

## Malaysia Major Events

### Thriving Asian Destination For Major Events

Malaysia's vision has long been to create a thriving country that is internationally recognised as a leading Asian destination for major events. It has played host to some of the biggest events from sports, arts, lifestyle, culture and entertainment.

••• The task force under Malaysia Major Events (MME), is a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia (MoTAC) is solely responsible to identify, promote, facilitate as well as support viable international events to be staged in Malaysia.

The events and festivals have helped in bringing energy and vibrancy to the streets and public spaces, while making an important contribution to the country's economy. Home-grown and home-hosted events have also further strengthened Malaysia's global appeal as the venue of choice for major events in the region

••• MME also acts as a conduit between the public and private sectors in ensuring seamless processes are achieved through synergistic relationships with diverse event stakeholders in staging successful events in Malaysia. Through these promotional efforts, the numbers of attendees have gradually increased annually since our inception. Our achievements thus far;



#### INDUSTRY STATISTICS

Ultimate Sports Cities Awards 2016 Final Rankings:

Rank 1 – New York City

Rank 3 – Melbourne

Rank 6 – Calgary

Rank 11 – Sydney

**Rank 21 – Kuala Lumpur**

Rank 25 – Beijing



2016	EVENTS SUPPORTED 2016*			TARGET (2016)	
	Major Event	Event Type	No. of Event Days	Expected No of Tourist	
				Int	Dom
<b>ARTS, LIFESTYLE &amp; ENTERTAINMENT / MAJOR SPORTS</b>					
13 <sup>th</sup> Feb	Anirudh Live In Malaysia 2016	Arts, Lifestyle & Entertainment	1	12,100	3,030
13 Feb	5 Divo Concert	Arts, Lifestyle & Entertainment	1	2,353	1,243
20 <sup>th</sup> – 21 <sup>st</sup> Feb	KL Saracens International 10s Rugby	Major Sports	2	3,471	1,807
27 <sup>th</sup> Feb	Miri Country Music Festival 2016	Arts, Lifestyle & Entertainment	1	1,916	824
28 <sup>th</sup> Feb – 6 <sup>th</sup> Mar	Perfect 2016 World Team Table Tennis Championship (WTTC)	Major Sports	7	3,000	10,000
5 <sup>th</sup> Mar	Kubultra 2016	Major Sports	1	5,727	1,280
6 <sup>th</sup> Mar	Powerman Asian Championship Malaysia	Major Sports	1	6,000	5,113
9 <sup>th</sup> Mar	Richard Marx The Solo Tour	Arts, Lifestyle & Entertainment	1	1,349	607
12 <sup>th</sup> Mar	EXO Planet #2 – The EXO'luXion	Arts, Lifestyle & Entertainment	1	9,600	2,674
26 <sup>th</sup> – 27 <sup>th</sup> Mar	Magical Ice Festival: Disney's Frozen	Arts, Lifestyle & Entertainment	2	45,000	5,000
3 <sup>rd</sup> April	Ironman 70.3 Putrajaya	Major Sports	1	1,312	3,232
3 <sup>rd</sup> Apr	Songkrun Water Run & Music Festival 2016	Arts, Lifestyle & Entertainment	1	6,175	325
23 <sup>rd</sup> Apr	Urbanscapes	Arts, Lifestyle & Entertainment	1	5,360	1,625
30 <sup>th</sup> Apr	Amei Live In Malaysia	Arts, Lifestyle & Entertainment	1	13,618	4,630
7 <sup>th</sup> May	Electric Run 2016	Arts, Lifestyle & Entertainment	1	12,162	2,350
14 <sup>th</sup> May	AR Rahman Live In Concert	Arts, Lifestyle & Entertainment	1	9,618	2,399
21 <sup>st</sup> May	Gimme Gimme ABBA: Royal Charity Gala Outdoor Concert	Arts, Lifestyle & Entertainment	1	366	92
21 <sup>st</sup> May	Little Mix Live in Kuala Lumpur	Arts, Lifestyle & Entertainment	1	1,527	40
21 <sup>st</sup> May	My Color Fest 2016	Arts, Lifestyle & Entertainment	1	2,755	1,015
28 <sup>th</sup> -29 <sup>th</sup> May	Dr Bubble with Milkshake	Arts, Lifestyle & Entertainment	2	1,391	328
2 <sup>nd</sup> – 5 <sup>th</sup> June	Potted Potter – A Harry Potter Parody by West End London	Arts, Lifestyle & Entertainment	4	3,053	969
2 <sup>nd</sup> -5 <sup>th</sup> June	Shrek – The Musical	Arts, Lifestyle & Entertainment	4	6,767	1,692
3 <sup>rd</sup> – 5 <sup>th</sup> June	KL Tigers International 10s 2016	Major Sports	3	1,189	760
5 <sup>th</sup> June	Gabriel Iglesias: Breaks Even	Arts, Lifestyle & Entertainment	1	2,196	71

