MACEOS
MALAYSIA

BE NEWSLETTER

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- Sabah International Convention Centre Secures Double Recognition
- APU Team Wins First Place at 5th ICCA Asia Pacific Business Events Youth Challenge 2026

EVENTS CALENDAR

- MACEOS Activities : November 2026 - May 2027
  - Congress Executive Programme (CEP)
  - Exhibition Management Programme (EMP)
- November 2026 Events



4TH INTERNATIONAL BUSINESS EVENTS FORUM

Connected by Purpose:
Global Perspectives, Shared Values





28 - 29 JANUARY 2027
Sabah International Convention Centre, Kota Kinabalu, Sabah, Malaysia

be in SABAH

Jointly Organised by

MACEOS

www.beinsabah.com.my

Budget 2027: The MACEOS Perspective

MACEOS welcomes the extension of tax incentives for incentive travel, conferences and exhibitions until the year of assessment 2030. This provides greater certainty for organisers when planning and bidding for international events, while supporting Malaysia's position as a business events destination.

At the same time, we believe there is room to make these incentives more accessible, particularly for small and mid-sized organisers who are also important contributors to the industry's growth.

Business events generate economic activity beyond the events themselves, benefiting a wide network of local businesses, including hotels, restaurants, transport operators, venues, stand builders, audio-visual companies and logistics suppliers. We believe government support should reach more businesses across this ecosystem, allowing them to participate in and contribute to the industry's growth.

Three Areas for Greater Industry Support

In our response to Budget 2027, MACEOS has identified three areas where further support could make a difference.

1. **A More Inclusive Tax Incentive Structure**
   We are proposing a second tier of tax incentives, offering a 70% tax exemption for incentive trips and conferences with at least 700 foreign participants, and exhibitions with at least 1,000 foreign participants. This would give more mid-sized events the opportunity to qualify for incentives, rather than limiting access mainly to events that meet the existing higher thresholds.

2. **Stronger Support for Local Exhibitors**
   We are also proposing an increase in the Market Development Grant (MDG) for Malaysian companies participating in domestic trade shows, from RM5,000 to RM10,000 per company. This would provide greater assistance towards exhibition costs and encourage more local companies to participate in trade platforms.

3. **Better Data to Measure Business Events Tourism**
   Another recommendation is to reinstate the purpose-of-visit question in the Malaysia Digital Arrival Card (MDAC). More accurate data on international business visitors would help both the industry and government better understand the contribution of business events tourism and support future planning.



Clearer Guidelines and Wider Industry Access

Beyond these proposals, MACEOS has also highlighted the need for clearer implementation guidelines, particularly for co-organised events, conferences held alongside exhibitions and events that have already taken place during the year. Greater clarity would help organisers understand how the incentives apply and plan with more confidence.

For MACEOS, the extension of incentives is an encouraging development, but the focus must also be on ensuring that support reaches more businesses across the industry. A more inclusive incentive structure, stronger support for local exhibitors and better recognition of business events tourism would help strengthen the industry's contribution to Malaysia's economy.

Through continued engagement with the government, MACEOS hopes to see these recommendations translated into practical measures that support businesses of different sizes and the wider business events sector.

Business Events – Catalyst for Nation Building

MACEOS President (2026 - 2028)
Eric Ho

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

XMCEA

MACEOS Member Benefit:
20% discount
on booth & conference participation fees

HONG KONG

Connect Marketplace Hong Kong

Connect Marketplace Hong Kong (CMHK)

10–11 March 2027

AsiaWorld-Expo Hong Kong SAR

Organised by
Informa Markets

informa markets

MACEOS Member Benefit:
Exclusive Rates
on booth participation fees

BANGKOK

TMX THAILAND MICE X-CHANGE

Thailand MICE X-Change (TMX)

29–30 April 2027

IMPACT Exhibition & Convention Center Bangkok, Thailand

Organised by
Thai Exhibition Association

TEA
สมาคมการแสดงสินค้า (ไทย)
THAI EXHIBITION ASSOCIATION

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



Bringing Members Together, Creating Opportunities

More than 40 MACEOS members gathered for another edition of MACEOS ConnectXchange on 22 October 2026, reconnecting with industry peers and building new business relationships in a relaxed networking setting.

The gathering also welcomed new members from across the Business Events industry, representing emcees, rental suppliers, MICE technology and digital solutions, and venue operators. The newest additions to the MACEOS community are SOUR Event Management System, Adi Afendi, Asia Tents Arena Sdn Bhd, Event Me Now Sdn Bhd, Hasrul Andry, METCO Sdn Bhd, Sunway Resort Hotel, Ticket2U and WB Supplies & Services Sdn Bhd.

Their participation broadens the MACEOS network and creates more opportunities for members to exchange ideas, explore collaborations and build connections across the industry.

MACEOS thanks Courtyard by Marriott Kuala Lumpur South for its warm hospitality and for hosting the gathering, as well as member Hasrul Andry for serving as emcee and keeping the evening engaging.

The continued participation of members makes ConnectXchange a valuable platform for strengthening industry relationships and growing the Business Events community together.



MACEOS ConnectXchange: Growing Together as an Industry

Evenings like MACEOS ConnectXchange remind us that business opportunities often begin with a simple conversation. While we may compete for business, there is much we can learn from one another. I encourage our long-standing members to welcome newer members, share their experiences and make introductions that could lead to meaningful connections. Beyond networking, MACEOS is working to provide members with practical support and more opportunities to grow.

