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Business events and exhibitions a springboard to economic recovery

Borneo Post (Kuching), Malaysia



Page 1 of 2

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KUCHING: The Malaysia International Trade and Exhibition Centre (MITEC) has re-opened its facilities to offer Malaysian businesses a platform to showcase, connect and trade with buyers, vendors and investors in an endeavour to springboard business recovery.

The re-opening of the business events sector, a major contributor to the national economy with 9.2 billion in revenue recorded in 2019 bodes well for SMEs and Malaysian businesses in general.

"As we re-open our centre, safety of all patrons is our priority," MITEC acting chief executive officer Mala Dorasamy said.

"All staff at MITEC are fully vaccinated and will ensure strict adherence to standard operating procedures (SOPs) as prescribed by the government in the implementation of all events.

"Understanding the transforming business landscape of Malaysia and the need for value creation, MITEC introduced the Smart Trade Zone (STZ) platform and co-working space, an incubator program with facilities that includes benefits for businesses to converge as well as assisting in harvesting new potential trade leads.

"We are ready to assist by providing premium co-working space as a solution to help re-establish business and reconnect with markets.

"MITEC is positioned in an enhanced transformation mode, encompassing a vision to service the local and international Business Events market with unique services and products.

"Being successfully viewed as an international exhibition venue, the centre is moving effectively in the direction towards an international multipurpose trade, convention, exhibition and events centre."

Positioned as the gateway to



MITEC has re-opened its facilities to offer Malaysian businesses a platform to showcase, connect and trade with buyers, vendors and investors in an endeavour to springboard business recovery.

Southeast Asia and carrying the brand mantra of #justdifferent, MITEC has been graced by some of the world's largest and prominent events such as the SEA Games 2017, Defense Services Asia Exhibition and Conference 2018, Global Halal Summit 2019, SEMICON Southeast Asia 2019, ASEAN Super 8, POWERGen Asia 2019, Malaysian International Furniture Fair, Malaysia International Water Convention 2019, Malaysia International Halal Showcase (MIHAS) 2019, TCE Baby Expo 2020 and many more.

"With the re-opening of Business Events we look forward to welcoming back all conferences and exhibitions.

"MITEC has contributed in strengthening SMEs and significantly contributed to job creation.

"We have generated more than 841,000 gig worker labour hours and created jobs for over 100,000 people since our inception."

The Venue has been the game-changer in the nation's business events industry and catalyst of a

new township, KL Metropolis.

Hotel and service suites are now available within walking distance such as Arte Mont Kiara, Somerset Metropolis will be ready by 2023, giving Malaysia the capability to internationally compete and meet demands in new growing markets.

"As MITEC entered the global market space, we have seen the increase of local and international event organisers taking the opportunity to host their business events in Malaysia.

"MITEC has been the game-changer in the nation's resilient business events industry and we are committed to help catalyse the local business recovery and reform.

"We are reaching out to relevant Ministries, Agencies and corporates. Collaboration is essential for business recovery.

"Integrated, creative solutions and pooling of resources will result in effective and an efficient turn-around for Malaysian businesses."

MITEC collaborated with

Ministry of Science, Technology & Innovation (MOSTI) to successfully operate the mega PPV handling over 12,000 people for vaccinations per day.

MITEC also collaborated with Malaysia International Trade Industry to operate as one of the Industrial Vaccination Centre's (PPVIN), under the Public-Private Partnership Covid-19 Industry Immunisation Programme (PIKAS)

PIKAS, over the last three months had an estimated of 2,000 people per day to accelerate the vaccination rate among the Malaysian workforce.

MITEC's comprehensive Venue's SOPs include a fully vaccinated team as well as participating in the Safe Business Events (SafeBE) certification by Bureau Veritas and ensuring continuous staff training, public awareness multimedia displays, social distancing at public areas and event venues.

MITEC has also partnered with the Malaysia Convention and Exhibition Bureau (MyCEB) for the 'Let's Meet tomorrow' and 'Let's Meet Locally' campaigns, aimed at stimulating the domestic business events industry and to encourage new domestic events in Malaysia.

"We thank Malaysia Association of Conventions, Exhibitions, Organisers and Suppliers (MACEOS), Business Events Council Malaysia (BECM), Ministry of Tourism Arts and Culture (MOTAC) and the industry for supporting the re-opening of the business events industry, it is crucial now for all to work together to catalyse the growth and innovation of industry.

"With the relaxation of domestic travel, 50 per cent capacity currently permitted and introduction of travel bubbles, Malaysia is indeed on the road to recovery."



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SUMMARIES

KUCHING: The Malaysia International Trade and Exhibition Centre (MITEC) has re-opened its facilities to offer Malaysian businesses a platform to showcase, connect and trade with buyers, vendors and investors in an endeavour to springboard business recovery. The re-opening of the business events sector, a major contributor the national economy with 9.2 billion in revenue recorded 2019 bodes well for SMEs and Malaysian businesses in general.