World Tour 2016						
13 <sup>th</sup> -17 <sup>th</sup> July	Let It Be Musical – A Celebration of the Music of the Beatles	Arts, Lifestyle & Entertainment	5	8,289	3,817	
15 <sup>th</sup> – 19 <sup>th</sup> July	2016 World Mathematics Invitational Finals	Arts, Lifestyle & Entertainment	5	-	1,000	
16 <sup>th</sup> July	Jollin Tsai 2016 Play World Tour Malaysia	Arts, Lifestyle & Entertainment	1	6,720	1,811	
23 <sup>rd</sup> – 24 <sup>th</sup> July	Persidangan Antarabangsa Kongsu Namakal	Arts, Lifestyle & Entertainment	2	10,000	2,000	
25 <sup>th</sup> July	Selena Gomez Live In Kuala Lumpur	Arts, Lifestyle & Entertainment	1	8,518	1,540	
6 <sup>th</sup> – 7 <sup>th</sup> Aug	Ecoworld MultiGP Drone Racing Championship	Arts, Lifestyle & Entertainment	8	970	65	
12 <sup>th</sup> – 13 <sup>th</sup> Aug	Good Vibes Festival	Arts, Lifestyle & Entertainment	2	4,275	2,509	
13 <sup>th</sup> Aug	iKONSERT SHOW TIME TOUR	Arts, Lifestyle & Entertainment	1	2,403	711	
13 <sup>th</sup> Aug	Challenge Iskandar Puteri 2016	Arts, Lifestyle & Entertainment	1	1,590	735	
14 <sup>th</sup> -18 <sup>th</sup> Sept	World Airline Badminton Championship	Major Sports	4	130	117	
1 <sup>st</sup> Oct	BigBang Made [VIP] Tour in KL	Arts, Lifestyle & Entertainment	1	9,712	1,306	
15 <sup>th</sup> Oct	The Music Run	Non-Financial	1	13,500	1,500	
21 <sup>st</sup> – 23 <sup>rd</sup> Oct	World Paintball Club Championship 2016	Event Support Program	3	7,950	-	
22 <sup>nd</sup> Oct	Mayday Just Rock It! World Tour In Kuala Lumpur 2016	Arts, Lifestyle & Entertainment	1	13,592	5,105	
22 <sup>nd</sup> Oct	Malaysian Independent Live Fusion Festival (MILLF) 2016	Arts, Lifestyle & Entertainment	1	3,800	1,200	
4 <sup>th</sup> – 5 <sup>th</sup> Nov	Hacken Lee & Joey Ying Live in Malaysia	Arts, Lifestyle & Entertainment	2	5,927	3,073	
12 <sup>th</sup> Nov	Celebrity Badminton League	Major Sports	1	610	6,116	
12 <sup>th</sup> Nov	Ironman Malaysia, Langkawi	Major Sports	1	2,960	1,260	
29 <sup>th</sup> -30 <sup>th</sup> Nov & 19 <sup>th</sup> Nov	Rockaway 2016 – Weekender	Arts, Lifestyle & Entertainment	3	17,000	4,080	
8 <sup>th</sup> – 11 <sup>th</sup> Dec	Hi-5 Fairytale	Arts, Lifestyle & Entertainment	4	9,900	1,100	
16 <sup>th</sup> – 18 <sup>th</sup> Dec	FIM Asia Supermoto Championship 2016	Major Sports	3	30,000	3,000	
17 <sup>th</sup> – 18 <sup>th</sup> Dec	Comic Fiesta	Arts, Lifestyle & Entertainment	2	41,100	6,400	
31 <sup>st</sup> Dec	Neon Countdown	Arts, Lifestyle & Entertainment	1	9,000	1,000	

