

StarSpecial

GLOBAL EXHIBITIONS DAY 2019

Exhibitions spur economic growth

THE global exhibitions industry, which registered US\$325bil (RM1.36 trillion) in total business sales output in 2017, contributes US\$198bil (RM829bil) to the world's gross domestic product. This ranks it as the 56th largest economy in the world, making it larger than the economies of countries such as Hungary and Sri Lanka.

There are more than 32,000 exhibitions held annually around the globe, featuring 4.5 million exhibiting companies and attracting over 303 million visitors. Approximately 3.2 million jobs have been directly and indirectly supported by global exhibitions.

Trade exhibitions support the economic growth and social development of a country and brings up new and existing industries, said Malaysian Association of Convention and Exhibition Organisers and Suppliers (Maceos) president Datuk Vincent Lim.

Maceos, which positions itself as the voice of the industry, has more than 150 members from various industries relating to business events.

In conjunction with the Global Exhibitions Day, Maceos is celebrating the recognition by spreading awareness on the importance of the business events industry – particularly exhibitions – to the country.

The Global Exhibitions Day, which falls on June 5 this year, is celebrated on the first Wednesday of June every year. It was mooted by France-based Global Association of the Exhibition Industry (UFI) four years ago and in 2018, it was celebrated by 85 countries through various industry-related events.

What Maceos wants to do this year, however, is to make it more inclusive by raising appreciation of the importance and effectiveness of the exhibition industry, said Lim.

Supporting industries

Exhibitions have stood the test of time as a sustainable and effective way of doing business, and it is a necessary platform that cannot be replaced, even in a digital age.

Trade exhibitions have evolved from being single agenda events – where products were bought and sold – to having multiple agendas, including connecting with peers via networking sessions, keeping up-to-date with trends and new technology through conferences, recognition to encourage growth through awards and fostering business possibilities through business matching. These aspects all come together to create a memorable experience that technology cannot replace.

Malaysia's exhibition industry achieved approximately RM540mil for trade exhibitions and RM400mil for consumer exhibitions in estimated revenue in 2017 and has a total gross indoor size of nearly 198,000sq m in terms of venue capacity, making it the third largest exhibition market after Thailand and Singapore in South-East Asia.

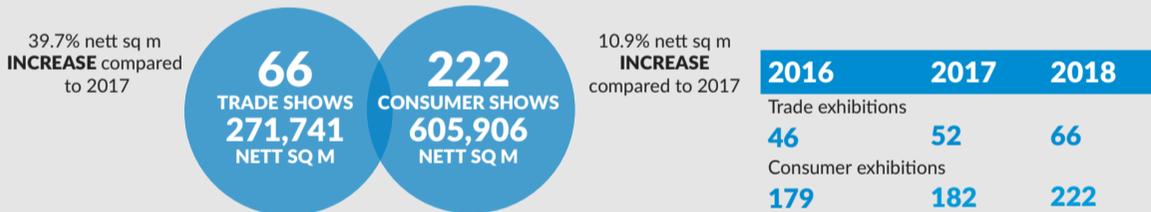
On why exhibition space is important, he explained, "Space is



(From left) International Congress and Convention Association Asia Pacific membership development manager Margaret Lu, Malaysia Retailers Association deputy president Law Boon Eng, Malaysian Association of Tour and Travel Agents deputy president Mohd Akil Mohd Yusof, Malaysian Society of Association Executives president Datuk Dr Zaliha Omar, Malaysian Association of Hotels president Sam Cheah Swee Hee, Matrade CEO Dr Mohd Shahreen Zainooreen Madros, Business Events Council Malaysia (BECM) chairman Alan Pryor, Lim, Malaysia Shopping Malls Association president Tan Sri Teo Chiang Kok and Arts, Live Festivals and Events Association chairman Para Rajagopal at the signing of a memorandum of understanding between eight national associations to form BECM in October last year.

