 Jun 2027

Klang Valley
Klang Valley
Penang
Penang
Klang Valley
Klang Valley

V2.1 Entry Level
V2.2 Intermediate Level
V2.1 Entry Level
V2.2 Intermediate Level
V2.1 Entry Level
V2.2 Intermediate Level

Registration
bit.ly/EMP_2026-2028



EMP PRACTICAL MODULES

V2.1 ENTRY LEVEL

- 1 Introduction to the Exhibition Industry
- 2 Stakeholder Management
- 3 Exhibition Finance
- 4 Facilities and Site Selection
- 5 Floor Plan Development
- 6 Event Marketing
- 7 Sales and Sponsorship
- 8 Exhibition Operations
- 9 Risk, Security and Crisis Management
- 10 Evaluation and Post-Show Analysis

Target Audience

Individuals with less than 5 years of experience in the business events industry. It suits early-career professionals looking to enter the business events industry, as well as those already working in it without formal training.

V2.2 INTERMEDIATE LEVEL

- 1 Business Intelligence in Exhibition Mgmt.
- 2 Transitioning an Exhibition from Feeling to Fact
- 3 AI-Powered Exhibition
- 4 Return of Experience and Engagement
- 5 Crisis Management
- 6 Protocol & Formalities Management
- 7 Expansion from Exhibition
- 8 Finance for non-finance
- 9 Reporting, Measurement and ROI

Target Audience

Individuals with 5+ years of experience in the business events industry or industry practitioners working toward CMP certification.

HRDC Claimable

Participation Fees:

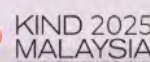
RM2,500 (members) / RM3,000 (non-members)



30-1 OCT'26	BIG SABAH SALE Sabah International Convention Centre bigsabahsale.my	AI BUSINESS SCALE-UP BOOTCAMP Sabah International Convention Centre Training Programme	30 OCT'26
THE ELITE PRESENCE WORKSHOP Sabah International Convention Centre Training Programme	30 OCT'26	30 OCT'26	PORTRAIT PHOTOGRAPHY WORKSHOP Sabah International Convention Centre Training Programme
19-21 NOV'26	XIAMEN MICE SUPPLY CHAIN FAIR Xiamen International Expo Convention Center, China Contact MACEOS for member's exclusive rates	AFECA A20 FORUM & ASIA MICE YOUTH CHALLENGE Xiamen International Expo Convention Center, China	20-21 NOV'26
CONGRESS EXECUTIVE PROGRAMME (CEP) V2.1 - ENTRY LEVEL Klang Valley - more details	25-26 NOV'26	NOV'26	MACEOS BOWLING TOURNAMENT Klang Valley
3-4 DEC'26	EXHIBITION MANAGEMENT PROGRAMME (EMP) V2.1 - ENTRY LEVEL Klang Valley - more details	BE@PENANG Setia SPICE Convention Centre, Penang beatpenang.com	10-11 DEC'26
MACEOS CHRISTMAS BASH Klang Valley	15 DEC'26	13-14 JAN'27	CONGRESS EXECUTIVE PROGRAMME (CEP) V2.2 - INTERMEDIATE LEVEL Klang Valley - more details
20-21 JAN'27	EXHIBITION MANAGEMENT PROGRAMME (EMP) V2.2 - INTERMEDIATE LEVEL Klang Valley - more details	JAPAN CONVENTION MANAGEMENT ASSOCIATION (JCMA) MACEOS x JCMA Networking, Kuala Lumpur	25 JAN'27
INTERNATIONAL FORUM OF BE IN SABAH Sabah International Convention Centre beinsabah.com.my	28-29 JAN'27	17 FEB'27	MACEOS CONNECTXCHANGE Klang Valley
25-26 FEB'27	CONGRESS EXECUTIVE PROGRAMME (CEP) V2.1 - ENTRY LEVEL Penang - more details	EXHIBITION MANAGEMENT PROGRAMME (EMP) V2.1 - ENTRY LEVEL Penang - more details	3-4 MAR'27
CONNECT MARKETPLACE HONG KONG AsiaWorld-Expo, Hong Kong connectmarketplacehongkong.com	10-11 MAR'27	18-19 MAR'27	UFI ASIA-PACIFIC CONFERENCE Bali, Indonesia URL
24 MAR'27	MACEOS RAYA OPEN HOUSE WTC Klang Valley	CONGRESS EXECUTIVE PROGRAMME (CEP) V2.2 - INTERMEDIATE LEVEL Penang - more details	25-26 MAR'27
EXHIBITION MANAGEMENT PROGRAMME (EMP) V2.2 - INTERMEDIATE LEVEL Penang - more details	7-8 APR'27	29-30 APR'27	THAILAND MICE X-CHANGE IMPACT Exhibition Center, Bangkok, Thailand tmxexpo.com
5-6 MAY'27	CONGRESS EXECUTIVE PROGRAMME (CEP) V2.1 - ENTRY LEVEL Klang Valley - more details	37TH MACEOS AGM Klang Valley	24 MAY'27