Professional Development

We are upgrading the **Congress Executive Programme (CEP)** and **Exhibition Management Programme (EMP)** to Version 2.0, with learning pathways for entry-level and intermediate professionals. The programmes are developed by industry practitioners, so the focus is on practical knowledge and skills that people can apply in their day-to-day work.

Talent Development

Through the **Talent Bank Career Passport,** employers can also connect with students and graduates from more than 100 universities across Malaysia, with free employer registration. The MACEOS Youth Mentorship Programme will further encourage experienced professionals to guide students interested in the business events industry. We hope more members will come forward to be mentors and help prepare the next generation for the industry.

Regional Market Expansion

MACEOS is exploring opportunities through **local and regional trade platforms**, helping members connect with potential clients, build partnerships and access new markets. Where available, preferential participation rates may be offered, while eligible companies can explore the MATRADE Market Development Grant (MDG) for overseas trade show participation, subject to applicable criteria.

Upcoming Trade Platforms:

- **Indonesia Business Event Forum (IBEF)** | 11–12 November 2026
- **China Xiamen MICE Supply Chain Fair (XMSF) and AFECA Convention 2026** | 19–21 November 2026
- **BE at Penang |** 10–11 December 2026
- **Meet Global MICE Congress 2026 @ Moscow** | 15–18 December 2026
- **BE in Sabah |** 28–29 January 2027
- **Connect Marketplace Hong Kong** | 10–11 March 2027
- **Thailand MICE X-Change (TMX)** | 29–30 April 2027

Sustainability and Social Impact

A pilot initiative with a local NGO is being explored to repurpose used event materials into useful products, reducing waste while creating potential income opportunities for underprivileged communities through sewing and craft work. Members with reusable surplus materials or ideas are encouraged to contribute.



Member Engagement

Following the positive response to the previous tournament, the next **MACEOS Bowling Tournament** is scheduled for 14 January 2027, offering members another opportunity to connect and enjoy some friendly competition beyond the usual business setting.

Moving Forward Together

The success of these initiatives depends on you, our members. MACEOS can create programmes, trade opportunities and networking platforms, but their real value comes from your participation, experience and support for one another.

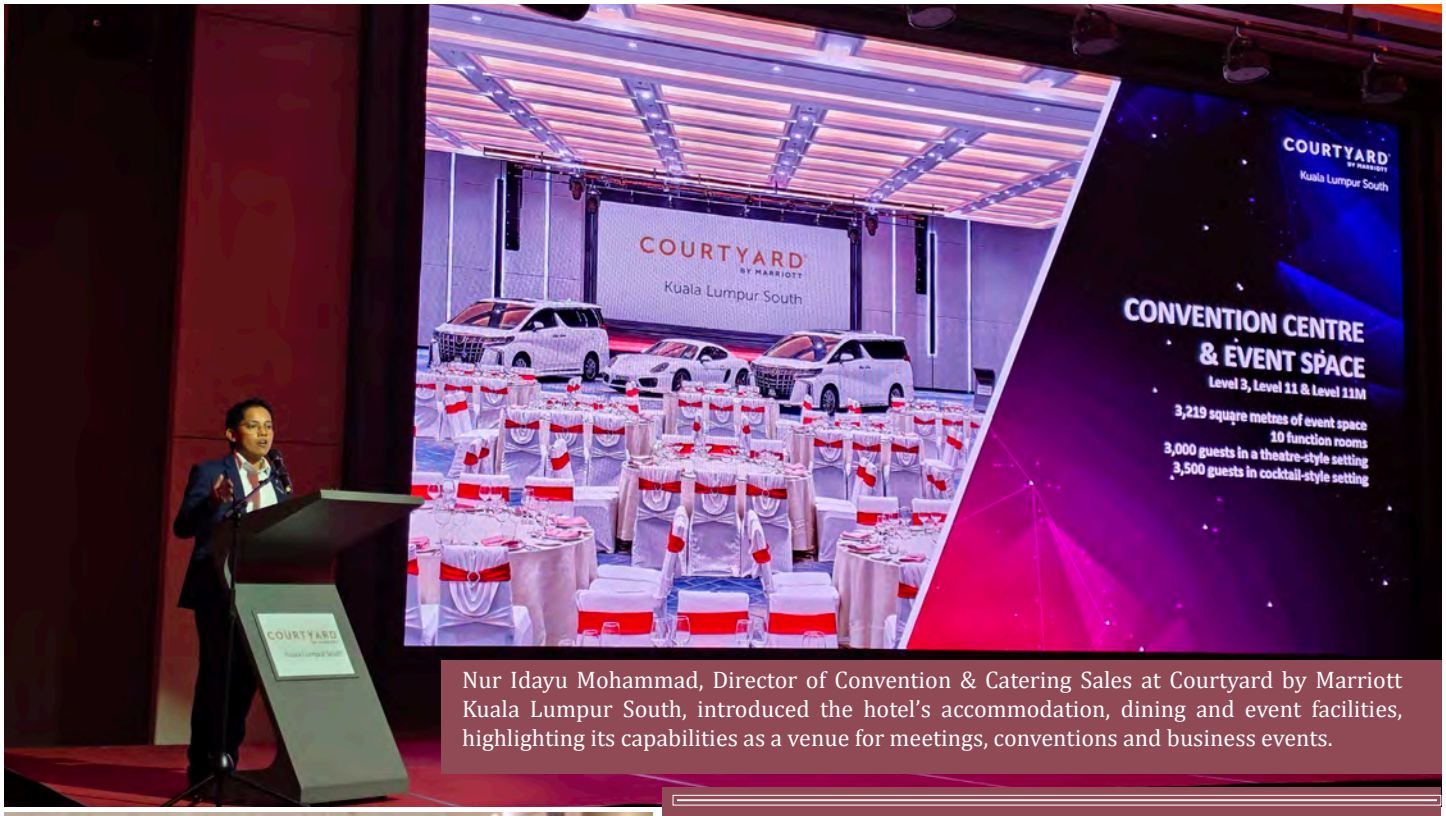
I encourage you to get involved, whether by joining a programme, exploring new markets, mentoring young talent or making an introduction that could open doors. After all, MACEOS is about the businesses we represent, the people behind our industry and the opportunities we create together.