MALAYSIA EXHIBITION OVERVIEW 2018

31% trade exhibitions 69% consumer exhibitions 877,647 nett sq m exhibition space sold



Source: Maceos Industry Survey 2018, submitted by 19 venues and 17 organisers in Malaysia



Trade associations such as Maceos give vibrancy to the exhibition industry, helping to ensure that we continue to raise our profile as a global venue for business events. As we look forward to Global Exhibitions Day, I would like to thank all business events convenors who continue to bring the world to Malaysia through their work.

Deputy International Trade and Industry Minister
Dr Ong Kian Ming



king in the exhibition industry. Those that have bigger capacity for exhibitions will capture a bigger market."

With the opening of the 45,000sq m Malaysia International Trade and Exhibition Centre (Mitec), Lim is confident that Malaysia can surpass its ranking in next year's statistics.

A total of 288 exhibitions were held in the country in 2018, with 31% being trade exhibitions and 69% consumer exhibitions. This was a 39.7% net sq m increase to 271,741sq m and a 10.9% net sq m increase to 605,906sq m, respectively, from the previous year. Maceos estimates the economic impact of the industry on Malaysia to be RM114.2 mil.

"Exhibitions are instruments to market goods and services, especially for small and medium enterprises. They're also great investments, attracting market

influencers who spend more, talk to more people and recommend more brands.

"More importantly, exhibitions are a face-to-face medium and has the unique human element that's essential to build business contacts," Lim shared, adding that it can be invaluable in creating customer satisfaction and loyalty.

Such events also enable local businesses to position themselves internationally beyond their shores, while at the same time help grow and develop new industries by bringing together a large number of its players under one roof.

Lim added, "For the time being, Mitec is sufficient for the exhibition industry, but looking at growth in the next 10 years, Malaysia will need a bigger exhibition space of at least double the current size or close to 100,000sq m to meet the future demands of the industry."

Potential for growth

Uniquely, the industry falls under the umbrella of both trade and tourism, as it attracts business travellers who spend 2.5 to 3 times more than leisure travellers during their stay.

Maceos event management acting vice president Lee Mark said, "The industry itself is skewed towards trade, but the spin-off for tourism is tremendous."

He noted that there is also a legacy component resulting from exhibitions, a domino effect where boosting tourism and enabling industry growth brings about intangible economic impacts that are not reflected in trade and transaction figures.

With the world looking towards Asia as an engine for growth, there are many opportunities. For the industry to grow by leaps and bounds, however, the ecosystem created by the government and its various agencies must converge for a concerted push to facilitate industry growth.

Maceos is driving this through its establishment of the Business Events Council Malaysia in October 2018. The council, which brings together eight trade associations, aims to engage all stakeholders in the business events supply chain to form a complete proposition for overseas delegates and exhibitors coming into the country, as well as to encourage industry-informed policies.

He shared, "We have three key messages to our members, the general stakeholders and the government. To the government, we want



Lim says, 'Those that have bigger capacity for exhibitions will capture a bigger market.'



Lee says, 'The industry itself is skewed towards trade, but the spin-off for tourism is tremendous.'

to stress that the business events industry is vital for the nation.

"For the general stakeholders, that exhibitions is about transformation through constructive growth and helping the growth of the country and its industries. Lastly, for our members, we want to raise the standards and bring the excellence level up."

The focus for Maceos for 2019 to 2020 will be to expand its programmes to various parties outside of the business events industry, while at the same time, developing local providers for a multiplier effect in job creation and tax collection.

The end goal is for exhibitions to culminate in a concept the association calls 'festivalisation', where different trade shows are held simultaneously with fringe activities, such as concerts, to sell Malaysia as a destination.

This concept will take centre stage at the Maceos Business Events Forum 2019, to be held in October this year.



Archidex was moved to the Kuala Lumpur Convention Centre in 2006 and has since occupied a gross space of 272,000sq m and welcomed a record 450,000 visitors, drawing RM10bil in business transactions.

Archidex builds on 20 years of fruitful events

MALAYSIA is proud to welcome more than 35,000 local and international delegates and visitors to the 20th Archidex this July 3 to 6 at the Kuala Lumpur Convention Centre.

An annual event of the Kuala Lumpur Architecture Festival, last year's Archidex drew close to 34,000 visitors of which, almost 15,000 of them were architects, interior designers, developers, engineers and quantity surveyors and other allied professionals.