Disclaimer: The information in this event calendar is accurate as of the date of publication.
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



Events Calendar October & November 2026



**1
Oct**

GoTravel Expo

Date: 1-4 October 2026

Venue: Sunway Velocity

Travel enthusiasts can discover everything they need for their next journey at GoTravel Expo, bringing together local and international travel agencies, tour operators and industry experts. Visitors can explore travel deals, seek expert advice, discover new destinations and learn practical tips, while businesses connect with new audiences and showcase their latest products and services.

www.modernlivingevent.com.my/gotravelexpo



**2
Oct**

HOMEDec Penang

Date: 2-4 October 2026

Venue: Setia SPICE Convention Centre

HOMEDec Penang returns with solutions for homeowners looking to renovate, upgrade or furnish their spaces. HOMEDec SAVERS will feature exclusive deals across appliances, water solutions, home essentials and interior design services, with discounts of up to 70%, Buy 1 Free 1 offers and trade in deals up to 50%.

homedec.com.my



**2
Oct**

TCE Baby Expo

Date: 2-4 October 2026

Venue: MITEC

Parents can look forward to discovering a range of baby and parenting essentials at the TCE Baby Expo, organised by The Concept Exhibition Sdn Bhd. Bringing together carefully selected brands and products, the expo will offer families an opportunity to explore new solutions, compare options and find products suited to their parenting journey.

www.tcebaby.com.my



**2
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



**2
Oct**

Home Living Exhibition

Date: 2-4 October 2026

Venue: Mid Valley Exhibition Centre

Homeowners can look forward to discovering a wide range of home and living brands at the upcoming HOMES Home Living Exhibition. From interior design and renovation to furniture, outdoor living and landscaping, the exhibition brings together solutions for creating, upgrading and furnishing homes, offices and homestay properties.

www.homelivingexhibition.com

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

WHERE LEADERS LIKE YOU
LEAD THE CYBER CONVERSATION

Cyber DSA
www.cyberdsa.com

5 Oct

CyberDSA 2026
Date: 5-7 October 2026
Venue: MITEC

Under the theme “Advancing Secure AI, Strengthening Digital Trust, and Safeguarding Data Sovereignty,” CyberDSA 2026 will explore secure AI adoption, resilient digital infrastructure and data sovereignty through exhibitions, conferences, expert sessions and strategic networking.
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 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 IGEM provides a platform for cross-border partnerships and practical pathways towards a resilient, low-carbon future.
www.igem.my

ORGANISED BY: **TALENTBANK** | IN COLLABORATION WITH: **UTM**

JOHOR PREMIUM
— CAREER FAIR 2026 —

7 & 8 OCTOBER | PARADIGM MALL CONVENTION CENTRE, HALL 1, JOHOR BAHRU | **OPEN TO PUBLIC**

7 Oct

Johor Premium Career Fair 2026
Date: 7-8 October 2026
Venue: Paradigm Mall Convention Centre

Jobseekers in Johor can look forward to the Johor Premium Career Fair 2026, bringing employers, industry opportunities and career seekers together under one roof. The fair offers a platform to explore job openings, connect with potential employers and discover new pathways for professional growth across different sectors.
www.johorcareerfair.com

10TH EDITION **SELANGOR INTERNATIONAL BUSINESS SUMMIT** 2026

14-17 OCTOBER 2026
Kuala Lumpur Convention Centre, Kuala Lumpur

14 Oct

SIBS 2026
Date: 14-17 October 2026
Venue: Kuala Lumpur Convention Centre

The Selangor International Business Summit (SIBS) 2026 returns to Kuala Lumpur Convention Centre, bringing together investment, industry, technology, talent and healthcare platforms under one roof. With seven key components, SIBS 2026 will connect businesses and stakeholders while opening new opportunities across Selangor, Malaysia and ASEAN.
selangorsummit.com/sibs-2026

10th WaterLoss Asia 2026
20-22 OCT 2026

Securing Asia's Water Future:
Innovating for Reduced Water Loss and Non-Revenue Water

Exhibition & Conference: **20-21 OCT 2026**
Workshop: **22 OCT 2026**
World Trade Centre • Kuala Lumpur