Fuel Passion. BE Amazing. These words reflect what we stand for, who we are and the commitment this committee makes to our members and the industry. Together, let us grow our businesses, strengthen our connections and move Malaysia's business events industry forward. Thank you for being part of the MACEOS community.

Business Events – Catalyst for Nation Building

MACEOS President (2026 - 2028)
Eric Ho

MACEOS MALAYSIA



Nur Idayu Mohammad, Director of Convention & Catering Sales at Courtyard by Marriott Kuala Lumpur South, introduced the hotel's accommodation, dining and event facilities, highlighting its capabilities as a venue for meetings, conventions and business events.



"

It is an honour to welcome all of you to Courtyard by Marriott Kuala Lumpur South for MACEOS Malaysia ConnectXchange. A special welcome to Eric Ho, President of MACEOS, along with our friends, partners and industry leaders. We hope you enjoy the culinary experience prepared for you, and thank you for being part of this occasion. It is our pleasure to host this event.

Derrick Felix
General Manager
Courtyard by Marriott Kuala Lumpur South



Courtyard by Marriott Kuala Lumpur South
Showcases Its MICE Facilities

Opened on 20 June 2024, Courtyard by Marriott Kuala Lumpur South offers a contemporary hospitality experience for business and leisure travellers, with accommodation, dining, leisure facilities and versatile event spaces under one roof. Its location provides access to Kuala Lumpur city centre, Petaling Jaya, Bandar Sunway and Bukit Jalil.

The five-star hotel features 278 guest rooms, including seven one-bedroom suites and a presidential suite, offering a range of accommodation options for different guest needs. The presidential suite is also a distinctive feature of the property within the Courtyard portfolio in Malaysia.

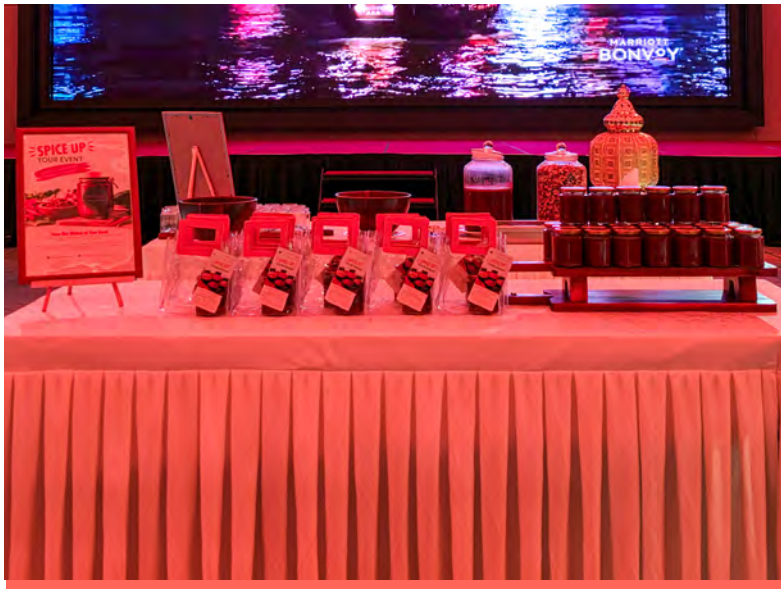
Dining and Leisure Under One Roof
Guests can enjoy a variety of dining experiences throughout the hotel. Substance Restaurant, located on Level 3, is halal certified and accommodates up to 200 guests, with a private dining room for 14. Courtyard Lounge on the ground floor offers a setting for afternoon tea, while AT137 Bar on the mezzanine floor provides another space for guests to unwind.

For relaxation and recreation, the hotel offers a swimming pool, fitness centre, sauna and steam room on Level 11. These facilities are available for in-house guests to enjoy on a complimentary basis, adding to the overall stay experience.

A Versatile Venue for Business Events
A key highlight is the hotel's convention centre and event facilities on Level 3. Comprising Convention 1, Convention 2 and Convention 3, the combined halls can accommodate up to 3,000 guests in theatre style or 3,500 guests in cocktail style. With 10 additional meeting rooms located on Levels 3, 11 and 11M, the hotel can cater to a range of meetings, conferences and business events.

Complementing its facilities, the hotel holds a five-star city hotel classification and has also received green hotel recognition, reflecting its commitment to hospitality standards and sustainability.

With its combination of accommodation, dining, leisure amenities and flexible event spaces, Courtyard by Marriott Kuala Lumpur South presents a convenient option for organisers seeking a venue that brings business events and guest experiences together.







SPICE UP Your Event
From Our Kitchen to Your Event

Inspired by Malaysia's love for bold and flavourful food, our homemade sambal is specially prepared to add a little local kick to your day.

Made with a special house recipe, it brings together the perfect balance of spice, savoury goodness and Malaysian flavour, just like a great event brings people, ideas and conversations together.







MACEOS x Media Prima OMNiA





Strengthening Media Engagement for Business Events

MACEOS Advocacy Team hosted a Focus Group Session with Media Prima OMNiA on 2 October 2026, bringing together key venue operators and exhibition organisers to explore opportunities for stronger media engagement and more effective coverage of Malaysia's Business Events (BE) industry.