Celebrating its milestone 20th anniversary, it is now Malaysia's leading and largest trade exhibition showcasing the finest of the architecture, interior design and building industry with a steady progression into a highly regarded regional business event.

Since its inception in 2000, Archidex started from humble beginnings at the Putra World Trade Centre before the exhibition hit its maximum space and capacity. It was then moved to a bigger venue – the Kuala Lumpur Convention Centre – in 2006, and has since occupied a collective accumulated exhibit gross space of 272,000sq m and welcomed a record 450,000 visitors that drove RM10bil in business transactions.

Evolving into a multinational four-day exhibition, Archidex is now a celebration or festival for the architecture world on the South-East Asian trade calendar. It has also earned itself a pivotal position as a leading gathering and an important business event in the calendar among the region's fraternity of architects, urban planners, interior designers, developers, academics, students and other industry-related professionals.

"Even as we celebrate our major milestones with much pride, we look to a very bright future ahead with anticipation especially with a new Malaysia on the cusp of excellence in all areas including business, trade, governance and the arts," said C.I.S

Network Sdn Bhd President Datuk Vincent Lim, the joint organiser of Archidex.

"I'm immensely honoured and humbled by the support we have from our loyal exhibitors, some of whom have been with us from the very first exhibition.

"We are also grateful and deeply appreciative of the strong support from PAM (Malaysian Institute of Architects) and most of all, we are excited to see fresh talents continuously pushing us across boundaries into the future," said Lim.

He added, "Building together across the 20 years, we have put Malaysia in the eyes of the world. Archidex is the point of convergence for close to 34,000 visitors inclusive of 2,337 overseas delegates (consisting of trade buyers and exhibitors) last year that came from 61 countries.

"A total of 54% of them were from the Asean countries, making this the largest architecture show in Malaysia and touted the global gateway to South-East Asia.

It is a place to gather not just for networking amongst people of the industry across this region, but also a place for them to gain knowledge and industry expertise, technologies and the latest know-hows.

Archidex is also known as a niche marketplace for the building industry, and with last year's transacted trade value of close to RM1bil, it is undeniably a global gateway to South-East Asia in the architecture industry. This July 3 to 6, Archidex is building yet another milestone to expect an even higher turnout of key trade visitors. First to occupy the additional three newly built halls, the exhibition will be occupying a total of 10 halls altogether covering a total of 24,000sq m of space. This is an increase of 20% space that will house an estimated 600 local and international exhibitors taking up 1,400 exhibi-



Archidex is Malaysia's largest trade exhibition showcasing the finest of the architecture, interior design and building industry.

tion booths across the four-day Archidex.

Bridging professionals and the various representations of high-quality materials from Malaysia and the world, delegates and visitors can expect to explore exhibitors from more than 20 countries and four country pavilions from China, South Korea, Singapore and Taiwan that will showcase the very best of innovative design and technologies.

Archidex remains the driving force of the architecture, interior design and building industry here in Malaysia and the region. The economic multiplier effect does not contribute to the industry and the allied profes-

sionals alone, but it is a business event with a spillover effect on other sectors, such as hotels, retail, F&B, transportation and others.

Archidex is jointly organised by the award-winning business and lifestyle exhibitions organiser C.I.S Network Sdn Bhd and PAM.

Archidex is also a triple award winner of the Best Trade Exhibition by MyCEB/Maceos (2013, 2015 & 2017) and also the winner of 2015 AFCA Award for Outstanding Trade Exhibition.

■ For more information on Archidex, log on to www.archidex.com.my.

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EXHIBITION DATE

TIME

3 & 4 JULY 2019, WEDNESDAY & THURSDAY

10AM - 7PM - TRADE DAYS

5 & 6 JULY 2019, FRIDAY & SATURDAY

10AM - 7PM - TRADE, PUBLIC & STUDENT DAYS

THIS TRADE EXHIBITION IS OPEN TO PERSONS ABOVE 16 YEARS OLD & UPON REGISTRATION ONLY.

