

BE

BUSINESS EVENTS MALAYSIA

Official Publication of:



BUSINESS EVENTS MALAYSIA is the official publication of the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) which aims to promote and encourage the growth of the Meetings, Incentives, Conferencing, Exhibitions (MICE) industry.

Malaysia hosted 5.86 million business visitors creating an economic impact of RM114.2 billion for the country. By 2020, business, tourism was forecast to contribute RM3.9 billion to gross national income and generate 16,700 jobs". As a destination, Malaysia has much to offer to attract a large portion of the MICE business that comes to this region. It is ranked among the top 10 destinations for MICE in Asia.

BE magazine aims to reflect the growth and importance of MICE in Malaysia and in the region while pushing MACEOS into the position as the authority and voice in MICE related business and affairs in Malaysia and in the region.

CONTENTS

- **NEWS** A quick round up of events related to MACEOS and MICE, news of major conferences or meetings in Malaysia and the Asian region.
- **FOCUS** Issues regarding MICE in a particular country or policy changes that make for a better environment for MICE in the region.
- **VENUES** Focus on different MICE venues in the country.
- **EXHIBITIONS** Spotlight on some of the exhibitions held in the country and how the organisers pulled it off.
- **MEETINGS AND INCENTIVE TRAVEL** A look at a few such events in the country.
- **CONVENTIONS** A look at several high profile conventions.
- **PERSONALITY PROFILE** Spotlight on top people in the MICE industry in the country and in the region.
- **CALENDAR** Listing of events for the coming year with special relevance to MICE.
- **MACEOS** This section looks at all the activities undertaken by MACEOS or under the aegis of MACEOS.

PUBLICATION DATES

September, January, May, Oct



For advertising and details, visit:



TARGET MARKET

The Business Community, Event Organisers, Hotels Conference Centres, Builders, AV Suppliers
Freight Forwarders, MICE Related Businesses

DISTRIBUTION

- MyCEB
- All Ministries
- MITI – local and overseas offices
- Tourism Ministry – local and overseas offices
- MIDA – local and overseas offices
- Embassies and businesschamber of commerce
- MACEOS members
- Major hotels and Malaysian Hotel Association
- Sold in major bookshops nationwide

ADVERTISEMENT SPACE ORDER FORM

MONTHS BOOKED

SEPTEMBER 2019	()
JANUARY 2020	()
MAY 2020	()
OCTOBER 2020	()

* Below for 2x and 3x is 'per insertion'.

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	1X	2X	3X	1X	2X	3X
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RUN OF BOOK PACKAGES

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TECHNICAL SPECIFICATIONS

Full Page	Double Spread
Full Page: 210mm X 275mm Bleed Size: 216mm X 281mm Type Area: 190mm X 250mm	Full Page: 420mm X 550mm Bleed Size: 432mm X 562mm Type Area: 380mm X 500mm

PAYMENT

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