The discussion addressed industry challenges and explored ways to deliver more targeted, credible and factual media coverage that better communicates the sector's value and economic contribution.

Built on a shared commitment to credibility, collaboration and growth, the engagement marked an important step towards raising the profile of Business Events nationwide and reinforcing the industry's role as a catalyst for nation building.

MACEOS x PNB Merdeka Ventures





Strengthening Infrastructure, Talent and Industry Collaboration

On 7 October 2026, MACEOS President Eric Ho, together with Advisor Dato' Sri Dr Hj Irmohizam Ibrahim, VP Innovation Yusno Yunos, VP Development Lim Ee Huang, VP Education Winnee Lim and Honorary Secretary Shaylee Toh, held a strategic engagement with Dato' Ir. Ts. (Dr.) Izwan Hasil bin Mohd Ibrahim, CEO of PNB Merdeka Ventures, at Merdeka 118.

The discussion focused on the long-term needs of Malaysia's Business Events (BE) industry, particularly the importance of developing convention and exhibition infrastructure capable of accommodating larger-scale events over the next decade and beyond.

Key Industry Challenges

- **Infrastructure constraints:** Limited convention and exhibition capacity may restrict Malaysia's ability to accommodate larger scale events and capture future business opportunities.
- **Talent development:** Strengthening professional skills and developing specialised talent are essential to sustaining industry growth.
- **Economic impact data:** More comprehensive and standardised data is needed to demonstrate the industry's economic contribution and support evidence-based planning and advocacy.

Opportunities for Future Growth

- **Attracting major events:** Pursuing large scale conventions and major sporting events to strengthen Malaysia's position as a regional Business Events hub.
- **Workforce upskilling:** Investing in professional development to build a skilled and future-ready workforce.
- **Future infrastructure investment:** Planning for facilities that can meet evolving industry needs and support larger events in the years ahead.

As a key player in venue development and real estate, PNB Merdeka Ventures expressed interest in supporting the industry's growth and continuing the conversation with MACEOS. Both parties also explored the possibility of organising a familiarisation visit for MACEOS members to experience the facilities and offerings at Merdeka 118.

Moving forward, closer collaboration among venue developers, government agencies, venues and industry stakeholders will be essential to building a stronger Business Events ecosystem and enhancing Malaysia's regional competitiveness.

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.



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, accomodation, 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 worlds-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

MACEOS x SLAPCEO





Strengthening Business Events Ties Between Sri Lanka and Malaysia

The SLAPCEO–MACEOS Friendship and Networking Session brought together Business Events professionals from Sri Lanka and Malaysia to exchange experiences, share industry insights and explore opportunities for collaboration.

Representing MACEOS, VP Innovation Yusno Yunos joined the session, which featured insights from SLAPCEO President Madam Nadeeka on the association and Manuja, Director General of BMICH, on the convention centre's offerings.. Jane Vong Holmes, MACEOS Advisor, and Gary Grimmer of GainingEdge also shared perspectives on how destinations can strengthen their value proposition through Business Events.

Yusno's presentation, **"Right Event. Right Tech. Better Results."**, highlighted how the thoughtful application of technology can enhance event experiences, improve operational efficiency and deliver better outcomes.

The session provided a valuable platform for cross-border knowledge exchange and stronger professional connections, supporting continued collaboration between the Business Events communities in Sri Lanka and Malaysia.

MACEOS x ACCCIM





Strengthening Industry Representation Through Collective Advocacy

On 15 October 2026, the MACEOS President and Executive Committee attended the 2026 ACCCIM and Corporate Member Exchange Meeting 2.0 at Cheng Feng Hall, ACCCIM Building. The session brought together nearly 100 representatives from 22 national business organisations across various industries to exchange views and discuss priorities for the 2027 National Budget.

Representing the Business Events (BE) industry, MACEOS highlighted two key proposals through ACCCIM to strengthen industry competitiveness and participation:

- Introducing a middle tier for tax incentives, with a threshold of 700 foreign participants for incentive and conference events and 1,000 for trade exhibitions, eligible for a 70% tax exemption.
- Increasing the Market Development Grant (MDG) for Malaysian companies participating in trade exhibitions held locally, from RM5,000 to RM10,000.

These proposals aim to enable more business events to qualify for tax incentives while encouraging greater participation by Malaysian companies in trade exhibitions.

Through continued engagement with ACCCIM and fellow industry organisations, MACEOS remains committed to advocating policies that support the growth of the Business Events industry and strengthen Malaysia's position as a competitive business events destination.

Digital & Academic Innovation (DAI)



Bridging Academia and Industry Through Event Tech Solutions

MACEOS engaged Taylor's University students to share insights into the business events industry as part of its Event Tech Solutions programme. Organised under the Digital & Academic Innovation (DAI) Pillar, the sharing session introduced students to MACEOS and the business events industry, covering current challenges, industry needs and opportunities for technology in event planning and delivery. An interactive Q&A session also gave students the chance to ask questions and hear directly from industry practitioners.

Over the next two months, students will work in four groups to develop proposed Event Tech solutions based on actual industry challenges. This gives them an opportunity to put what they have learned into practice and explore ideas that could be applied in the industry. The groups will later present their proposals to industry representatives, including members of the MACEOS Innovation Pillar, led by Vice President of Innovation, Yusno. Through engagements like this, MACEOS hopes to strengthen industry-academic collaboration, while giving students a better understanding of the business events sector and the opportunities ahead.

