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## **SCB FACTSHEET & THE VALUE OF \*BUSINESS EVENTS TO SARAWAK**

### **Sarawak Convention Bureau (SCB)**

***“When you get here (Sarawak), it’s not just a business event. It is a total package.”***

(Nick Koerbin, General Manager – Clean Air Society of Australia & New Zealand)

***“The Sarawak Convention Bureau has a group of people who are passionate about what they are doing.”***

(Dr Ravi Chandran, President – 24<sup>th</sup> Asian and Oceanic Congress of Obstetrics & Gynecology 2015)

***“Sarawak succeeded my expectations. The experiences that we had, have been amazing.”***

(Tracy Shaw, Business Development Manager – OnQ Event Management)

From the humble beginnings of providing professional advisory services to meeting planners by the Sarawak State Government in 2006, SCB has pushed the envelope of **Business Events** (meetings, incentives or corporate events, conventions and exhibitions) by positioning Sarawak as one of the leading 2<sup>nd</sup> tier destinations of the Asia Pacific.

As the first Convention Bureau in Malaysia and a non-profit organization, SCB serves as a one-stop centre to assist meeting and event planners to bid for and stage national, regional and international business events in Sarawak and help connect associations, corporate organisations, and government bodies with elements needed to ensure success.

In 2017 from 1<sup>st</sup> January to 30<sup>th</sup> June, the effort of SCB and its sector partners brought in **40 Business Events to Sarawak: 22 Bid Wins and 18 Bids Supported**. The 40 Business Events represent close to **13 thousand delegates** and **37 thousand delegate days**, which is approximately **RM40.5 million** in direct delegate expenditure to Sarawak.

From 2006 to the end of 2016, the effort of SCB and its sector partners brought in **657 Business Events to Sarawak: 452 Bid Wins and 205 Bids Supported**. The 657 Business Events represent close to **241 thousand delegates** and **810 thousand delegate days**, which is approximately **RM464 million** in direct delegate expenditure to Sarawak.

\*Business events refer to meetings, incentives, conventions and exhibitions also formally known as MICE.

## SCB's Role

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- Facilitate bids for national, regional and international Business Events.
- Create cooperative industry platforms to sell and promote Sarawak's business event products and services.
- Advise and assist business event organisers to plan and promote their events internationally.
- Assist organisers in the selection of local product and service providers.
- Facilitate requests for support from government.
- Facilitate product development and to promote education and training for the industry so as to encourage referred and repeat business.



## Vision and Mission

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SCB's vision is to ensure that Sarawak-style conferences are sought after by the world's meeting planners as they deliver strong business outcomes and a delightful experience for their delegates.

SCB's mission is to create a thriving, sustainable **business events** industry in Sarawak.

## Sarawak Credentials

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To date, the SCB has won nine international awards and one national award which have greatly strengthened Sarawak's international and national profile. These are:

- Diamond Award Winner 2008  
The Golden City Gate Film Competition, ITB Berlin, Germany  
"Recharge In A New World" Short Film
- First Place – Gold Camera Award 2008  
US International Film and Video Festival, Long Angeles, USA  
"Recharge In A New World" Short Film
- PATA Gold Award 2008  
Pacific Asia Travel Association, Macau, China  
"Recharge In A New World" Short Film
- Best Marketing Award 2008  
International Congress and Convention Association, Victoria, Canada  
"Where on Earth is Sarawak?" – To launch a new meeting destination
- Best Marketing Campaign Award 2009  
EIBTM, Barcelona, Spain  
"Awaken the Warrior Within" Destination Marketing Campaign
- Silver Award Winner 2010  
The Golden City Gate Film Competition, ITB Berlin, Germany  
"Recharge In A New World II – Changing Perspectives" Short Film
- Silver Camera Award 2010  
US International Film and Video Festival, Los Angeles, USA  
"Recharge In A New World II – Changing Perspectives" Short Film

- Gold Award Winner 2010 – Tourism Film  
Cannes Corporate Media & TV Award, Vienna, Austria  
“Recharge In A New World II – Changing Perspectives” Short Film
- The BrandLaureate Country Branding Award 2011-2012  
Sunway Hotel Resort and Spa, Selangor, Malaysia
- Minister’s Award for the Business Events Industry 2013  
MyCEB rAWr Awards, KL Convention Centre, Malaysia  
Awarded to YB Dato’ Sri Dr. Muhd. Leo Michael Toyad Abdullah, Chairman

### **Business Events Secured by SCB for Sarawak**

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The current capacity for Business Events in Sarawak is from 10 to 5,000 delegates in venues ranging from unique historic buildings and international hotel chains to the state-of-the-art Borneo Convention Centre Kuching (BCCCK).