20 Oct

WaterLoss Asia 2026
Date: 20-22 October 2026
Venue: World Trade Centre Kuala Lumpur

The 10th WaterLoss Asia 2026 brings together water utilities, industry leaders, policymakers and technology providers to explore sustainable water management and solutions for Non Revenue Water. The conference and exhibition will showcase innovations, share industry insights and create opportunities for partnerships across Asia's water sector.
www.waterlossasia.com

23-25 OCTOBER 2026

ASIA OFFROAD EXPO & CONVENTION AOX

WORLD TRADE CENTRE KL (WTC KL)

23 Oct

Asia Offroad Expo
Date: 23-25 October 2026
Venue: World Trade Centre Kuala Lumpur

Adventure and outdoor enthusiasts can look forward to the Asia Offroad Expo (AOX), bringing together brands, explorers and the wider outdoor community. Through exhibitions, expeditions and competitions, AOX creates a platform to discover the latest products, connect with fellow enthusiasts and experience the energy of Asia's adventure and outdoor industry.
asiaoffroadexpo.com



23
Oct

Modern Living Home Expo

Date: 23-25 October 2026

Venue: Mid Valley Exhibition Centre (MVEC)

Homeowners can discover everything they need for their living spaces at Modern Living Home Expo, bringing trusted brands together under one roof. From home appliances, furniture and electrical products to renovation solutions, interior design, hardware, sanitary ware and décor, the expo offers a convenient one stop destination for home improvement and inspiration.

www.modernlivingevent.com.my

Category	Booth	Raw Space**
PCEB IPP Members*	RM2,500	RM2,300 / 9m²
Non Members	RM3,500	RM3,300 / 9m²

*Inclusive MAH, MATTA, MACEOS, ATAR, MAFTA and MyBHA members
**Email lohyz@pceb.my / call 04-261 6161 (Mr. Loh) for booking

Inclusive of backdrop printing on two(2) sides

FEES INCLUSIVE OF

- One (1) Booth for B2B Sessions (1.5 days)
- Buyer Meet Exhibitor via "matchmaking"
- Two (2) Networking Luncheons
- One (1) Networking Dinner (29 Oct)

For 2 pax per organisation

REGISTER NOW @ www.pite.my

Supported by: PETAC, PCEB, 10, 2030, PG, Official Airline Partner: IndiGo, Organized by: AOE, Media Partners: TW, NED, In Conjunction with: Inspiring Malaysia

27
Oct

PITE 2026

Date: 27-29 October 2026

Venue: Penang Waterfront Convention Centre

The 8th edition of Penang International Travel Exchange (PITE) returns in 2026, bringing international buyers together with Penang's tourism and hospitality players through curated business matching, networking and familiarisation experiences.

The three day event will also feature the return of its popular expedition experience, giving buyers the opportunity to explore Penang's latest attractions, cultural highlights and hidden gems. It is a platform to build meaningful connections while experiencing what makes Penang a compelling destination for travel and Business Events.

www.pite.my

REGISTER NOW

<https://ramm-eng.usm.my>

28
Oct

RAMM 2026

Date: 28-30 October 2026

Venue: Penang

RAMM 2026 brings together researchers, academics, industry professionals and postgraduate students to share their latest work and ideas. Accepted papers will undergo peer review and be published as Springer book chapters in the conference proceedings, with submissions considered for indexing in major academic databases, including Scopus.

ramm.eng.usm.my

29
Oct

HOMEDec Kuala Lumpur

Date: 29 October - 1 November 2026

Venue: Kuala Lumpur Convention Centre

HOMEDec Kuala Lumpur brings together 350+ companies and 1,000+ booths across eight halls, covering kitchen, bedding, furniture, home theatre, bath and interior design. Visitors can explore a wide range of options, compare solutions and get expert advice for their home makeover or renovation.

homedec.com.my

+6011 1647 6044
@siccSabah

30
Oct

BIGSABAH Sale 2026

Date: 30 October - 1 November 2026

Venue: Sabah International Convention Centre

BIGSABAH Sale 2026 returns to SICC from 30 October to 1 November, bringing together Sabah brands, businesses and buyers under one roof. Beyond shopping, the event will create opportunities to discover local products, connect with new partners and explore markets across the region through trade, lifestyle and business activities.

bigsabahsale.my


BIGSABAH
SALE @ SICC

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: 1st 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 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

media prima

Media Prima Omnia Sdn Bhd

Balai Berita, 31, Jalan Riong, Bangsar,
59100 Kuala Lumpur, Malaysia.