MACEOS @ Santuni MADANI CSR

Gives Back to the Community Through CSR Initiatives

MACEOS joined MyCEB in the "Satu Pemimpin Satu Kampung" Programme (Santuni MADANI CSR), an initiative dedicated to supporting and engaging with the local community.

A special thank you to ReGen Rehab Hospital for sharing valuable health insights with senior citizens, covering healthy eating habits, practical wellness tips and simple, safe exercises that can be incorporated into their daily routines to help them stay active and healthy at home.

For MACEOS, community engagement goes beyond the business events industry. It is about building meaningful connections, extending support and giving back to the communities around us. Our senior citizens have contributed so much to society, and it was a privilege to be part of an initiative that recognises their well-being and enriches their lives.

As part of the programme, MACEOS was pleased to sponsor breakfast and lunch for the participants, giving everyone another opportunity to come together, enjoy a meal and connect. We appreciate the opportunity to collaborate with MyCEB on this meaningful initiative and look forward to supporting more community-focused programmes that make a positive difference.

Our sincere appreciation to:

- **Mei Phing Tan**, CEO of MyCEB
- **Professor Datin Dr Lydia Abdul Latif, Rehabilitation Physicia**n, ReGen Rehab Hospital
- **Dr Yuen Zhi Cheong**, Chief Operating Officer, ReGen Rehab Hospital
- **Muhamad Fariz Rossly,** Coordinator, Pusat Aktiviti Warga Emas Sabak Bernam











Bridging the Classroom and the BE Industry

MACEOS extends its appreciation to Micky Ng from **Above Creative Events** for sharing her experience and insights with students from Taylor's University's School of Hospitality, Tourism & Events through an industry sharing session titled **"Beyond the Degree: What Industry Expects from Fresh Graduates"**.

Drawing from her industry experience, Micky offered students a practical perspective on what employers look for beyond academic qualifications. He emphasised the importance of attitude, reliability, teamwork, asking questions and taking ownership of responsibilities, including the smallest tasks. In the business events industry, every role contributes to the successful delivery of an event.

The session concluded with an engaging Q&A, allowing students to interact directly with an industry practitioner, raise questions and gain a better understanding of workplace expectations as they prepare for their careers.

Through initiatives like the Elite Programme, MACEOS continues to strengthen the connection between industry and academia. By creating opportunities for knowledge sharing, campus engagement and mentorship, we aim to help students develop the confidence, mindset and practical understanding needed to embark on their journey in the business events industry.

Established in 2007, **Above Creative Events (a.c.e)** is a professional conference management company specialising in high-level corporate events across Malaysia, Singapore and Southeast Asia. With a proven track record of over 4,000 physical and 900 virtual events, we are trusted by Global Fortune 500 companies, GLCs, PLCs, embassies, and regional organisations. Our expertise spans conferences, summits, launches, and corporate dinners, delivered with strategic precision, creative flair, and ESG-aligned practices.

Backed by a multidisciplinary team and an award-winning track record, a.c.e transforms complex event objectives into seamless, impactful experiences that connect people, elevate brands, and set new industry benchmarks.

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, professionality, 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.

MACEOS
MALAYSIA

HRDCORP CLAIMABLE

cmp
certified meeting professional
Powered by the events industry council
preferred provider

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

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. 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 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)

Malaysian Association of Convention and Exhibition Organisers and Suppliers
Enquiries: MACEOS Secretariat +6012-6446106 (WhatsApp) I secretariat@maceos.org.my

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HRD CORP CLAIMABLE

cmp
certified meeting professional
Powered by the events industry council
preferred provider

EXHIBITION MANAGEMENT PROGRAMME (EMP)

Version 2.0

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

3-4 Dec 2026	Klang Valley	V2.1 Entry Level
20-21 Jan 2027	Klang Valley	V2.2 Intermediate Level
3-4 Mar 2027	Penang	V2.1 Entry Level
7-8 Apr 2027	Penang	V2.2 Intermediate Level
26-27 May 2027	Klang Valley	V2.1 Entry Level
16-17 Jun 2027	Klang Valley	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)

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MACEOS MALAYSIA

cmp certified meeting professional
Powered by the events industry council
preferred provider

ACTIVITIES LINE-UP (NOV'26 - MAY'27)

INDONESIA BUSINESS EVENTS FORUM — 11-12 NOV'26
JIEXPO Convention Centre, Kemayoran, Jakarta
https://www.ieca.or.id

17 NOV'26 — **INDUSTRY ROUNDTABLE: FREIGHT & LOGISTICS**
WTC Kuala Lumpur - RSVP

19-21 NOV'26 — **XIAMEN MICE SUPPLY CHAIN FAIR**
Xiamen International Expo Convention Center, China
Contact MACEOS for member's exclusive rates

AFECA A2O FORUM & ASIA MICE YOUTH CHALLENGE — 20-21 NOV'26
Xiamen International Expo Center, China

CONGRESS EXECUTIVE PROGRAMME (CEP) V2.1 - ENTRY LEVEL — 25-26 NOV'26
Klang Valley - more details

3-4 DEC'26 — **EXHIBITION MANAGEMENT PROGRAMME (EMP) V2.1 - ENTRY LEVEL**
Klang Valley - more details

10-11 DEC'26 — **BE@PENANG**
Setia SPICE Convention Centre, Penang
beatpenang.com

MACEOS X ALIFE CHRISTMAS BASH — 18 DEC'26
ODEON Kuala Lumpur

MACEOS BOWLING TOURNAMENT — 14 JAN'27
Klang Valley

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) — 25 JAN'27
MACEOS x JCMA Networking, Kuala Lumpur

