

Celebrating a milestone anniversary

THE journey of Malaysia International Trade and Exhibition Centre (MITEC) started in August last year, with Aug 8 this year marking its first anniversary.

It reviews its goals as an economic catalyst for Malaysia's business events and the icon of the nation's meetings, incentives, conferences and exhibitions (MICE) industry in South-East Asia.

As MITEC enters the global market space, local and international event organisers take the opportunity to host their business events. MITEC's modern business philosophy of providing ease in facilitating trade and enterprise development, in turn contributed to its flourishing success and positive outlook.

MITEC sits on a sprawling 75.5 acres (30.6 hectares) of the Kuala Lumpur Metropolis – an integrated development within the Kuala Lumpur's International Trade and Exhibition District.

The Venue is a public-private partnership with the government owned by the Malaysia External Trade Development Corporation (MATRADE) – a national trade promotion agency under the Ministry of International Trade and Industry – that is managed and operated by Prisma Galeri Sdn Bhd, a solely 100% Bumiputera company specialising in MICE venue management.

This relationship enhances business participation from the public and private sector to strengthen and develop key economic sectors of the industry.

MITEC is the third largest MICE venue in South-East Asia, the largest trade and exhibition centre in Malaysia, offering over 45,000sq m of exhibition space and triple volume exhibition halls with many possibilities, including complimentary Wi-Fi access in public areas on a best-effort basis.

The Venue is the game changer in the nation's business events industry, giving Malaysia the capability to compete and meet demands in new growing markets.

This includes regional and international exhibitions, festivals and events, particularly the "mega-exhibition" market, which will attract over 100,000 visitors and conferences or conventions with delegates ranging from 200 to 20,000 pax.

Boasting the largest pillar-less exhibition hall in Malaysia with 12,960sq m of column-free space on one level, MITEC offers 11 spacious exhibition halls as large as eight football fields combined, a ballroom and 13 meeting rooms.

One of its unique points is the heavy-duty loading exhibition halls at Level 1 that have a maximum floor loading of 50kN/sq m and is able to support the weight of heavy machinery and vehicles – the first of its kind in the country.

There is a direct 24-hour service ramp access to all floors, which is connected to each exhibition hall with every level having their designated hall loading bay to avoid congestion.

Its central 15m-long escalators – one of the highest and longest in Malaysia – are energy-saving and fitted with motion sensors.

The building's shape maximises land use with its facade design incorporating elements related to Malaysian culture and history.

Its architecture was inspired by the rubber seed to symbolise the industry's contribution to the nation's early economic growth, while its sophisticated facade detail derived from the traditional songket, depicts the Malaysian identity and reflects exclusivity. It used glass and steel elements to convey refinement in elegance and culture.

Leading the MICE industry in its

globally inspired architecture and innovative features, MITEC presents an impressive venue that fulfils needs and expectations while leaving a lasting impression.

Strategic business journey

As the gateway to South-East Asia, MITEC's modern corporate philosophy is aimed at seeing Malaysia becoming one of the leading MICE destinations in the region and the world.

The Venue implements a modern business journey supported by innovation and motivation – it allows an open thinking process within comprehensive business principles.

While it employs passionate young, dynamic individuals who exceed client service and product expectations, MITEC ensures its client-value propositions and unique-selling points are matched successfully to achieve its operating context and continuous improvement strategy.

Its business philosophy encourages new event opportunities within this region, offering incentives for new strategic partnerships.

These events will receive priority in stakeholder support, including funding and incubator attention.

MITEC created a smart trade zone, which is a business events (BE) incubator programme to be launched late 2018 with the prime opportunity of boosting the economy and taking advantage of the growing BE sector in Malaysia.

The Venue is en route to achieving ISO compliance including the Hazard Analysis and Critical Control Points Certification (HACCP), which is the international food safety system for international convention facilities and five-star hotels.

Prior to its opening and through-



MITEC's Oval Garden is ideal for outdoor events.

out its first year of operation, MITEC had already won numerous accolades:

- Leadership Excellence in MICE, Global Leadership Awards 2018
- Best Public Services Development, Malaysia
- Best Public Service Architecture, Malaysia
- Best Public Services Development, Asia Pacific
- Best Public Service Architecture, Asia Pacific
- Best International Public Services Development

MITEC has also recently launched a continuing professional development programme for its 91 full-time staff, where most of them are millennials with an average age of 34.

Each full-time staff are allowed to choose programmes from internal, external training or oversea exposure that will advance their career

development, contributing to job performance appraisal.

This programme is able to upgrade the staff's skill sets, motivate and maintain high morale within the organisation and build loyalty and retention.

Business success stories

Since its formation, MITEC has housed about 90 events and accommodated major regional exhibitions with an increase of 110% in booth stands size, 84.5% rise in exhibitors and 15% growth in visitors.

It recorded a foot traffic of 352,148 visitors, indicating its capability to cater to large international events and exhibitions.

Although new, MITEC is strengthened by supporting the growing demands of the MICE industry – it provides a platform and opportunities for meeting new clients and suppliers, as well as understanding

consumers' needs.