Visitors must be in proper business attire and the Organisers reserve the rights to refuse entry to any person/s at their discretion. CPD Point(s) are applicable for Architects and Engineers attending the exhibition.

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All information is correct as of print time.

Trade shows spell success in business

A TRADE fair (trade show, trade exhibition, or expo) is an exhibition organised so that companies in a specific industry can showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities.

The trade exhibition industry plays a pivotal role in the growth of Malaysia's economy. The industry creates significant opportunities for businesses, giving them access to tap into a global market which contributes to the nation's income.

UBM Malaysia is part of Informa Markets, a division of Informa PLC, the world's leading exhibition organisation. With more than 4,300 colleagues in over 30 countries, UBM Malaysia delivers over 550 international events and brands.

Using their industry insight, comprehensive portfolio of markets, content and digital resources, they are passionate about creating platforms for their customers to connect and shape environments that enable businesses to flourish.

With a growing portfolio of more than 30 trade events in Malaysia, UBM Malaysia creates business growth opportunities for Asean and the rest of the world in a wide range of industries including furniture & interiors, industrial machinery, renewable energy, power, security, construction, food, oil & gas, hospitality, livestock, beauty, water and Wastewater subcontracting, environmental technology and heating, ventilation, and air conditioning (HVAC).

Using their industry insight and entrepreneurial approach, UBM Malaysia unlocks global markets and enables new possibilities for businesses to come to life.

Their comprehensive portfolio of events and digital resources empower a diverse



Asean Super 8 hosted the largest new combined regional exhibition for the construction, HVAC, engineering, energy, heavy machinery and equipment, and security industries.



An exhibitor demonstrating machine tools and metalworking to industry players from over 30 industrial profiles at Metaltech 2019.

range of industry sectors and specialist markets, but their knowledge of the communities they serve is intimate.

UBM Malaysia's upcoming show, Oil & Gas Asia (OGA) from June 18-20 at the Kuala Lumpur Convention Centre (KLCC), is billed as the region's largest oil and gas show.

OGA is important among industry players as it serves as an effective platform to highlight the nation's and region's potential in O&G which also helps in positioning Malaysia as the regional hub for O&G innovation.

O&G has played a significant role in the economic development of Malaysia and it has continued to become the pillar of the country's economy.

In Malaysia, UBM contributes the growth of annual furniture export through its regional flagship event called Malaysian International Furniture Fair (MIFF), the largest and the most global furniture marketplace in South-East Asia.

The 2019 show recorded US\$1.01bil (RM4.2bil) in sales over a four-day exhibition. Malaysia is ranked among the top 10 largest exporters of furniture in the world, and exports around 80% of its production.

UBM Malaysia serves over 25,000 exhibitors and 600,000 trade visitors from around the world, which is an important contributing factor to the country's tourism industry. The industry has contributed strongly to business travel to Malaysia and

benefited the tourism and hospitality industry.

UBM Malaysia achieves sustainable commercial success through thoughtful market focus and superior results for customers. Their continuing evolution is fuelled by insight, innovation, collaboration and investment in people, and by their commitment to having a positive environmental and social impact.

The industry also offers a variety of job opportunities and career development which makes a great impact in building our nation.

■ For more information, log on to www.informamarkets.com



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Our major brands



18 - 20 June 2019 | KLCC



15 - 18 July 2019 | PWTC



24 - 27 September 2019 | KLCC



4 - 7 October 2019 | KLCC



15 - 17 October 2019 | PWTC



6 - 9 March 2020 | PWTC & MITEC



31 Mar - 2 Apr 2020 | KLCC



7 - 9 April 2020 | MITC, Malacca



10 - 13 June 2020 | MITEC



23 - 25 June 2020 | MITEC



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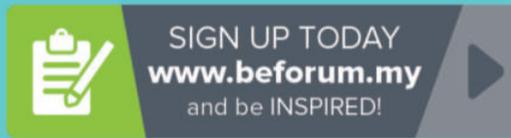
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Mitec's Oval Garden is ideal for outdoor events.