INTERNATIONAL FORUM OF BE IN SABAH — 28-29 JAN'27
Sabah International Convention Centre
beinsabah.com.my

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 — 3-4 MAR'27
Penang - more details

CONNECT MARKETPLACE HONG KONG — 10-11 MAR'27
AsiaWorld-Expo, Hong Kong
connectmarketplacehongkong.com

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 — 25-26 MAR'27
Penang - more details

EXHIBITION MANAGEMENT PROGRAMME (EMP) V2.2 - INTERMEDIATE LEVEL — 7-8 APR'27
Penang - more details

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 — 24 MAY'27
Klang Valley

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 I Acara Perniagaan – Pemangkin Pembangunan Negara
+6012-6406106 (WhatsApp) secretariat@maceos.org.my www.maceos.org.my

EVENTXPO · MBEA MALAYSIA BUSINESS EVENTS AWARDS · KIND 2025 MALAYSIA Connecting Corporates With Civil Society · be in SABAH

Events Calendar
November & December 2026



3 Nov

AUTOMEX Penang 2026

Date: 3-5 November 2026
Venue: Setia SPICE Convention Centre

Automation and smart manufacturing continue to evolve, driven by new technologies, solutions and the companies behind them. AUTOMEX Penang 2026 will bring more than 300 brands and companies under one roof, from established industry players to emerging innovators. The event will offer a closer look at the latest technologies and solutions shaping the future of automation and manufacturing.

www.metaltech.com.my/automex



4 Nov

CETA 2026

Date: 4-5 November 2026
Venue: MITEC

As Southeast Asia accelerates its clean energy transition, CETA 2026 will provide a platform for industry leaders, investors and policymakers to connect across solar, storage, hydrogen, grid infrastructure and clean technology. The 2026 edition will feature a larger exhibition floor, wider ASEAN participation and a strategic ministerial-level summit.

ceta.asia



5 Nov

TASTE & TRADE 360

Date: 5-7 November 2026
Venue: Kuala Lumpur Convention Centre

TASTE & TRADE 360 (Malaysia International Trade Fair for Food Technology & Hospitality) will brings together global food and beverage brands, smart culinary technologies and industry leaders on one integrated platform. Combining trade, culture and innovation, the event creates opportunities for business growth, knowledge exchange and international collaboration while shaping the future of the food and beverage industry.

www.tt360.com.my



7 Nov

IAM Kuala Lumpur 2026

Date: 7-8 November 2026
Venue: MAEPS Serdang

Recognised as one of Southeast Asia's premier automotive tuning and modified car show series, IAM Kuala Lumpur 2026 will bring together automotive enthusiasts, custom builders and leading brands to showcase impressive vehicle transformations, creative customisation and the latest trends in automotive culture and lifestyle.

iamautomodified.com/project/malaysia-kualalumpur



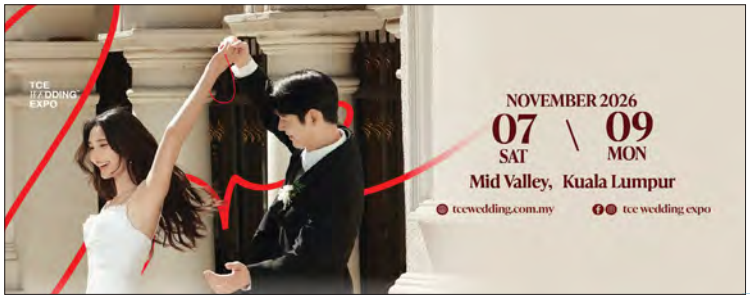
7 Nov

TCE BABY EXPO

Date: 7-9 November 2026
Venue: MVEC Southkey

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



7 Nov — TCE Wedding Expo

Date: 7-9 November 2026
Venue: Mid Valley Exhibition Centre (MVEC)

TCE Wedding Expo will bring together a curated mix of wedding vendors, latest trends, inspiration and exclusive expo offers, giving couples a chance to explore ideas, discover trusted services and plan their big day, all under one roof.

www.tcewedding.com.my



10 Nov — ICW & BuildXpo Malaysia

Date: 10-12 November 2026
Venue: MITEC

Since 1999, ICW & BuildXpo Malaysia has grown alongside the industry, shaped by the people, ideas, connections and shared ambition that have brought the community together over the years. In 2026, the journey will continue with new opportunities for knowledge sharing, innovation and connections as the industry comes together for its next chapter.

icw.my



13 Nov — Tastefully Food Expo

Date: 13-15 November 2026
Venue: Mid Valley Southkey

Tastefully Food Expo brings together brands, SMEs and consumers through a portfolio of expos and marketplaces spanning food, health, beauty, halal and lifestyle. From consumer focused showcases to industry festivals, its platforms create opportunities for businesses to build visibility, connect with customers and explore new markets.

www.tastefullyexpo.com



17 Nov — Smart Nation Expo

Date: 17-19 November 2026
Venue: MITEC

Smart Nation Expo connects Fintech & Digital Economy, Infrastructure & Connectivity, and Mobility & Energy Corridors through one procurement ready marketplace. Featuring over 200 exhibiting brands and 40+ industry summits and seminars, the expo offers trade visitors access to emerging technologies, expert insights and solutions shaping Southeast Asia's digital future.

www.smartnationexpo.org



17 Nov — MIMEX 2026

Date: 17-18 November 2026
Venue: Kuala Lumpur Convention Centre

Malaysia International Marine Expo (MIMEX) 2026 will bring together international maritime and offshore industry players, providing a platform to explore business opportunities, exchange industry insights and strengthen connections across shipbuilding, shipping, maritime engineering, offshore technology, dredging, port operations and logistics.

