

MyTripleE 2.0

powered by Meet in Malaysia

Your Strategic Support for Business Events in Malaysia
您在马来西亚商务活动的战略合作伙伴

Elevate EXHIBITION

MyTripleE 2.0 is more than just an event support programme – it's your dedicated partner in creating exceptional conventions, exhibitions, and corporate meetings & incentives.

Powered by Meet in Malaysia, MyTripleE 2.0 offers a range of financial and experiential benefits to enrich your business events in Malaysia, while uplifting homegrown events. From tailored venue packages

MyTripleE 2.0 不仅是一项活动资助计划，更是您打造卓越会议、展览及企业会议与奖励旅游的专属战略伙伴。

由 Meet in Malaysia 提供支持，MyTripleE 2.0 提供多元化的资金支持与深度体验，帮助您在马来西亚商务活动更加精彩，同时推动本土活动国际化发展。

and distinctive local souvenirs to seamless on-the-ground assistance, MyTripleE 2.0 ensures you have everything you need to host a successful event.

With Malaysia's vibrant culture, stunning natural beauty, state-of-the-art infrastructure, diverse food offerings, and renowned hospitality, Malaysia is the perfect destination for your next business gathering.

从定制场地和独具特色的本土纪念品，到无缝衔接的现场协调，MyTripleE 2.0 确保您拥有成功举办活动所需的一切资源。

马来西亚凭借其多元文化、壮丽自然景观、世界级基础设施、丰富美食和享誉全球的待客之道，成为您举办下一场商务活动的理想之选。

Let's Meet in Malaysia, and BE Greater, Together.
相聚马来西亚，携手共创非凡









Homegrown Exhibition Show 本土展览

Creating World Class Exhibition Experiences 打造世界级展览盛会体验

Empower local innovation and talent by leveraging MyTripleE 2.0's support to create exhibitions of global standards. Build and expand your event's presence both locally and internationally through our focused support that fosters the development of high-quality local exhibitions, while showcasing the best Malaysia has to offer.

凭借MyTripleE 2.0 支持, 支持本土创新与人才, 打造国际级展览。通过我们的专项援助, 帮助您在本地与国际市场扩大活动影响力, 既培育高质量本土展览, 又向世界展示马来西亚的潜力。

Support Packages 资助配套					
	PACKAGE A 配套	PACKAGE B 配套	PACKAGE C 配套	PACKAGE D 配套	PACKAGE E 配套
 Amount of Support 资助金额	最高 Up to RM 15,000	最高 Up to RM 28,000	最高 Up to RM 45,000	最高 Up to RM 57,000	最高 Up to RM 70,000
 Gross Space 总面积 (sqm)	1,000 – 2,000	2,001 – 3,000	3,001 – 4,000	4,001 – 5,000	5,001 and above 及以上
 Minimum Total Attendees (Pax) 最低参会人数	1,000	2,000	3,500	4,500	5,500 and above 及以上
 Minimum Total International Attendees (Pax) 最低国际参会人数	At least 5% international attendees for existing shows 适用于现有展会须至少5%的国际参与者				

*Terms and conditions apply and subject to approval.

*须符合条款与细则, 且需经审批。



Type of Support 资助类型

Support Value 总资助金额



Marketing & Promotional Activities (Digital)

数字营销与推广活动



Up to **30%**
of Total Support
高达总资助的30%

Onsite Support 现场支持



International Hosted Buyer & Speaker (Meet and Greet at the airport, Souvenirs)

国际特邀买家与演讲嘉宾服务
(机场礼遇接待+特色纪念品)



CSR or Sustainability Activities

企业社会责任或可持续发展活动



Digital Technology (i.e. business matching platform, event app, registration kiosk)

数字技术 (如商务配对平台、活动应用程序、注册自助终端)



Ground Transportation (Shuttle bus, pre-or post-tour technical visit)

地面交通 (接驳巴士、行前或行后技术参观)



Business Matching Lounge

商务配对洽谈区



Welcome Reception/ Gala Dinner (F&B, cultural performance or VIP gifts)

欢迎招待会 / 晚宴 (餐饮、文化表演或贵宾礼品)



Venue Rental

场地租赁



Up to **70%**
of Total Support
高达总资助的70%

Support Criteria 资助标准

1. Applicable to professional exhibition organisers (PEO), trade associations, corporate companies and event management companies.
适用于专业展览主办机构 (PEO)、行业协会、企业公司及活动管理公司。
2. Applicable for hosting new and existing regional/international trade or semi-trade exhibitions with:
适用于筹办新建或现有的区域性/国际性贸易或半贸易展览, 须符合以下条件:
 - At least 1,000 sqm gross exhibition space occupied for a new show or at least 2,000 sqm gross for an existing show.
新展览须至少占用1,000平方米的展览总面积; 现有展览须至少占用2,000平方米。
 - At least two (2) full exhibition days.
至少两 (2) 个完整展览日
 - Minimum of 1,000 total attendees (at least 5% are international attendees for existing shows).
总参会人数不少于1,000人 (其中至少5%为国际参会者)。

Terms & Conditions 条款与细则

1. Application must be received by Malaysia Convention & Exhibition Bureau (MyCEB) no later than 90 working days prior to the event date.
申请须于活动日期前至少90个工作日提交至马来西亚会展局 (MyCEB)
2. This offer is not valid with any other MyCEB campaign or support.
本优惠不可与任何其他MyCEB推广活动或支持计划同时使用。
3. This package will be available based on the allocated budget in 2025 and 2026.
本配套将根据2025年及2026年预算分配情况提供。
4. Financial support is claimable after completion of the event with complete submission of documentation within the stipulated time, subject to approval.
财务资助须在活动结束后, 于规定时间内提交完整文件, 并经审批通过后方可申领。