2017	EVENTS TO SUPPORT IN 2017*			TARGET (2017)	
	Major Event	Event Type	No. of Event Days	Expected No of Tourist Int	Dom
<b>ARTS, LIFESTYLE &amp; ENTERTAINMENT &amp; MAJOR SPOTS</b>					
21 <sup>ST</sup> Jan	Bryan Adams Get Up Tour	Arts, Lifestyle & Entertainment	1	5,080	920
18 <sup>th</sup> – 19 <sup>th</sup> Feb	KL Saracens International 10s Rugby	Major Sports	2	3,150	1,310
24 <sup>th</sup> – 26 <sup>th</sup> Feb	Concert Romansa Krisdayanti	Arts, Lifestyle & Entertainment	2	3,100	750
25 <sup>th</sup> – 26 <sup>th</sup> Feb	Miri Country Music Fest	Arts, Lifestyle & Entertainment	2	2,000	2,000
25 <sup>th</sup> Feb – 5 <sup>th</sup> March	Alya WTA - Malaysia Open	Major Sports	9	9,500	4,500
28 <sup>th</sup> Feb – 4 <sup>th</sup> March	Malaysia International Film Festival	Arts, Lifestyle & Entertainment	5	4,000	1,150
5 <sup>th</sup> march	Malaysia Golden Awards	Arts, Lifestyle & Entertainment	1	2,000	650
4 <sup>th</sup> – 5 <sup>th</sup> March	Powerman Asia Duathlon Championships	Major Sports	2	5,872	4,134
17 <sup>th</sup> – 18 <sup>th</sup> March	Ziryab Musiqa	Arts, Lifestyle & Entertainment	2	6,720	1,680
18 <sup>th</sup> March	Exo Exor'dium World Tour	Arts, Lifestyle & Entertainment	1	13,500	2,380
23 <sup>rd</sup> March – 16 Apr	LOL Fest	Arts, Lifestyle & Entertainment	25	11,728	3,022
25 <sup>th</sup> - 26 <sup>th</sup> March	The Wonderful World of Disney on Ice (100 years in celebration)	Arts, Lifestyle & Entertainment	2	28,800	3,200
25 <sup>th</sup> March – 30 <sup>th</sup> Apr	Viper Challenge	Arts, Lifestyle & Entertainment	5	49,630	15,400
15 <sup>th</sup> Jul – 7 <sup>th</sup> Oct					
18 <sup>th</sup> Nov					
14 <sup>th</sup> Apr	Da-Bang The Tour	Arts, Lifestyle & Entertainment	1	8,000	2,000
23 <sup>rd</sup> – 30 <sup>th</sup> Apr	Ipoh Cycle Fest	Major Sports	8	22,200	1,500
29 <sup>th</sup> – 30 <sup>th</sup> Apr	KL Tigers International 10s	Major Sports	2	1,534	850
29 <sup>th</sup> Apr	Wang Feng World Tour	Arts, Lifestyle & Entertainment	1	11,300	2,600
Oct	Ed Sheeran Live In Malaysia	Arts, Lifestyle & Entertainment	1	10,335	1,823

Oct	Global M Countdown	Arts, Lifestyle & Entertainment	1	9,600	2,400
-----	--------------------	---------------------------------	---	-------	-------

## MARKETING AND BRANDING

Recognising that events play an important part in a country's wellbeing and cultural diversity, Malaysia has sought raise awareness by increasing various marketing activities.