marine-malaysia.com



17 Nov — PALMEX Malaysia 2026

Date: 17-18 November 2026
Venue: Kuala Lumpur Convention Centre

PALMEX Malaysia 2026 will serve as a specialised platform for the palm oil industry, featuring key players from upstream and downstream sectors alongside supporting industries. The event highlights the latest technologies and developments while creating opportunities for industry networking, knowledge exchange and business collaboration.

www.asiapalmoil.com

ASPERAPI
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ASOSIASI PERUSAHAAN PAMERAN INDONESIA
INDONESIA EXHIBITION COMPANIES ASSOCIATION

IBEF EXPO

ASPERAPI | IECA

THE 12th INDONESIA BUSINESS EVENT FORUM

11 – 12 NOVEMBER 2026

JIEXPO CONVENTION CENTRE & THEATRE

CONNECTING ASIA'S BUSINESS EVENTS ECOSYSTEM

JAKARTA

www.ieca.or.id | Asperapi ieca | asperapi_ieca

INTRODUCTION

Over time, the MICE industry, particularly exhibitions, has continued to expand across diverse sectors of business. This growth is undeniable, as exhibitions serve as one of the most effective and efficient platforms for introducing and promoting products and services.

As a platform for entrepreneurs engaged in the exhibition industry, ASPERAPI is committed to fostering collaboration by initiating an event that brings together all industries related to the MICE sector. This initiative will be realized through an exhibition entitled IBEF 2026.

IBEF 2026, a national-scale exhibition, serves as a platform to promote and introduce the MICE industry, particularly exhibitions, directly to the wider public, especially the community of Jakarta. It also provides an opportunity for visitors to gain broader insights into the MICE industry. Therefore, we cordially invite your esteemed company to support and participate in IBEF 2026.

CONCEPT

IBEF 2026 is an exhibition that integrates the concept of a trade show with a consumer show, carefully designed to create a significant impact across economic, social, trade, and employment sectors.

The exhibition is further supported by a series of informative activities that foster dialogue, providing insights into opportunities, potential, and the latest regulations within the MICE industry.



CONNECTING ASIA'S BUSINESS EVENTS ECOSYSTEM

INDUSTRY | INNOVATION | INVESTMENT | COLLABORATION



VISITOR

- Industry Association
- Central and Local Government Institutions
- State-Owned Enterprises (SOEs)
- International Corporations
- National Corporations
- The Industrial Sector
- The General Public

MISSION

- A prestigious event for entrepreneurs and professionals engaged in the MICE business
- A platform to showcase and promote the full potential of the exhibition industry
- Promoting leading industries, destinations, and MICE events across the regions
- An effective promotional channel to enhance corporate brand image
- A meeting point for professionals in the exhibition industry and a direct bridge between producers and consumers
- Providing buyers with easy access to discover various opportunities in the MICE industry
- Elevating the image of the MICE industry



17 Nov

AQUAMATE Asia 2026

Date: 17-19 November 2026
Venue: Kuala Lumpur Convention Centre

AQUAMATE Asia will focus on water quality analysis, wastewater treatment monitoring and environmental sustainability. Organised by ILM Exhibitions alongside CEM Asia 2026, the event provides a platform for industry professionals to explore monitoring technologies, exchange technical knowledge and discuss solutions to environmental challenges.

www.ilmexhibitions.com



19 Nov

APSR 2026

Date: 19-22 November 2026
Venue: Penang

The 30th Congress of the Asian Pacific Society of Respirology (APSR), themed "Reimagining Respiratory Care," will bring together global experts to share insights, research and innovations shaping the future of respiratory medicine.. Hosted in Penang, the Congress will spotlight Malaysia's contributions to lung health while fostering collaboration, knowledge exchange and stronger respiratory care across the Asia Pacific.

2026.apsr.org



19 Nov

AOEC 2026

Date: 19-22 November 2026
Venue: Kuala Lumpur Convention Centre

16th Asian & Oceanian Epilepsy Congress (AOEC) 2026 will serve as a regional platform for healthcare professionals, researchers and specialists to exchange knowledge and explore advances in epilepsy care.

www.ilae.org/congresses/16th-asian-and-oceanian-epilepsy-congressEvent



25 Nov

TCMEX 2026

Date: 25-27 November 2026
Venue: MITEC

The Malaysia International Traditional Complementary Medicine & Health Technology Exhibition (TCMEX) 2026 offers a dedicated platform for Traditional & Complementary Medicine practitioners, healthcare professionals, researchers and industry players to exchange knowledge, discover new products and technologies, explore market opportunities and develop business collaborations across the sector.

www.tcmex.my



26 Nov

ASEAN–China Cross Border Expo 2026

Date: 26-28 November 2026
Venue: Kuala Lumpur Convention Centre

The ASEAN–China Cross Border Expo 2026 will serves as a major B2B and B2C platform connecting Chinese and ASEAN businesses. Featuring over 400 exhibitors across baby, toy, maternity and cross-border trade sectors, the expo creates opportunities for product sourcing, business networking and regional market expansion.

cbe.mcbea.org.my



26 Nov

MAS-ASSA 2026

Date: 26-28 November 2026
Venue: Setia SPICE Convention Centre

The 13th MAS Annual Scientific Meeting and 14th ASSA Annual Meeting (MAS-ASSA) 2026 will provide a regional platform for specialists in arthroscopy and sports medicine to exchange knowledge, explore advances in surgical practice and sports injury management, and build professional connections through scientific discussions and expert sharing.

masasm.org

MACEOS
MALAYSIA



YOU ARE CORDIALLY INVITED TO

MACEOS' 1ST INDUSTRY ROUNDTABLE SESSION

STRENGTHENING EXHIBITION FREIGHT AND LOGISTICS IN MALAYSIA

Join us for a closed-door session to discuss key freight and logistics challenges faced by the business events industry. Your insights will help shape practical recommendations for submission to Customs and relevant authorities, strengthening industry representation and engagement.