REQUEST FOR SUPPORT 资助申请



EXHIBITION 展览

Regional and International/Homegrown Exhibition 区域性和国际性/本土展览



APPLICANT DETAILS 申请人信息

Company 公司信息 :		
Company License or Business Registration Number 营业执照/注册号 :		
Address 公司地址 :		
State Province 所在州省 :		
Country 国家 :	Postcode 邮编 :	
Company Telephone 公司电话 :	Company Fax 传真 :	Company Website 公司网址 :
Company Type 公司类型 :		
<input type="radio"/> Professional Exhibition Organisation 专业展览主办机构	<input type="radio"/> Trade Association 行业协会	
<input type="radio"/> Event Management Company 活动管理公司	<input type="radio"/> Other (please specify) 其他 (请注明)	
CONTACT PERSON 联系人信息		
Full Name (salutation, first name, surname) 姓名 (称谓/名/姓) :		
Designation 职位 :		
Telephone 电话 :	Fax 传真 :	Mobile 手机 :
Email 邮箱 :		

EXHIBITION PROFILE 展览会档案

Event of Exhibition 展会名称 :	
Exhibition Date (DDMMYYYY to DDMMYYYY) 展会日期 (日/月/年至日/月/年) :	
Exhibition Venue 举办场馆 :	
Event Website 活动官网 :	
<input type="radio"/> Trade exhibition 专业贸易展	<input type="radio"/> Semi-trade exhibition 半贸易展
Industry Sector 行业领域 :	
<input type="radio"/> Furniture, interior design 家具与室内设计	<input type="radio"/> Health, medical equipment 医疗健康设备
<input type="radio"/> Jewellery, watch & accessories 珠宝钟表配饰	<input type="radio"/> Engineering, industrial, manufacturing, machines, instruments, hardware 工程工业制造
<input type="radio"/> Textiles, apparel, fashion 纺织服装时尚	<input type="radio"/> Printing and packing 印刷包装
<input type="radio"/> Business services, retail 商业服务与零售	<input type="radio"/> Premium, household, gift, toys 高端家居礼品
<input type="radio"/> Beauty, cosmetics 美容化妆品	<input type="radio"/> Environmental protection 环保科技
<input type="radio"/> Food and beverages, hospitality 食品饮料酒店	<input type="radio"/> Transport, logistics, maritime 运输物流海事
<input type="radio"/> IT & Communications 信息技术通讯	<input type="radio"/> Travel 旅游产业
<input type="radio"/> Construction, infrastructure 建筑基础设施	<input type="radio"/> Security, re safety, defence 安防消防国防
<input type="radio"/> Leisure, hobby and entertainment 休闲娱乐爱好	<input type="radio"/> Technology 通用技术
<input type="radio"/> Electronics, components 电子元器件	<input type="radio"/> General (including export, trade and investment) 综合贸易
<input type="radio"/> Automotive, motorcycle 汽车摩托车	<input type="radio"/> Others (please specify) 其他 (请注明) :

EXHIBITION PROFILE 展览数据

	Local 本地	Regional (Asia) 区域 (亚洲)	International 国际	Total 总计
Trade exhibitors (pax) 贸易参展商 (人)				
Trade visitors (pax) 贸易观众 (人)				
Public visitors (pax) 普通观众 (人)				
Total 总计				
Gross Square Metres 总面积 (平方米) :				
Nett Square Metres 净面积 (平方米) :				
Total Number of Booths 总展位数 :				
Total Number of International Booths 国际展位数 :				

REQUEST FOR SUPPORT 资助申请



EXHIBITION 展览

Regional and International/Homegrown Exhibition 区域性和国际性/本土展览



Programme Outline (Provide a brief overview of the programme schedule and activities, i.e. exhibition hours, seminars, conference, events) 活动日程概要 (简要说明展览时间、研讨会、会议及其他活动安排):	
	Programme 活动安排
Day 1 第1天	
Day 2 第2天	
Day 3 第3天	
Day 4 第4天	
Day 5 第5天	
Day 6 第6天	
Day 7 第7天	
Note: Alternatively, you may enclose a copy of your confirmed or proposed programme. 注: 可另附确认或拟定的完整日程表	
Please outline the support requested with a budget proposal. Alternatively, you may enclose an attachment. 请列明所需支持及预算提案 (可另附)	
Please outline a list of major supporters and sponsors for this event. Alternatively, you may enclose an attachment. 请列明主要支持方及赞助商名单 (可另附)	

☐ I/We hereby confirm that I/We shall give the consent to Malaysia Convention & Exhibition Bureau (MyCEB) to use our personal data for the purpose of subvention and any related purpose subject to the terms and conditions and in the manner set under the Personal Data Protection Act 2010, Malaysia.
本人/本公司在此确认, 同意马来西亚会展局(MyCEB)依据《2010年马来西亚个人资料保护法》相关条款, 将所提供个人信息用于补贴申请及相关用途。

Date of Application (DD/MM/YYYY) 申请日期(日/月/年) :

SIGNATURE 签署 :

NAME 签署人姓名 :

COMPANY STAMP 公司盖章 :

Please return completed form to
请将填写完毕的表格返回至 :

Exhibition Unit
Malaysia Convention & Exhibition Bureau (MyCEB)
Level 9, Menara Z10,
Jalan Alamanda 2, Presint 1,
62000 Putrajaya

Phone 电话 : +603 88934500
Email 邮箱 : exhibition@myceb.com.my
Web 网址 : www.myceb.com.my