The Venue has since successfully hosted large-scale trade shows and consumer fairs:

- KUALA LUMPUR 2017: the 29th Southeast Asian Games and the 9th Asean Para Games (43,677 visitors)
- SMIDEX 2017: the biggest established SME Showcase (11,195 visitors)
- MITA Travel Fair 2018: Malaysia's biggest travel fair (48,000 visitors)
- MIFF 2018: Malaysian International Furniture Fair by UBM, the largest show in 24 years (19,811 visitors)
- MIHAS 2018: 15th Malaysia International Halal Showcase (MIHAS), being the world's largest halal event (21,000 visitors)
- DSA 2018: 16th Defence Services Asia and NATSEC Asia by UBM, one of the top five defence shows in the world (50,000 visitors)



The high ceiling pillar-less, expandable spaces that MITEC boast translate to an incredibly versatile venue and flexible enough to host sports events.

- SEMICON SEA 2018: SEMICON South-East Asia, the largest microelectronics event in the region (9,000 visitors)
- MISCOG 2018: Malaysian International Scientific Congress of Obstetrics and Gynaecology, the first medical conference
- SMEX 2018: Smart Manufacturing Exhibition, new start-up exhibition with CMEC International Exhibitions, China
- Selangor International Business Summit 2018: a platform for local and foreign Small Medium Enterprises (SMEs) to showcase the latest products, services and knowledge exchange.

MITEC also showcased notable, prestigious regional events, including the one-day Mahottara Homa Heruka Ceremony with over 42,000 attendees occupying the entire three double volume floors.

The Venue was also where

Ferrari held its 7th Anniversary Gala Dinner, which earned the Ferrari Owners Club Malaysia a spot in the *Malaysia Book of Records*. The event hosted the largest gathering of cars, with a total of 148 cars under one roof.

Savour tantalising flavours

MITEC offers clients a fresh product and innovative service delivery, and it believes culinary is an art that combines beauty, delicacy and health.

These combined elements help event planners deliver the ultimate experience. The Venue's creative and dedicated culinary team assist the client to design the catering solution for every imaginable event, to meet the highest standards of quality and excellence.

The culinary options allow guests to experience the best in Malaysian flavour, offering a selection of Malay, Chinese, Indian dishes and innovative fusion cuisine with a modern international touch.

Its talented in-house chefs personally ensure only the freshest ingredients are selected, complemented with modern cooking methods and dishes served in an impressive style.

To celebrate its first anniversary, MITEC demonstrated its appreciation to clients by dropping off their signature giant doughnuts, which were specially made by an award-winning pastry chef.

Visitors to MITEC were welcomed with a colourful and tasty cupcake throughout the month of August.

For the celebration of Ramadan in June, MITEC showcased a remarkable traditional "Tastefully Different" buffet with a selection of the best traditional home-cooked delicacies to tantalise its clients' taste buds. The passionate culinary team is ready to cook up a storm

for any meal be it breakfast, lunch or dinner and leave guests with an unforgettable gastronomic experience.

Eco-forward with resourceful initiatives

The key to being successfully green is not just about what the venue does for their clients and the events, but also the efforts that take place behind the scenes.

MITEC is built according to in-house sustainable design guidelines to conserve resources while its green landscape is designed to reduce heat island effect within the development and helps in controlling the surrounding climate.

The Venue has implemented various green strategies in everyday operations, including preserving water through rainwater harvesting system and using a non-chemical water treatment system for its air-conditioning, while mechanical ventilation system ensures the use of water and electricity.

A highly insulated roof enables the building to reduce heat, as horizontal sun-shading devices allow daylight to penetrate with appropriate sun heat control while maintaining a maximum view of the surrounding landscape.

The intelligent sensor lighting in public areas also ensures minimum electrical consumption, while in high traffic areas, oxygen levels are measured and regulated to ensure the comfort of delegates and visitors.

In working towards establishing itself as an international venue and local community leader in environmental practices, MITEC recently initiated the #myWorld campaign and is a key partner in "Kind Malaysia", which helps facilitate economic impact and

long-term global sustainability for Kuala Lumpur and Malaysia.

The corporate social responsibility programme aims to use precious resources more wisely, to reduce the environmental impacts of meetings and events, and to inspire innovation among team members, suppliers and stakeholders to develop more sustainable ways of doing business.

Flourish with engaging innovative products

MITEC's focus on innovative products and services creates a sustainable partnership, and with its firm commitment of re-investment in such partnerships, contributes to the successful development of its community.

The Venue is committed to enhancing and delivering amazing innovative client experiences and the virtual reality (VR) further demonstrates its monumental stride to drive technology initiatives as the leading exhibition venue in South-East Asia.

A VR-based app will bring 360° experiences to life, showcasing MITEC's venues and halls.

The headset will allow event planners to explore the entire 45,000sq m venue virtually and get a life-like idea of what their event at MITEC will be like, with navigation to nearby attraction and amenities.

Above all, Malaysia offers value for money as well as direct air access from most major cities around the world. The country has a safe and stable political climate as well as an established industry supply chain that helps boost MITEC's attractiveness to the regional and international marketplace.

■ Find out more about MITEC, Malaysia's business events icon at www.mitec.com.my



MITEC's spheroid design architecture was inspired by a rubber seed that symbolises the contribution of the rubber industry to the country's early economic growth.



Scalability being key, MITEC has been a coveted venue for private events and grand society weddings.



MITEC showcased a remarkable 'Tastefully Different' buffet with a selection of the best traditional home-cooked delicacies at its finest to satisfy clients' taste buds.



MITEC offers clients a fresh product and innovative service delivery via its creative culinary options.



MITEC is capable of hosting local, regional and international exhibitions, particularly the 'mega-exhibition' market which will attract over 100,000 visitors.