DATE
17 November 2026 (Tuesday)

TIME
9:30 a.m. – 1:00 p.m.

VENUE
MACEOS Co-Working Office, World Trade Centre Kuala Lumpur (WTCKL)

KEY DISCUSSION TOPICS

1 **CUSTOMS AND CROSS-BORDER MOVEMENT**

Regulatory guidance, updates and authority engagement.

2 **OPERATIONS, COSTS AND CAPABILITIES**

Project cargo challenges, tariff transparency and cost pressures.

Kindly confirm your attendance by 6 November 2026 (Friday) with **Mardziah (Zie) Mohammad**, Senior Manager, Government Relations, via **019-613 9671** or **zie@maceos.org.my.**

We look forward to your participation and contribution.

Congratulations

Celebrating Excellence and Achievements in Malaysia's Business Events Industry!

MACEOS extends its heartfelt congratulations to MITEC, Sabah International Convention Centre (SICC), and the winning student team from Asia Pacific University of Technology & Innovation (APU) on their outstanding achievements. These accomplishments reflect the dedication, expertise and talent that continue to strengthen Malaysia's business events industry. From venue excellence to the achievements of our next generation of industry professionals, each success is a proud moment for the wider MICE community.

We celebrate your achievements and wish you continued success in the years ahead!





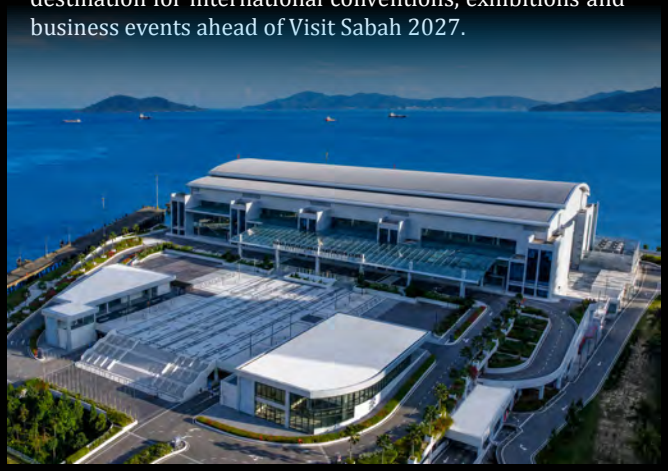
MITEC Celebrates Dual Recognition in the MICE and Tourism Industry

MITEC continues to earn recognition on the industry stage, securing **Malaysia's Best Convention Centre 2026** at the World MICE Awards for the fifth consecutive year (2022–2026), alongside **Asia's Best 10 Tourism Destinations & Tourist Attractions** at the HAPA Awards. These accolades reflect MITEC's contribution to Malaysia's MICE and tourism industries, as well as its continued commitment to delivering quality venue experiences for organisers, exhibitors, delegates and visitors.



Sabah International Convention Centre Secures Double Recognition

Sabah International Convention Centre (SICC) received two awards at the ASEAN Tourism Standards Awards 2026 (National Level) on 15 October 2026: ASEAN MICE Venue Standard – Meeting Room and ASEAN MICE Venue Standard – Event Venue. These recognitions reflect SICC's commitment to maintaining quality facilities, delivering excellent service and upholding international MICE standards, further supporting Sabah's position as a destination for international conventions, exhibitions and business events ahead of Visit Sabah 2027.



APU Team Makes History at 5th ICCA Asia Pacific Business Events Youth Challenge 2026

Asia Pacific University of Technology & Innovation (APU) celebrates a historic achievement as its student team, The Backbone, clinched First Place in the Student Category at the 5th ICCA Asia Pacific Business Events Youth Challenge 2026 in Macao.

Comprising third-year Mechatronics Engineering students Thiriidev Kumar Murlidaran and Haithm Abdulghani Hussein Al-Bakri, the team secured APU's first-ever championship title at the competition, finishing ahead of teams from defending champions South Korea University and Sunway University.

Their winning proposal, Kuala Lumpur 2026: Bid & Delivery Proposal for the 20th WFC Biennial Congress, demonstrated their ability to develop a business events bid and delivery concept. The victory also earned the students sponsored places on delegations to represent APU at BE @ Penang and BE in Sabah.

Congratulations to Thiriidev and Haithm on this remarkable achievement. Their success is a proud milestone for APU and a testament to the talent and potential of the next generation of Malaysia's business events professionals.









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 look forward to the many achievements we can accomplish together. At present, MACEOS offers three membership categories: **Ordinary Members, Associate Members**, and **Individual Members.**

ORDINARY MEMBER

King's Park Development Sdn Bhd
Level 11-08, Menara KH, Jalan Sultan Ismail,
50250 Kuala Lumpur, Malaysia.
Tel: +603-8603 8888
Email: info@kingspark.com.my
Website: www.kingspark.com.my
Category: Venue Operator

Individual Member

- **Tee Khai Shuang**

Scan the QR Code to Apply!



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

MACEOS Secretariat Office
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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

The Business Events (BE) industry is essential for economic growth and nation building. Let's collaborate to support its continued growth and ensure 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***