

MyCEB Cooperative Opportunities Business Events (Meetings, Conventions, Incentives & Exhibitions market) - Tradeshows

Region	Activity	Activity Type	Dates	Location	Target Market	Who Should Attend	Description	Cost
Asia	Incentives Travel & Conventions Meetings (IT&CM) http://www.itcmchina.com/	Tradeshaw	17 - 19 April 2012	Shanghai, China	Chinese corporate and incentive planners, corporate travel agents	Convention bureaus, venues, accommodation, destination management companies and services that have an interest and/or specialise in the Chinese corporate & incentive market	11 tables allocated; Pre-schedule appointment (PSA), educational seminar, networking functions	Industry: RM5,000 Govt: RM3,000 Non-IPP (Industry) RM7000
	The China Incentive, Business Travel & Meetings Exhibition (CIBTM) http://www.cibtm.com/	Tradeshaw	12 -14 September 2012	Beijing, China	Chinese corporate and incentive planners, corporate travel agents	Convention bureaus, venues, accommodation, destination management companies and services that have an interest and/or specialise in the Chinese corporate & incentive market	8 tables allocated, Pre-schedule appointment (PSA), educational seminar, networking functions	Industry: RM5,000 Govt: RM3,000 Non-IPP (Industry) RM7000
	NEW: Incentives Travel & Conventions Meetings (IT&CM) India http://www.itcmindia.com/	Tradeshaw	21 -23 August 2012	Delhi, India	Indian corporate and incentive planners, corporate travel agents	Convention bureaus, venues, accommodation, destination management companies and services that have an interest and/or specialise in the Indian corporate & incentive market	8 tables allocated Pre-schedule appointment (PSA), educational seminar, networking functions	Industry: RM5,000 Govt: RM3,000 Non-IPP (Industry) RM7000
	Incentive Travel & Conventions, Meeting Asia (IT&CMA) http://itcma.com.sg	Tradeshaw	2 - 4 October 2012	Bangkok, Thailand	Primary: Asian corporate meeting and incentive planners, corporate travel agents. Secondary: Regional and international association meeting planners	Convention bureaus, venues, accommodation, destination management companies and services that have an interest and/or specialise in the Asian business events market.	23 tables allocated, Pre-schedule appointment (PSA), educational seminar, networking functions	Industry: RM5,000 Govt: RM3,000 Non-IPP (Industry) RM7000

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Europe	The Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX) http://www.imex-frankfurt.com/	Tradeshow	22 - 24 May 2012	Frankfurt, Germany	Primary: International associations, European corporate meeting and incentive planners. Secondary: International corporate meeting and incentive planners from the rest of the world.	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the European business events market.	11 tables allocated, reception at Malaysia stand with selected buyers, Pre-schedule appointment (PSA), educational seminar, networking functions	Industry : RM6,000 Govt : RM3,000 Non-IPP (Industry) RM8000
	The Global Meetings & Incentives Exhibition (EIBTM) http://www.eibtm.com/	Tradeshow	27 - 29 Nov 2012	Barcelona, Spain	Primary: International associations, European corporate meeting and incentive planners. Secondary: international corporate meeting and incentive planners from rest of world.	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the European business events market.	15 tables allocated, reception at Malaysia stand with selected buyers, Pre-schedule appointment (PSA), educational seminar, networking functions	Industry : RM6,000 Govt : RM3,000 Non-IPP (Industry) RM8000
North America	The Americas Meetings & Events Exhibitions (AIBTM) http://www.aibtm.com/	Tradeshow	19 - 21 June 2012	Baltimore, USA	Primary: North American associations, corporate meeting and incentive planners. Secondary: International associations, corporate meeting and incentive planners from the rest of the world.	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the North American business events market.	4 tables allocated, Pre-schedule appointment (PSA), educational seminar, networking functions	Industry: RM6,000 Govt: RM3,000 Non-IPP (Industry) RM8000
	Americas Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX America) http://www.imexamerica.com/	Tradeshow	9 - 11 October 2012	Las Vegas, USA	Primary: North American associations, corporate meeting and incentive planners. Secondary: international associations, corporate meeting and incentive planners from the rest of the world.	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the North American business events market.	5 tables allocated, Pre-schedule appointment (PSA), educational seminar, networking functions	Industry: RM6,000 Govt: RM3,000 Non-IPP (Industry) RM8000

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Region	Activity	Activity Type	Dates	Location	Target Market	Who Should Attend	Description	Cost
Australia / New Zealand	Asia Pacific Incentives and Meetings Expo (AIME) http://www.aime.com.au/	Tradeshow	21 - 22 February 2012	Melbourne, Australia	Primary: Asia Pacific associations, corporate meeting and incentive planners. Secondary: International associations, corporate meeting and incentive planners from the rest of the world.	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the Asia Pacific business events market.	24 tables allocated, reception at Malaysia stand with selected buyers , Pre-schedule appointment (PSA), educational seminar, networking functions	Industry Non-sharing: RM6,000 Sharing: RM4,000 Govt: Non-Sharing: RM3,000 Sharing: RM2,000 Non-IPP (Industry) Non-sharing: RM8,000 Sharing: RM5,000
	The Pacific Area Incentives & Conferences Expo (PAICE) www.paicexpo.co.nz	Tradeshow	November 2012	Auckland, New Zealand	New Zealand associations, corporate meeting and incentive planners.	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the New Zealand business events market.	6 tables allocated, Pre-schedule appointment (PSA), networking functions	Industry : RM4,000 Govt : RM3,000 Non-IPP (Industry) RM5000
Middle East	The Gulf Incentive, Business Travel & Meetings Exhibition (GIBTM) www.gibtm.com	Tradeshow	26 - 28 March 2012	Abu Dhabi, UAE	Primary : Middle East corporate meeting and incentive planners. Secondary: International associations, corporate and incentive meeting planners.	Convention bureaus, venues, accommodation, professional conference organisers, destination management companies and services that have an interest and/or specialise in the Middle East business events market.	4 tables allocated, Pre-schedule appointment (PSA), educational seminar, networking functions	Industry: RM6,000 Govt: RM3,000 Non-IPP (Industry) RM8000