Bigger and better exhibitions

THE Global Association of the Exhibition Industry's (UFI) Global Exhibitions Day 2019 #GED19 is a perfect opportunity to celebrate the exhibition industry and the Malaysia International Trade and Exhibition Centre (Mitec) as the nation's largest exhibition venue pledges its support and joins the industry movement in celebrating the #GED19 to highlight the positive impact it has on jobs, businesses, innovation and local investment.

Positioned as an economic catalyst and gateway to South-East Asia, Mitec's modern corporate philosophy is closely aligned with its vision to see Malaysia becoming one of the leading Meetings, Incentives, Conferencing and Exhibitions (MICE) destinations in South-East Asia.

As a purpose-built exhibition space, Mitec aims to raise the profile of the exhibition industry as the sector is one of the most vital contributors to economic growth in Kuala Lumpur and Malaysia as the destination.

President of the Malaysian Association of Convention and Exhibition Organisers and Suppliers (Maceos) Datuk Vincent Lim said, "Currently, Malaysia is ranked 10th within the Asia-Pacific region in both UFI (The Global Association of the Exhibition Industry) and ICCA (International Congress and Convention Association) rankings."

Prior to 2017, according to Lim, Malaysia did not have sufficient capacity for trade exhibitions.

"It affected our rankings and number of trade shows organised. With the opening of Mitec, we now have more capacity. Thus, we have the potential to grow in the rankings," said Lim.

The venue is the game changer in the nation's business events industry as it has a capacity and capability to accommodate larger and bigger exhibitions which was not possible before Mitec opened, giving Malaysia the capability to compete and meet the demand in



Mitec's spheroid shape was inspired by a rubber seed which symbolises the contribution of the rubber industry to the country's early economic growth.

new growing markets, including regional and international exhibitions, festivals and events, particularly the "mega-exhibition" market which will attract over 100,000 visitors and conferences or conventions between 200 to 20,000 delegates.

Mitec is the third largest MICE venue in the South-East Asian region offering over 45,000sq m (484,376sq ft) of exhibition space and triple volume exhibition halls with infinite possibilities.

One uniqueness of the venue is the heavy-duty loading exhibition halls at Level 1 which have a maximum floor capacity of 50kN/sq m. This enables the venue to support the weight of heavy machinery and vehicles, the first-of-its-kind in the country.

In addition, there is a direct 24-hour service ramp access to all floors, connected to each exhibition hall with each of the levels having their own designated hall loading bay to avoid congestion.

The venue, which is going into its second year of operation, has hosted many large-scale trade fairs and successfully locked down a

five-year agreement with United Business Media (M) Sdn Bhd (UBM Malaysia). The Memorandum of Understanding (MoU) will see the venue hosting four of UBM's renowned events from this year to 2023 and a biennial event until year 2028.

"This agreement showcases that Mitec is not just a venue provider but a long-term business partner who creates opportunities for continuous growth and stakeholders' sustainability.

"This fruitful partnership is estimated to generate RM261.2mil economic impact, which I believe, represents both brands' firm commitment in setting benchmarks for Malaysia's business events industry," said Mitec chief executive officer Gunther Beissel.

As a global brand with more than 50 offices worldwide and is part of Informa PLC, UBM Malaysia takes the centre stage with several impressive events including the Malaysian International Furniture Fair (MIFF) for two consecutive years in 2018 and 2019, Metaltech and autoMEX 2019.



Mitec chief executive officer Gunther Beissel (right) receiving the Special Recognition Award for Best Strategic Public-Private Partnership from Maceos vice-president (exhibition) Alun Jones at the Maceos Business Events Excellence Awards.

UBM Asia group managing director (Asean Business) and senior vice president M. Gandhi explained, "There are important considerations for show organisers when selecting a venue and one of the key criteria for shows to expand is to have ample exhibition space in a client-focused venue. This is where Mitec comes in strong, as demonstrated during our past shows held at the venue".

UBM Malaysia revealed that MIFF 2019 crossed the billion-dollar sales mark for the first time in its 25-year history, attracting 20,478 visitors, including 6,112 global buyers from 130 countries in the region, which was an increase of four per cent from the 2018 show.

