



Meet in 
Malaysia
BE Greater, Together.

MyTripleE 2.0

powered by Meet in Malaysia

Your Strategic Support for Business Events in Malaysia

levate 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 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.

Let's Meet in Malaysia, and BE Greater, Together.









Homegrown Exhibition Show

Creating World Class Exhibition Experiences

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.

Support Packages

	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D	PACKAGE E
 Amount of Support	Up to RM15,000	Up to RM28,000	Up to RM45,000	Up to RM57,000	Up to RM70,000
 Gross Space (sqm)	1,000 – 2,000	2,001 – 3,000	3,001 – 4,000	4,001 – 5,000	5,001 and above
 Minimum Total Attendees (Pax)	1,000	2,000	3,500	4,500	5,500 and above
 Minimum Total International Attendees (Pax)	<div style="background-color: #008000; color: white; padding: 10px; text-align: center;"> At least 5% international attendees for existing shows </div>				

*Terms and conditions apply and subject to approval.



Type of Support	Support Value
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Marketing & Promotional Activities (Digital)



Up to **30%** of Total Support

Onsite Support



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



CSR or Sustainability Activities



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



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



Business Matching Lounge



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



Venue Rental



Up to **70%** of Total Support

Support Criteria

1. Applicable to professional exhibition organisers (PEO), trade associations, corporate companies and event management companies.
2. Applicable for hosting new and existing regional/ international trade or semi-trade exhibitions with:
 - At least 1,000 sqm gross exhibition space occupied for a new show or at least 2,000 sqm gross for an existing show.
 - At least two (2) full exhibition days.
 - Minimum of 1,000 total attendees (at least 5% are international attendees for existing shows).

Terms & Conditions

1. Application must be received by Malaysia Convention & Exhibition Bureau (MyCEB) no later than 90 working days prior to the event date.
2. This offer is not valid with any other MyCEB campaign or support.
3. This package will be available based on the allocated budget in 2025 and 2026.
4. Financial support is claimable after completion of the event with complete submission of documentation within the stipulated time, subject to approval.



REQUEST FOR SUPPORT



EXHIBITION

Regional and International/Homegrown Exhibition



APPLICANT DETAILS

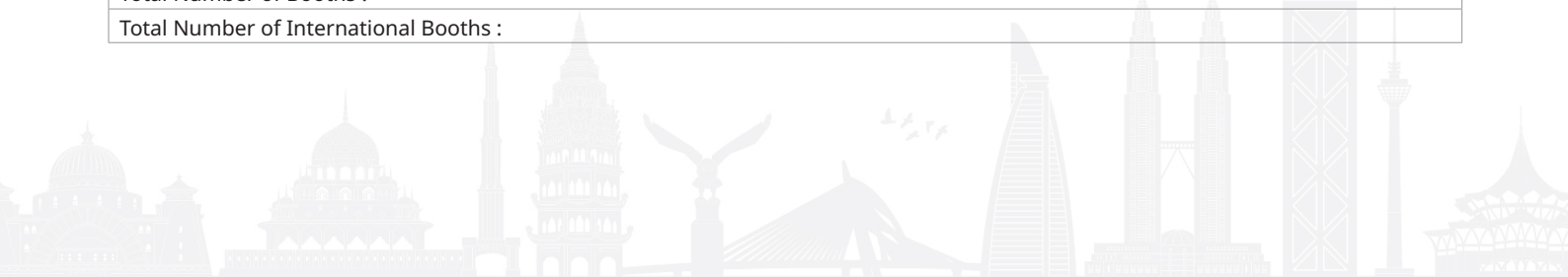
Company :		
Company License or Business Registration Number :		
Address :		
State Province :		
Country :	Postcode :	
Company Telephone :	Company Fax :	Company Website :
Company Type :		
<input type="radio"/> Professional Exhibition Organiser	<input type="radio"/> Trade Association	
<input type="radio"/> Event Management Company	<input type="radio"/> Other (please specify)	
CONTACT PERSON		
Full Name (salutation, first name, surname) :		
Designation :		
Telephone :	Fax :	Mobile :
Email :		

EXHIBITION PROFILE

Event of Exhibition :	
Exhibition Date: (DDMMYYYY to DDMMYYYY) :	
Exhibition Venue :	
Event Website:	
<input type="radio"/> Trade exhibition	<input type="radio"/> Semi-trade exhibition
Industry Sector:	
<input type="radio"/> Furniture, interior design	<input type="radio"/> Health, medical equipment
<input type="radio"/> Jewellery, watch & accessories	<input type="radio"/> Engineering, industrial, manufacturing, machines, instruments, hardware
<input type="radio"/> Textiles, apparel, fashion	<input type="radio"/> Printing and packing
<input type="radio"/> Business services, retail	<input type="radio"/> Premium, household, gift, toys
<input type="radio"/> Beauty, cosmetics	<input type="radio"/> Environmental protection
<input type="radio"/> Food and beverages, hospitality	<input type="radio"/> Transport, logistics, maritime
<input type="radio"/> IT & Communications	<input type="radio"/> Travel
<input type="radio"/> Construction, infrastructure	<input type="radio"/> Security, re safety, defence
<input type="radio"/> Leisure, hobby and entertainment	<input type="radio"/> Technology
<input type="radio"/> Electronics, components	<input type="radio"/> General (including export, trade and investment)
<input type="radio"/> Automotive, motorcycle	<input type="radio"/> Others (please specify):

EXHIBITION PROFILE

	Local	Regional (Asia)	International	Total
Trade exhibitors (pax)				
Trade visitors (pax)				
Public visitors (pax)				
Total				
Gross Square Metres :				
Nett Square Metres :				
Total Number of Booths :				
Total Number of International Booths :				



REQUEST FOR SUPPORT



EXHIBITION

Regional and International/Homegrown Exhibition



Programme Outline (Provide a brief overview of the programme schedule and activities, i.e. exhibition hours, seminars, conference, events) :

	Programme
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	

Note: Alternatively, you may enclose a copy of your confirmed or proposed programme.

Please outline the support requested with a budget proposal. Alternatively, you may enclose an attachment.

Please outline a list of major supporters and sponsors for this event. Alternatively, you may enclose an attachment.

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.

Date of Application (DD/MM/YYYY) :

SIGNATURE :

NAME :

COMPANY STAMP :

Please return completed form to :

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

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