Having been in operations for over 8 years and with the new name as well as new logo; Malaysia Major Events have been constantly branding its concept to instil brand resonance and create a name within the international events arena. In an effort to reach industry players and stakeholders on Malaysia Major Events' progress and updates, a website has been established in isolation with MyCEB. Malaysia Major Events will also organise bi-annual Major Events Symposium to bring all key industrial players under one roof to discuss current issues. To further leverage its exposure and value add proposition to supported events, an advertising and promotional plan is underway focusing primarily in print and online medium.

## TRADESHOWS

Malaysia Major Events has identified the following tradeshow that will potentially create leads in hosting major events right here in Malaysia. These tradeshow also provide the opportunity to market Malaysia in these regions. These tradeshow include:

### 2016

ACTIVITY	CATEGORY	DATES	LOCATION
<b>Pollstar</b>	Arts, Lifestyle and Entertainment	10 – 12 February 2016	San Francisco, US
<b>International Live Music Conference</b>	Arts, Lifestyle and Entertainment	3 - 6 March 2016	London, UK
<b>City Events 2016</b>	Sports	14- 15 March 2016	Paris, France
<b>Korea &amp; Japan Sales Mission</b>	Arts, Lifestyle & Entertainment	5 - 10 April 2016	Korea & Japan
<b>Sport Accord Convention</b>	Home Grown & Home Hosted	17- 23 April 2016	Laussane, Switzerland
<b>China Sales Mission</b>	Arts, Lifestyle and Entertainment	May 2016	China
<b>Splendour in The Grass</b>	Arts, Lifestyle and Entertainment	22 – 24 July 2016	Melbourne, Australia
<b>TBEX 2016</b>	Event Partnership	13 – 16 October 2016	Manila, Phillipines
<b>Sport Matters</b>	Sports	12 – 15 September 2016	Singapore
<b>Music Matters</b>	Arts, Lifestyle and Entertainment	12 – 15 September 2016	Singapore
<b>International Festival &amp; Events Association (IFEA)</b>	Home Grown & Home Hosted	27 – 29 September 2016	USA

<b>Social Media Week</b>	Event Partnership	12 – 16 November 2016	London
<b>Billboard Touring Conference + USA Sales Mission</b>	Arts, Lifestyle and Entertainment / Sports	November	Los Angeles, USA

## 2017

ACTIVITY	CATEGORY	DATES	LOCATION
<b>Pollstar Live! 2017</b>	Arts, Lifestyle and Entertainment	31 Jan – 2 Feb 2017	Los Angeles, USA
<b>ILMC 2017</b>	Arts, Lifestyle and Entertainment	8- 10 March 2017	London, UK
<b>City Events 2017</b>	Sports	11- 16 March 2014	Europe (TBA)
<b>WOMAD</b>	Home Grown & Home Hosted	17-19 March 2017	New Zealand
<b>Sports Accord Convention</b>	Sports	2-7 April 2017	Denmark
<b>Sales Mission</b>	Sports	April	Chennai & Mumbai
<b>Sales Mission</b>	Sports	16-17 May 2017	Beijing, China
<b>Sales Mission</b>	Arts, Lifestyle and Entertainment	21-24 June 2017	Taiwan & Hong Kong
<b>Social Media Week</b>	Event Partnership	11-15 September 2017	Jakarta, Indonesia
<b>IFEA 62<sup>ND</sup> Annual Convention &amp; Expo</b>	Home Grown & Home Hosted	September	Arizona, USA
<b>All That Matters</b>	Home Grown & Home Hosted	September	Singapore
<b>Sales Mission</b>	Arts, Lifestyle and Entertainment	September	Singapore
<b>Sales Mission</b>	Sports	September	Singapore
<b>Sales Mission</b>	Arts, Lifestyle and Entertainment	October	Korea
<b>Sales Mission</b>	Arts, Lifestyle and Entertainment	October	Tokyo, Japan
<b>Billboard Touring Conference</b>	Arts, Lifestyle and Entertainment	November	TBA
<b>International Sports Conference</b>	Sports	December	Geneva, Switzerland

