



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.









## Regional/International Exhibition Show

### Creating World Class Exhibition Experiences

Malaysia's strategic location, combined with world-class venues, establishes it as a premier hub for attracting global audiences and high-value industry leaders in exhibitions. MyTripleE 2.0 is designed to advance industry development where the world meets in a dynamic pro-business ecosystem, best of investments, talents, ideas and business opportunities.

## Support Packages

	PACKAGE <b>A</b>	PACKAGE <b>B</b>	PACKAGE <b>C</b>	PACKAGE <b>D</b>	PACKAGE <b>E</b>
 <b>Amount of Support</b>	Up to <b>RM22,000</b>	Up to <b>RM37,000</b>	Up to <b>RM52,000</b>	Up to <b>RM67,000</b>	Up to <b>RM78,000</b>
 <b>Gross Space (sqm)</b>	1,000 – 2,000	2,001 – 3,000	3,001 – 4,000	4,001 – 5,000	5,001 and above
 <b>Minimum Total Attendees (Pax)</b>	1,500	2,500	3,500	4,500	5,500 and above
 <b>Minimum Total International Attendees (Pax)</b>	150	250	350	450	550

\*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**



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



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



**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 1,500 total attendees (at least 10% are international).
  - Minimum 10% of net space rented to international exhibitors - each must have at least a standard size of 9 sqm.

**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

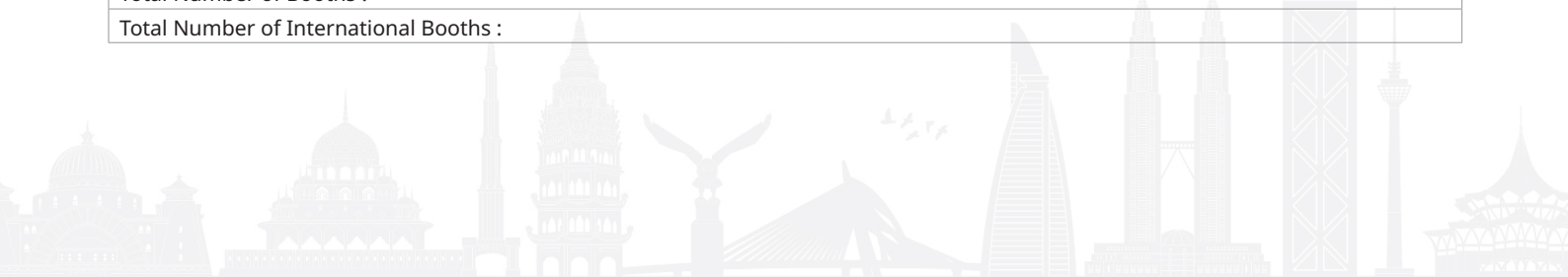
Company :		
Company License or Business Registration Number :		
Address :		
State Province :		
Country :	Postcode :	
Company Telephone :	Company Fax :	Company Website :
Company Type :		
Professional Exhibition Organiser	Trade Association	
Event Management Company	Other (please specify)	
<b>CONTACT PERSON</b>		
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)				
<b>Total</b>				
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 :

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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

