



**MITEC**

**1<sup>st</sup>**

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• ANNIVERSARY •

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**MILESTONE NEWSLETTER**  
2018

# THE YEAR GONE BY CELEBRATING A MILESTONE ANNIVERSARY

## BUSINESS SUCCESS STORY

Since the Venue opened in August 2017, MITEC has housed over 200 events and accommodated major regional and international exhibitions. The Venue recorded a foot traffic exceeding 350,200 visitors, indicating its capability to cater to large exhibitions and international events.

## STRATEGIC PARTNERSHIP

MITEC is prominently growing the country's business events industry as the facility successfully locks 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 renowned events from 2019 to 2023 and a biennial event from 2019 to 2028. This fruitful partnership is estimated to generate close to RM300 million in economic impact. The MITEC-UBM MoU announcement is not the first partnership by both parties. In July this year, UBM Malaysia launched its inaugural corporate social responsibility (CSR) project, Kind Malaysia 2018. It is a platform to connect corporates with civil society, in partnership with #myWorld by MITEC.

MITEC and Guangdong Tanzhou International Convention and Exhibition Center (GICEC), China sealed an exclusive collaborative partnership to further contribute in creating an economic impact through the business events industry. The Memorandum of Understanding (MoU) which was signed between MITEC and GICEC, marks the official partnership that is expected to increase cooperation and foster greater ties between two trading nations.

These continuous partnerships will undoubtedly accelerate the growth for both industry players and the country's business events sector further enhanced through knowledge and skill sharing which are two main factors when it comes to exhibitions and international events apart from the destination itself.







## AWARD AND ACCOLADE



MITEC has been honoured with 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. MITEC's CEO also picked up an award in the third-quarter 2018 – the 'Leadership Excellence in MICE' at the 8th Global Leadership Awards (GLA) 2018.



## 'Apa Khabar' from IMEX Frankfurt

MITEC made its first appearance at the IMEX Frankfurt 2018 (The worldwide exhibition for meetings and incentive travel) in its effort to boost number of business events visitors and present the Venue's proposition to host large-scale events. MITEC also presented its strategy to position the business proposition as a Gateway to Southeast Asia in attracting and hosting more global business events.



## CHINA Roadshow

Following a positive response from its first roadshow in China this year, MITEC is now exploring further business opportunities by collaborating with MATRADE, wholesalers, agents and the Machinery and Automobile Exhibition Federation in Shanghai, Beijing, Chengdu and Guangzhou in an effort to lure the Chinese exhibition planners to our shore. The 8th China Roadshow from 23 March to 2 April 2018 targeted local industry players, especially Chinese meeting planners and incentive agents.



## MITEC Bears International Labels

MITEC is proud to announce that we are now a member of ICCA, UFI and AIPC. Being affiliated with respected organisations worldwide solidifies our reputation as a brand-new venue, raise the bar within the industry and in turn increase our clients' confidence level. ICCA, UFI and AIPC are excellent platforms for us to expand our network and we look forward to engaging and sharing best practices with our industry colleagues within the associations' family globally. ICCA – International Congress and Conventions Association – represents the world's leading suppliers in handling, transporting and accommodating international meetings and events. UFI – Union des Foires Internationales/ Union of International Fairs – is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. AIPC – International Association of Convention Centres – is the industry association for professional convention and exhibition centre managers worldwide.





## MAJOR EVENTS



### Malaysian International Furniture Fair (MIFF 2018)

Record turnout of 625 exhibitors from 13 countries, 6,000 buyers, occupied 10 halls on all 3 levels, and the BIGGEST MIFF in 24 years!



### Malaysia International Halal Showcase

MIHAS has been paving opportunities for local companies to expand their businesses at the global level and a highly effective sourcing platform with sales worth US\$4 billion (US\$1 = RM3.91) recorded since its inception in 2004. MITEC is proud to be the venue for its 15th and biggest show ever.



### Defence Services Asia and NATSEC Asia 2018

DSA 2018 and the inaugural of NATSEC Asia 2018 officially commence! Occupying 42,000 sqm of MITEC, the largest of its 30 years in defence show, DSA 2018 recorded 50,000 visitors during the event from 16-19 April.



### Kuala Lumpur International Motor Show 2018 (KLIMS)

The Kuala Lumpur International Motor Show 2018 saw a turnout of over 258,000 visitors throughout the 10-day motoring event. The 9th edition of KLIMS was spread over 16,000 square meters of exhibition floor space housing 187 vehicles from 74 participating companies.





# CULINARY SUCCESS JOURNEY

MITEC believes culinary is an art that combines beauty, delicacy and health. The Venue's culinary brigade personally ensured only the freshest ingredients were selected, complemented with modern cooking methods and dishes served in an impressive style. In celebration of MITEC's 1st Anniversary, the Venue demonstrated its appreciation to clients and media by dropping off MITEC's signature giant doughnuts, which were specially made by an award-winning pastry chef.