## TRACKING MECHANISM

Malaysia Major Events has also put in place a tracking mechanism to monitor spectatorship and evaluate an events' viability. All event organizers requesting to withhold tax from the Ministry of Finance are required to provide input into the tracking mechanism before they receive a refund. This allows easier tracking of revenue generated to the country.

## INDUSTRY EDUCATION PROGRAMME

We provide our partners and stakeholders an added advantage in the industry through the various educational programmes enlisted in Malaysia Major Events. The first essential tool is educating our partners and stakeholders in the bidding process done via the Bid Workshop conducted, followed by workshops on sponsorship strategies, international marketing approaches, case study evaluation and analysis, and incorporation to the local industry.

## MARKETING PARTNERSHIP PROGRAMME



Malaysia Major Events have also launched the Marketing Partnership Programme (MPP), a platform to facilitate event industry with marketing partners with the single focus of increasing international attendance. The aim is provide attendees with attractive options and attractions to make a trip to Malaysia thus attending the events supported.

## DESTINATION CREDENTIALS



- **Location**
- **Value**
- **Strong Track Record**
- **Rankings**
- **Safety, Stability & Security**
- **Government Support**
- **Social and Tour Programmes**
- **Ease of Communication/Language**
- **Venue**

### 1. Location

- a. Malaysia is strategically located between two giant economies (China and India) and sits right in the middle of Asia where over 55% of the world's population reside.
- b. Various affordable travel options are available in and around Kuala Lumpur: rail, monorail and taxi.
- c. Airport distance from Kuala Lumpur International Airport (KLIA) to the city centre:
  - By train: 28 minutes
  - By car: 40 minutes

### 2. Value

- a. 8<sup>th</sup> Least Expensive City in the world and 5<sup>th</sup> in Asia Pacific (2014 TripAdvisor TripIndex Best Value International City)
- b. 10<sup>th</sup> Lonely Planet's Best in Travel 2014. Malaysia, the only Asian country to have made the list in Lonely Planet's Best in Travel 2014 (Lonely Planet Guide)
- c. 12<sup>th</sup> Most Price Competitive Country (2014 IMD World Competitiveness Yearbook)



### 3. Strong track record

- a. Malaysia has an impeccable track record for hosting some of the world's major international events:
  - F1
  - Moto GP
  - MTV World Stage
  - IRONMAN Malaysia Triathlon
  - Rockaway Festival
  - K-Pop Concerts
  - Electronic Dance Music (EDM) Festival

### 4. Rankings

- a. Malaysia, Best Family Tourist Destination in the world (Lonely Planet Magazine India Travel Awards 2014 in Mumbai)
- b. Malaysia ranks 3<sup>rd</sup> in 2014 Global Retirement Index, the best place to retire in Asia (American publication International Living)
- c. 4<sup>th</sup> most attractive shopping destination (CNN Travel 2014)
- d. Kuala Lumpur, ranks 5<sup>th</sup> globally for Cheapest First Class Hotel in The World (TripAdvisor's Tripindex Room Service 2014)
- e. 8<sup>th</sup> Most Visited Country in the world according to Global Destination Cities Index in 2015 (Mastercard Index)
- f. World Competitiveness Index 2014 by World Economic Forum rank 20
- g. Worldwide Cost Of Living 2014 by Mercer rank 111.
- h. Skytrax Awards 2015:
  - i. World's Best Low-Cost Airports : No 6<sup>th</sup>
  - ii. World's Best Airports Serving 40-50 Million Passengers : 3<sup>rd</sup> place
- i. Kuala Lumpur is the 5th best shopping city in the world (source: Expedia UK 2016)
- j. Malaysia is Asia's Top Travel Destination (source: World Travel Awards Asia 2016)
- k. CNN named Pulau Perhentian becomes the 13th best out of 100 beaches in the world (source: CNN 2017)
- l. Penang as one of the 17 best places to visit in 2017 (source: CNN 2017)

