

Sarawak Reinforces Legacy at Malaysia Business Events Week



Jason Tan Chin Foo, BESarawak's general manager of business development and marketing, presents a token of appreciation to Datuk Dr M Gandhi, president of the Malaysian Association of Conference and Exhibition Organisers and Suppliers.

Kuala Lumpur, Malaysia, 21 August 2024: Sarawak grabs the spotlight with its first stand at EVENTXPO 2024, the newest B2B tradeshow in conjunction with Malaysia Business Events Week. Twelve exhibitors from Kuching, Sibul, and Miri have joined to advocate business event legacies in Peninsular Malaysia and drive industry growth in line with the Tribe Legacy Sarawak campaign.

EVENTXPO, organised by the Malaysian Association of Conference and Exhibition Organisers and Suppliers (MACEOS), opened its doors for the first time on August 19. It is set to be an annual platform to showcase Malaysia's latest business event products, services, technology, trends, and insights.

This is Sarawak's second year implementing the Legacy Impact Master Action Plan (Legacy MAP) 2023–2025 and EVENTXPO is the perfect platform to explore new opportunities.

“The long-term, positive impact of business events is not just for Sarawak, but for Malaysia to accelerate its social and economic progress. Besides monitoring and validating legacy impact, the second year of the Legacy MAP is a good time to communicate the legacy brand and embed the mindset to the Peninsular industry, thus attracting the right business events into Sarawak,” said **Amelia Roziman, CEO of Business Events Sarawak (BESarawak)**. “Yesterday, Sarawak attracted several quality appointments with business event planners and received excellent feedback about the legacy direction. We are confident that we have made a strong first impression at EVENTXPO.”

Meanwhile, **Datuk Dr M Gandhi, President of MACEOS**, stated that his vision is for business events to create a long term impact and contribute to nation building. “MACEOS has a very clear strategic roadmap. We want to position ourselves as an industry consultant that advocate business events as a key economic contributor while providing education to the industry. Ultimately, we want Malaysia to become the business events hub in ASEAN.”

Exhibiting at EVENTXPO 2024 under the Sarawak flag are:

1. Borneo Convention Centre Kuching (Venue)
2. Business Events Sarawak (Convention Bureau)
3. Hemisphere Corporation (Grand Margherita Hotel and Riverside Majestic Hotel)
4. Hilton Kuching (Accommodation and Venue)
5. Imperial Hotel Miri (Accommodation and Venue)
6. Meet by Deckworks (Event Management Company)
7. Place Borneo (Professional Conference Organiser)
8. Pullman Kuching and Pullman Miri Waterfront (Accommodation and Venue)
9. RH Hotel (Accommodation and Venue)
10. Sheraton Kuching Hotel (Accommodation and Venue)

11. Techno Expo (Professional Exhibition Organiser)

12. Waterfront Hotel Kuching (Accommodation and Venue)

Sarawak's presence at EVENTXPO and Malaysia Business Events Week is one of the tactics under the Tribe Legacy Sarawak campaign, which aims to forge strategic collaborations within and beyond the business events industry and enhance the impact of business events hosted in Sarawak and Malaysia.



Thank you for sharing our story with the world.

Rose Bruce

Strategic Communications Manager

BESarawak

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