The record performance was achieved a year after the trade show was expanded to 100,000sq m (1,076,391sq ft) across two venues including Mitec.

Gandhi added that in 2018 alone, UBM had leased a total of 90,000sq m (968,752 sq ft) of exhibition space and in the next five years, exhibitions organised by UBM are expected to grow in scale annually.

Since the venue opened in August 2017, Mitec has housed about 135 events including 19 major exhibitions and accommodated major regional and international exhibitions with an increase of 110% in size of booth stands.

It recorded foot traffic of 395,300 visitors, indicating its capability to cater to large exhibitions and international events. The venue delivered an estimated RM205.17mil economic impact to the city and destination from all events held last year.

Just within a year in operation, Mitec bagged a number of awards and accolades including the Special Recognition Award for Best Strategic Public-Private Partnership at the Maceos Business Events Excellence Awards 2018.

The industry recognition is awarded to Mitec for enhancing business participation and developing key economic sectors of the industry.

■ Find out more about Mitec, Malaysia's business events icon at www.mitec.com.my



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Spacious venue with excellent facilities

THE Kuala Lumpur Convention Centre (the Centre), Malaysia's premier purpose-built events facility, is celebrating Global Exhibitions Day 2019 (#GED19) by marking a mega milestone – the successful hosting of over 15,000 events.

These 15,000 events have attracted almost 25 million participants and delivered RM8.3bil in economic benefits to Malaysia.

Exhibitions have been a key contributor to the Centre's success to date, as big events attract a large number of visitors, and as such, quite lucrative.

According to the Centre's general manager Alan Pryor, "We are delighted that the exhibition business is receiving recognition through this dedicated day.

"Exhibitions are important contributors to economies worldwide, and it is also true in Malaysia, which has a thriving exhibitions sector. At the Centre we have seen the performance of our exhibition-related business improve steadily. Last year, we recorded 60 exhibitions.

"The Centre is strategically located at the heart of Kuala Lumpur with fantastic accessibility and superb facilities at our doorstep. This has made us the venue of choice for many major exhibitions, which return to us year after year.

"Long-standing lifestyle, architecture, education and career, oil and gas, retail and franchise, energy and utility exhibitions



Strategically located in the heart of Kuala Lumpur with good accessibility and top-notch facilities, the Centre is the venue of choice for many major exhibitions.

continue to be the backbone of our yearly business calendar. All of these have made consecutive appearances or hosted every edition with us since we opened in 2005."

"In fact, it is our successful exhibition clients who have helped provide the motivation for our upcoming expansion which is due for completion later this year. It will provide an additional 11,000sqm of flexible and multipurpose space.

"This means we will have more room to comfortably accommodate larger exhibitions and also provide an opportunity for many current

clients to grow their activities and events significantly. We think this will also boost Kuala Lumpur's growing reputation as a premier business events destination," said Pryor.

"As the Centre enhances the overall appeal of Malaysia as an exhibitions and business events destination, it plays a very active role in supporting the Malaysia Convention and Exhibition Bureau, Business Events Council Malaysia and Malaysian Association of Convention and Exhibition Organisers and Suppliers, as well as work with the Kuala Lumpur Convention Centre Business Events



Alliance partners and industry stakeholders to develop the supply chain, helping the country compete more effectively in attracting major exhibitions to its shores.

"Exhibitions are a key business segment for us, so we are constantly looking to improve our products and services for clients in this sector. This is why we recently launched a dedicated ESC (Exhibition Service Centre) Portal, which allows event organisers and their exhibitors to easily access, order and pay online for a variety of add-on services 24/7.

"The wide range of services available to order on the ESC portal

include audiovisual, food and beverage as well as IT equipment and services.

"This reduces the workload for exhibition organisers, allowing them to concentrate on improving the success of their events by focusing on improving content and participation.

"Our objective is to help our partners have the most successful events they possibly can because that benefits everybody including us," concluded Pryor.

■ For all the latest news and information on the Centre, visit www.klccconventioncentre.com

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The Kuala Lumpur Convention Centre is designed to cater for any type of local, regional or global event.



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