### 5. Safety, Stability & Security

- a. "Malaysia lies in the fusion of it all, into a country that is one of the safest, most stable and easiest to manage in South East Asia." (Lonely Planet Guide)
- b. Malaysia Major Events provides a range of services to support event organisers e.g. bid support, site inspections, product and service selection, planning advisory services, event promotion, itinerary development, government liaison and on-site support



## 6. Social & Tour Programmes

- a. Malaysia hosts a colourful blend of cultures which is reflected through its diversity of food, architecture and lifestyle - "Malaysia, Truly Asia"
- b. A cultural showcase of everything "Asian": colorful and festive with gracious hospitality
- c. Malaysia offers an extensive and affordable choice of exotic, beautiful and exciting experiences within one destination
- d. Lush tropical rainforests, idyllic island resorts, abundant wildlife and historic towns

## 7. Ease of Communication/ Language

- a. Malaysia has a multi-lingual population – most can speak at least 3 languages including the national language; Bahasa Melayu, Mandarin and Tamil.
- b. English is widely spoken (English Proficiency Index Country Rankings: Malaysia ranks No 2 among non-native speaking Asian countries/Highly Proficient, English Proficiency Index, 2015).

## 8. Venue

Malaysia offers a host of venue options where the capacity ranges from 1,000 pax to 87,000 pax.

Below are such examples:



### THE KUALA LUMPUR PERFORMING ARTS CENTRE (KLPAC)

Kuala Lumpur, Malaysia  
Capacity: 2,000 pax



**KUALA LUMPUR CONVENTION  
CENTRE**

Kuala Lumpur, Malaysia  
Capacity: 3,000 pax



**ARENA OF STARS, GENTING  
HIGHLANDS**

Pahang, Malaysia  
Capacity: 6,000 pax



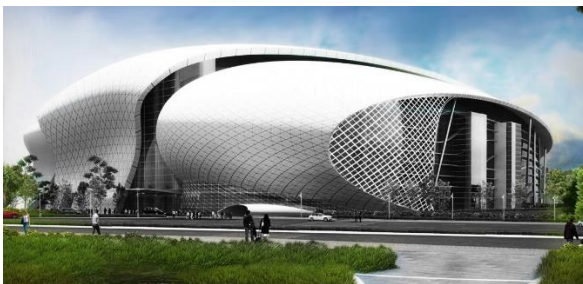
**STADIUM PUTRA BUKIT JALIL**

Selangor, Malaysia  
Capacity: 15,700 pax



**STADIUM NASIONAL BUKIT JALIL**

Selangor, Malaysia  
Capacity: 87,000 pax



**MATRADE CONVENTION &  
EXHIBITION CENTRE**

Kuala Lumpur, Malaysia  
Capacity: 17,000 pax



**PUTRAJAYA INTERNATIONAL (PICC)**

Putrajaya, Malaysia  
Capacity: 3,000 pax



**SPICE ARENA MALAYSIA**

Penang, Malaysia

Capacity: 13,000 pax



For more information, log on to Malaysia Major Events website – [www.mymajorevents.com.my](http://www.mymajorevents.com.my) and follow us on <https://www.facebook.com/MalaysiaMajorEvents> and twitter @MyMajorEvents