MyCEB Cooperative Opportunities Business Events (Meetings, Conventions, Incentives & Exhibitions market) - Roadshows

Region	Activity	Activity Type	Dates	Location	Target Market	Who Should Attend	Description	Cost
Asia	Malaysia Business Events Roadshow	India - Road show in conjunction with Tourism Malaysia	February 2012	Mumbai, New Delhi & Chennai India	Indian incentive and corporate meeting planners, corporate travel agents.	Convention bureaus, venues, accommodation, destination management companies and service providers that are active and/or specialise in the Indian corporate & incentive market	The sales mission will consist of destination presentations, one to one table top presentations and networking events with Indian corporate meeting and incentive planners.	Registration and payment directly to Tourism Malaysia
		NEW: Korea - Sales Mission	March 2012	Seoul & Busan Korea	Korean incentive and corporate meeting planners, corporate travel agents.	Convention bureaus, venues, accommodation, destination management companies and service providers that are active and/or specialise in the Korean corporate & incentive market	The sales mission will consist of destination presentations, one to one table top presentations and networking events with Korean corporate meeting and incentive planners.	Estimated RM2,000 per company (one participant). Includes provision of table top, exhibitor profile, program meals and networking events. Additional delegate RM500 per person. Max 2 per company. Excludes flights, accommodation, freight and non program meals.
		China - Sales Mission	September	China	China incentive, corporate and association meeting planners, corporate travel agents.	Convention bureaus, venues, accommodation, destination management companies and service providers that are active and/or specialise in the China corporate, incentive and association market	The sales mission will consist of destination presentations, one to one table top presentations and networking events with Chinese corporate, incentive and association meeting planners.	Estimated RM2,000 per company (one participant). Includes provision of table top, exhibitor profile, program meals and networking events. Additional delegate RM500 per person. Max 2 per company. Excludes flights, accommodation, freight and non program meals.
Australia / New Zealand		NEW: Australia - Road show	June 2012	Sydney, Melbourne, Brisbane Australia	Australian incentive, corporate and association meeting planners, corporate travel agents.	Convention bureaus, venues, accommodation, destination management companies and service providers that are active and/or specialise in the Australian corporate, incentive and association market	The sales mission will consist of destination presentations, one to one table top presentations and networking events with Australian corporate, incentive and association meeting planners.	Estimated RM3,000 per company (one participant). Includes provision of table top, exhibitor profile, program meals and networking events. Additional delegate RM500 per person. Max 2 per company. Excludes flights, accommodation, freight and non program meals.

MyCEB Cooperative Opportunities Business Events (Meetings, Conventions, Incentives & Exhibitions market) - All Markets

Activity	Activity Type	Dates	Target Market	Who Should Attend	Description	Cost
NEW: MyCEB website www.myceb.com.my	Website	Ongoing	National, regional and international meeting, convention, incentive and event planners	All products and services that supply to the business events industry. Full product profiles will be provided for members of the Industry Partners Programme only.	Website product listings and profiles for the online planners guide. Meeting and event planners will be able to select products and services according to their specific requirements. Product promotional offers will also be promoted through the website.	Complimentary listing and profile for all registered industry partners.
NEW: Malaysia Meetings Planners Guide	Publication	February 2012	National, regional and international meeting, convention, incentive and event planners	All products and services that supply to the business events industry. Open to members of the Industry Partners Programme only.	Meeting Planners Guide providing product profiles for venues, accommodation and service providers to the business events industry. National, regional and international distribution	Complimentary for Industry Partners.
NEW: Electronic News	Electronic media	Quarterly	MyNews: National, regional and international meeting, convention, incentive and event planners, media. MyPartner news: Malaysia's business events industry and MyCEB stakeholders.	All products and services that supply to the business events industry. Open to Industry Partners Only	Industry partners are encouraged to send media releases to MyCEB for possible inclusion in client and industry partner newsletters. MyCEB retains full editorial rights. Media material should be relevant to the international business events market.	Complimentary for Industry Partners.

MyCEB Cooperative Opportunities Business Events (Meetings, Conventions, Incentives & Exhibitions market) - Roadshows

Region	Activity	Activity Type	Dates	Location	Target Market	Who Should Attend
Industry Partner Programme	Cooperative Sales & Marketing	Ongoing	Regional and international business events market	All products and services that supply to the international business events industry.	Cooperative industry programme providing promotional and business opportunities for the international business events market. Industry Partners benefit from subsidised and/or complimentary participation in cooperative activities.	Complimentary membership has been extended for 2012. Participation fees may apply from 2013.
Lets Meet and Green Programme	CSR programme	Ongoing	Business events occurring in Malaysia	Applicable to all business events occurring in Malaysia. Programme implementation between PCO, event owner and MyCEB.	Voluntary programme that invites convention delegates to contribute towards FRIM tree planting, offsetting carbon emissions.	Complimentary to event owner and organiser. Voluntary contribution of USD10 per delegates/ attendee.