Tel: 1 300 30 0672

Email: solutions@mediaprima.com.my

Website: www.mediaprimaomnia.my

Category: Media

eventrepublic

Event Republic Sdn Bhd

Boathouse, 5, Tasik Ampang, Jalan Hulu Kelang,
Kampung Berembang, 68000 Ampang Jaya,
Selangor, Ampang, Malaysia.

Tel: +6017-806 6061

Email: mail@eventrepublic.com.my

Website: boathouse.my

Category: Event Management Company (EMC)



RGR Elite Sdn Bhd

B10-05 Soho Suites KLCC, 20, Jalan Perak,
50470 Kuala Lumpur, Malaysia.

Tel: +603-2181 2791

Email: grheita@gmail.com

Website: www.asiaregion.travel

Category: Event Management Company (EMC)

ASSOCIATE MEMBER



Happy Billions Sdn Bhd

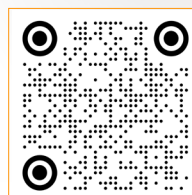
128B, Lot 44, Sedco Industrial Estate, Off Jalan Lintas,
Kolombong, 88450 Kota Kinabalu, Sabah, Malaysia.

Tel: +6011-3668 7556

Email: happyplacebsa@gmail.com

Website: happyplacereastaurant.com

Category: F&B, Culinary Experience Provider



**Scan the QR Code
to Apply!**

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



MGMC HOSTED BUYER PROGRAM 2026

15 - 18 DECEMBER 2026 | MOSCOW, WORLD TRADE CENTER

SCAN FOR EVENT DETAILS



Since its launch in 2023, the Congress has rapidly evolved into a flagship event for the global MICE community. This platform seamlessly combines a premier trade show of leading MICE suppliers and top-tier buyers with a visionary, practice-oriented business program.



Premier Trade Show



Unparalleled Moscow Hospitality



Key industry professionals



Global Experts & Exhibitors

Pre-Scheduled Appointments



Extensive business agenda

KEY FIGURES

3000+
trade visitors

150+
exhibitors

40
countries

35 000+
pre-scheduled b2b meetings

420M
media reach

AUDIENCE PROFILE



MICE-agencies, PCOs, TMCs. Event Planners



Convention Bureaus, Tourism Boards, DMOs



MICE suppliers: DMCs, Hotels / Hotel Chains, Airlines, Venues, Travel Technology, Transportation Companies



Government Tourist Authorities, Industry Associations



Corporate & Association buyers

WHY JOIN MGMC AS HOSTED BUYER?

- + Fully Hosted Attendance: flights, accommodation, transfers
- + Connect with top-tier MICE suppliers and destinations across the BRICS and the Global South countries
- + Maximized efficiency with a personalized diary of pre-scheduled appointments
- + Network and establish new contacts with world-class industry leaders and MICE experts
- + Discover legendary Moscow hospitality

WHAT'S INCLUDED IN THE MGMC HOSTED BUYER PACKAGE?

- **Flights:** complimentary round-trip economy class air tickets (including baggage allowance)
- **Premium Stay:** 4 days / 3 nights in a single (SNGL) room at the Plaza Garden WTC 5* (breakfast included)
- **Catering:** Fully covered meals according to the official event agenda
- **Ground Transport:** Seamless transport arrangements for all official program activities
- **Guaranteed Networking:** A tailored diary of a minimum of 24 B2B meetings with top-tier exhibitors
- **VIP Access:** Exclusive entry to the private Hosted Buyers Lounge
- **Cultural Program:** Admission to all high-level business and networking evening events
- **Pre-tour to Moscow:** exclusive opportunity for the selected Hosted Buyers to discover MICE diversity of Russian capital
- **Post-Event Value:** Full access to the comprehensive Exhibitors Database after the Congress

CONGRATULATIONS



PROUD TO BE RECOGNISED

BEST CONVENTION & EXHIBITION CENTRE 2026

MITEC is honoured to have been awarded the **Best Convention & Exhibition 2026** at the **TTG Travel Awards 2026**, a recognition of our continued commitment to creating world-class experiences, connecting people and powering opportunities.



A big congratulations to Malaysia International Trade and Exhibition Centre (MITEC) on being named Best Convention & Exhibition Centre, Malaysia at the 35th Annual TTG Travel Awards 2026. Voted by readers across TTG's regional travel trade publications, the recognition reflects the dedication of the MITEC team, organisers, clients and industry partners who come together to deliver impactful Business Events. A well deserved recognition for a venue that continues to connect industries, create opportunities and strengthen Malaysia's position as a Business Events destination.

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 or

- Adelston Media at benewsletter@adelstonmedia.com