We have attracted a number of conventions with more than 1000 delegates, or on topics that are of substantial importance or distinction, including:

- Nursing and Allied Health Conference 2012 (1395 delegates)
- 2nd World Hopoh Community Convention 2012 (927 delegates)
- 13th Global Reunion of Nanyang University Alumni 2012 (641 delegates)
- MWA Borneo Water & Wastewater Exhibition 2012 (316 delegates)
- 9th World Congress of Chinese Medicine 2012 (975 delegates)
- 50th Multiple Districts 308 Lions Convention 2012 (1689 delegates)
- NAMLIFA 6th National Mandarin Life Insurance and Financial Planning Summit 2013 (913 delegates)
- 4th World Conference in Science and Technology Education 2013 (1000 delegates)
- 43rd Annual General Meeting/ Annual Scientific Meeting of Malaysian Orthopaedic Association 2013 (880 delegates)
- The 9th Combined Congress of the Spine and Paediatric Sections 2013 (569 delegates)
- 4th Borneo Infection Control Conference 2014 (555 delegates)
- Asia Pacific Regional Conference of the World Organisation of Family Doctors (WONCA) 2014 (1093 delegates)
- 9th Asia Pacific Orthodontic Conference 2014 (800 delegates)
- Asia Pacific regional Congress of the International Federation of Landscape Architects 2014 (IFLA) (750 delegates)

- Asia Teaching English as Foreign Language International Conference (ASIA TEFL) 2014 (1200 delegates)
- 28th Annual Scientific Meeting, The International Association for Dental Research (IADR) South East Asia Division & 24th Annual Scientific Meeting, South East Asia Association for Dental Education (SEAADE) 2014 (500 delegates)
- 23rd Asian & Oceania Congress of Obstetrics and Gynecology 2015 (1058 delegates)
- International Energy Week 2015 (1070 delegates)
- Asia for Animals International Conference 2015 (680 delegates)
- International Traditional Natural Medical Physician Conference 2015 (650 delegates)
- The International Environmental Health Conference 2015 (600 delegates)
- 24th Rotary International District 3310 Conference in 2015 (590 delegates)
- International Conference of Maternal and Child Health 2016 (Inaugural) (858 delegates)
- 21st Joint Singapore - Malaysia Nursing Conference 2016 (800 delegates)
- 55th International Congress & Convention Association (ICCA) Congress 2016 (750 delegates)
- 29th World Congress of the International Association for Suicide Prevention 2017 and 21st Malaysian Conference of Psychological Medicine (MCPM) 2017 (1300 delegates)
- 7th International Hornbill Conference 2017 (300 delegates)
- Congress of the Asian-Australasian Association of Animal Production Societies 2018 (1200 delegates)
- Asia International Conference on Tribology (ASIATRIB) 2018 (300 delegates)
- International Marine Conservation Congress (IMCC) 2018 (800 delegates)
- Kodaly International Symposium 2019 (750 delegates)
- Asia Pacific Physics Conference 2019 (500 delegates)
- 13th Asia Pacific Orchid Conference and Show (APOC) 2019 (600 delegates)

## **Economic Value of Business Events**

- Average expenditure per international delegate, per trip: RM3, 900 [SUSM<sup>6</sup>]
- Average length of international Business Events: 3.9 days.
- Average length of stay (including pre- and post-touring): 5.85 days.
- Business Events delegates spend at least three times more than tourism visitors, which adds exponentially to foreign exchange earnings.
- Business travel spending is expected to grow by 5.0% per annum to MYR117.9billion of direct Travel & Tourism GDP in 2025 [TTECM<sup>5</sup>].

## **Yield beyond Tourism of Business Events (BE) to Sarawak**

Business Events in Sarawak relate to all sectors, focusing on agriculture, Sarawak Corridor of Renewable Energy (SCORE), public health, education, security, infrastructure development, and the development of women and children.

- **JOB CREATION:** For every RM192, 450 in economic value generated by BE, there is one FTE (Full Time Equivalent) job created. [NBES<sup>1</sup>]
- **BRANDING:** Sarawak's international profile rises through media publicity, exposure to international communities, and the attraction of sector leaders and potential investors.
- **BUSINESS & PROFESSIONAL DEVELOPMENT:** Engaging international communities creates new multicultural business skills, expertise, networks, collaborations, and opportunities.
- **TRADE & EXPORT:** Business Events are effective platforms to showcase local innovation, products, services and expertise to the global community.
- **CONTINUING EDUCATION & COLLABORATION:** Business Events educate local communities and accrue broader benefits such as business relationships, social interaction and more effective collaborative learning. [VBE<sup>2</sup>]
- **INDUCED TOURISM:** Nearly 60% of international BE delegates intend to return within 2 years [NBES<sup>1</sup>]. About 46% of international BE delegates extend their stay for pre and post travel. [NBES<sup>1</sup>]
- **CORPORATE SOCIAL RESPONSIBILITY:** International conventions often leave an on-going legacy to benefit local and regional communities and wildlife.
- **NATIONAL IMPACT:** Through the attraction of international conventions, Malaysia can improve its world rankings as an international meetings destination within ICCA<sup>3</sup> and UIA<sup>4</sup>.

Note: <sup>1</sup>NBES – National Business Events Study 2004, Australia; <sup>2</sup>VBE - The Value of Business Events 2013, Australia; <sup>3</sup>ICCA - International Congress and Convention Association; <sup>4</sup>UIA - Union of International Associations, Paris; <sup>5</sup>TTECM – Travel & Tourism Economic Impact on Malaysia 2015; <sup>6</sup>SUSM: Swinburne University, Sarawak Malaysia : Direct Delegate Expenditure in Sarawak, 2015, Malaysia