

Business Events Drive Malaysia's Industry Transformation as Borders Open

30 March 2022, Kuala Lumpur: As Malaysia prepares to open its borders on 1 April, Business Events Sarawak (BESarawak) and the Malaysia Convention & Exhibition Bureau (MyCEB) launched *BEimpactful*; a package by both bureaus for business events planners to cushion the aftermath of Covid-19 on business events planning.

BEimpactful provides extended financial and in-kind incentives. It is applicable for physical, hybrid, and homegrown national and international conventions, exhibitions, and corporate meetings. For national and international corporate incentives, the event must be held physically only.

Speaking at BESarawak's Tribal Gathering held in Kuala Lumpur today, The Honourable Dato Sri Abdul Karim Rahman Hamzah, Sarawak's Minister of Tourism, Creative Industry and Performing Arts and Minister of Youth, Sports and Entrepreneur Development, stated that "in preparing for border reopening, and the high probability of international business events making their way back, we have decided to continue the Business Events Planners Incentivised Packages for this year." The Minister continued to say that "BESarawak and MyCEB are working closer than ever at higher levels of collaboration to drive Malaysia's economic transformation and social development through business events."

Under Sarawak's Post Covid-19 Development Strategy 2030, which was launched by the Premier of Sarawak in 2021, the business events sector has identified as an aspiration to empower communities and conserve heritage, culture and biodiversity and promote investment and development in all sectors.

Another significant focus area during *Tribal Gathering* was a bid win announcement for four major national and international conferences under the Malaysian Institute of Food Technology, the Malaysian Society of Radiographers, IEEE Systems, Man, and Cybernetics (Malaysia) Society and the Malaysian Society of Anaesthesiologists (MSA) and the College of Anaesthesiologists, Academy of Medicine Malaysia.

These conferences are expected to attract an estimated 4,000 delegates to Sarawak; auguring well for Sarawak's efforts to align with international objectives and standards in measuring the intangible benefit of business events known as legacy impact.

In a rousing speech, BESarawak's CEO, Amelia Roziman further reiterated how the development of the legacy impact measurement system in 2019 has produced significant long term benefits to Sarawak according to its 13 Key Focus Areas and UNSDGs.

"Legacy Impact is fast becoming the strategy to not only recover from the effects of the pandemic but to sustain the ever-growing business sectors." She said.

Since the inception of Business Events Sarawak in 2006, data records have shown that Sarawak generated approximately RM3 billion in total economic impact under its secured events.

For more information on legacy impact, email rose@sarawakcb.com. To enquire about *BEimpactful* and Sarawak Business Events Fund, contact Donny Tan for Conventions and Exhibitions (donny@sarawakcb.com) or Crystal Phang for Corporate Meetings and Corporate Incentives (crystal@sarawakcb.com).

ABOUT BUSINESS EVENTS SARAWAK

Business Events Sarawak (BESarawak) was established in 2006 by the State Government of Sarawak. We are a non-profit organisation whose aim is to bring Sarawak to the forefront as a competitive destination for international meetings and help connect NGOs, corporations and government bodies with whatever is necessary to make international business events a success in Sarawak. BESarawak is a member of the International Congress and Convention Association (ICCA) and the Union of International Associations (UIA). For more information, log on to www.businesseventssarawak.com. Business Events (BE) refers to meetings, incentives, conventions and exhibitions.

Business Events Sarawak (BESarawak) is also referred to as 'Biro Konvensyen Sarawak' (Bahasa Malaysia) or 砂拉越会议局 (Simplified Mandarin)