**125,823**  
Casual labour  
(hours) paid



**110,742**  
Coffee or tea  
served



**108,156**  
Mineral water  
served



**798**  
Food trucks  
partnered with

## Event by Numbers 1 Day; 3 Events!



**4,210**  
Cakes



**4,210**  
Egg Tarts



**4,210**  
Curry Puffs



**6,900**  
Desserts



**5,400**  
Servings of  
Tiger Prawns



**5,400**  
Servings of  
Chickens



**5,400**  
Servings of  
Ducks



**6,900**  
Servings of  
Chinese Tea



Our Pastry Chef was also recognised as the winner of the Asian Gelato Cup and our Executive Chef is now a member of an elite Chaine des' Rottisseurs, an international association of gastronomy.



# SUSTAINABILITY IS KEY



Launched earlier this year, the #myWorld programme by MITEC lays out the Venue's brand promise and practices to work towards reducing its environmental impact and drive sustainability. The programme is also a commitment to achieve the United Nations Sustainable Development Goals (SDGs), otherwise known as the Global Goals. The SDGs supported by MITEC include Good Health and Well-being (Goal 3); Quality Education (Goal 4); Sustainable Cities and Communities (Goal 11); Life on Land (Goal 15) and Partnerships for the Goals (Goal 17). A strong advocate of corporate responsibility, MITEC's #myWorld programme encourages stakeholders to be involved with the Centre's strive to produce better experiences for a better planet and leave an impactful legacy. MITEC was recently participated in the inaugural Kind Malaysia 2018 by UBM as the event partner to a meaningful and unique platform bridging corporate and civil organisations and took the opportunity of the partnership to spread the word about #myWorld.



## MITEC EXPANDS GLOBAL FOOTPRINT

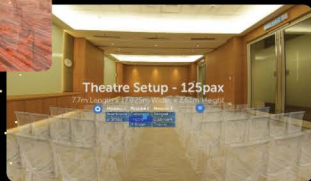
As a new member of ICCA, MITEC's team attended ICCA Congress 2018 for the first time this year.





# TURN YOUR VIRTUAL IMAGINATION INTO REALITY

MITEC is taking event engagement to the next level with the unveiling of fully immersive Virtual Reality (VR) experiences and being the first trade and exhibition centre in Malaysia embracing the technology. The VR headset not only allows the entire 45,000 sqm Venue to be explored virtually but also provide users with an interactive navigation to get a feel for nearby attractions and amenities. Meeting planners can expand the immersive experience to also discover Kuala Lumpur city using the user-centric friendly menu-driven interface.



**NEW WEBSITE GOES LIVE!**  
[www.mitec.com.my](http://www.mitec.com.my)



# PROMOTIONS AND PACKAGES

Snippets of sales packages and marketing promotions.

**MITEC**  
where Ingenuity

meets  
Business

We Apply Ingenuity to Reshape the Trade and Business Meeting Space!

Experience the Difference  
Contact one of our MITECians today!  
[sales@mitec.com.my](mailto:sales@mitec.com.my)

Scan to find out more

#justdifferent

**MITEC**

When was the last time you tried something new?

**"NEW BEGINNINGS" CORPORATE DINNER PACKAGE**  
Enjoy a fresh new start with a package that includes:

- Usage of event venue
- Dinner menu with choice of Western Set, Chinese Set, or International Buffet
- Free flow of cordial drink
- Complimentary decorative centerpiece on each table
- Complimentary photo booth with unlimited instant prints for up to 4 hours

Seating and conditions apply

**Chinese 9-Course Set Menu**  
RM1,588++ per table\*\* (10 pax)

- Oriental Cold & Hot Dish Combination
- Superior Soup
- Prosperity Poultry
- Fortune Fish
- Lucky Prawns
- Capricious Vegetables
- Auspicious Rice or Noodles
- Delightful Dessert
- Pastry

**Western 3-Course Set Menu**  
RM158.88++ per person

- Alluring Appetizer
- Magnificent Main course
- Delightful Dessert

Booking duration: 1st August 2018 - 31st March 2019  
or upon the convenience of MITEC  
on request contact sales@mitec.com.my

**Buffet & Other Dining Options**  
MITEC's culinary team can cater to a buffet and other dining options upon request.  
For the full choice and selection of Chinese and Western courses, feel free to contact us at [sales@mitec.com.my](mailto:sales@mitec.com.my)

**#justdifferent**  
MITEC is 7.3 km away from Kuala Lumpur City Centre  
in W F B | [mitec.com.my](http://mitec.com.my)

**MITEC**

**TASTEFULLY DIFFERENT**  
SPACIOUS • COZY • EXQUISITE

**BOOK NOW!**  
**UP TO 100% OFF**  
28 MAY TO 6 JUNE 2019  
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For reservation, please contact MITEC at +603 6208 0100 or email to [sales@mitec.com.my](mailto:sales@mitec.com.my)  
RESERVATIONS ARE AVAILABLE  
MITEC INTERNATIONAL TRADE & EXHIBITION CENTRE  
KUALA LUMPUR • MALAYSIA

**#JUSTDIFFERENT**

**MITEC**

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**Splendidicious Raya**  
RM108++ per person  
Throughout Syawal  
Minimum booking: 100pax

Catered to by the MITEC Culinary Team

WITH OVER  
**45,000 sqm**  
OF SPACE TO HOST  
**YOUR EVENT,**  
2019 WILL BE  
**EPIC!**

11 world-class mega exhibition halls, 13 versatile meeting rooms, 1 massive ballroom, exclusive VIP suites & lounges and an outdoor Oval Garden & amphitheatres. Let's make 2019 epic!







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