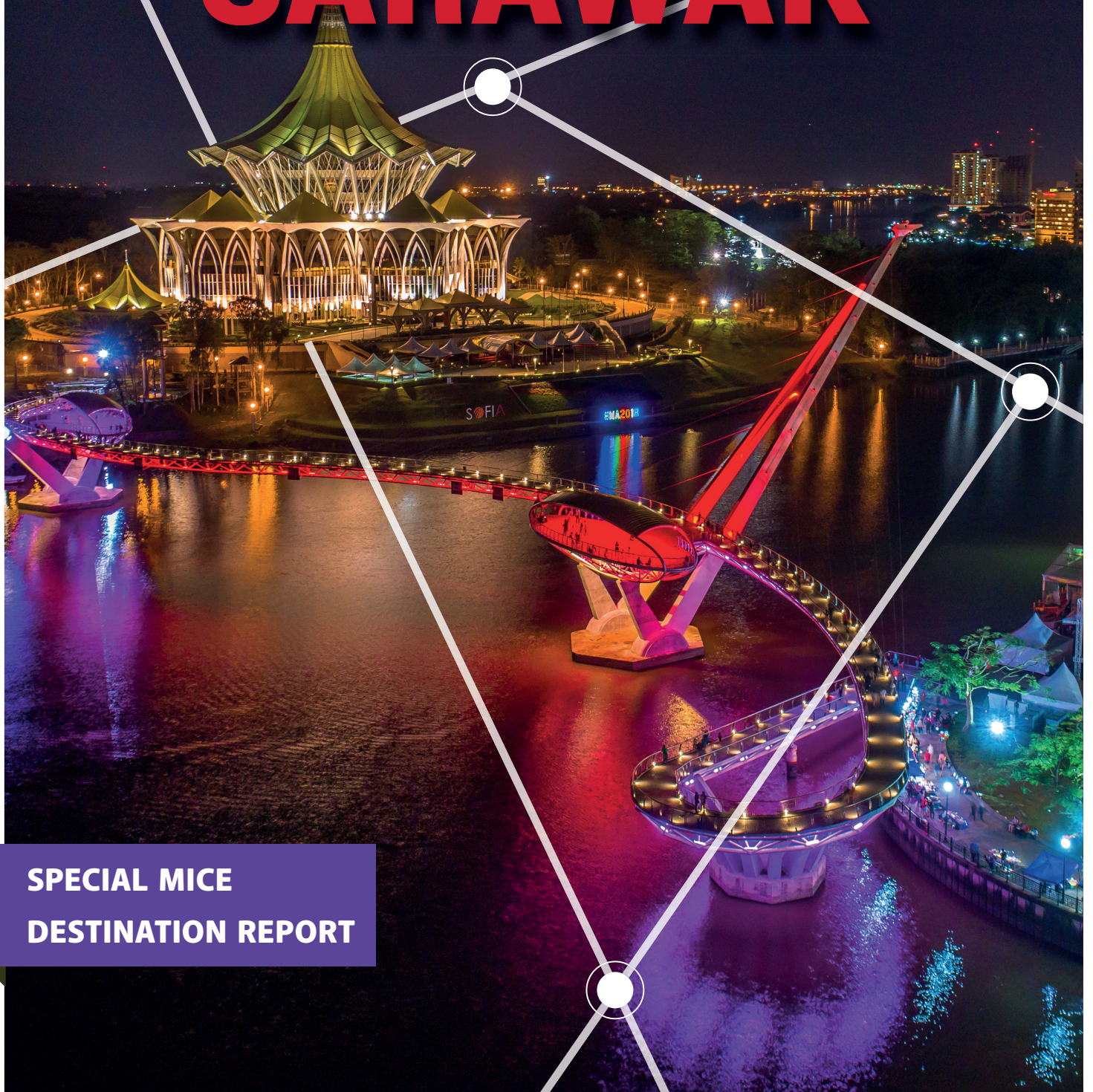




THE ASSOCIATION  
MAGAZINE

# SARAWAK



**SPECIAL MICE  
DESTINATION REPORT**



Located on the island of Borneo, Sarawak is the largest state in Malaysia and remains in 2023 a leading choice for convention and exhibition organisers from around the world due to its vast partnerships, strategic research and development areas, and state-of-the-art meeting facilities. In Sarawak, it was soon realised that business events are powerful platforms for real societal change, cross-sector collaborations, greater engagement of its local stakeholders and policy development with long-term positive benefits.

But the Malaysian State is also moving the needle when it comes to destination assets, efficient community policies, investment opportunities and multiple benefits for responsible associations. Sarawak has joined the **Hybrid City Alliance**, an international network that aims to streamline and simplify hybrid and multi-hub event solutions in potential tie-ups with suppliers from 23 global destinations. During the pandemic, they did not back down and came up with a **Post COVID-19 Development Strategy 2030 (PCDS)** – a ten-year plan to recover all sectors and economies to pre-pandemic levels and even further. And to measure this ten-year policy, Sarawakian officials have chosen two important variables: economic impact and legacy impact.

In the early attempts of post-pandemic event resumption, Sarawak wasted no time in providing various support packages for local and international planners to get back on the event trail. For these experts in Southeast Asia, business events bring a lot of knowledge, partnerships and innovation to the table and that is what the region aims to leverage in this dual-track strategy with international associations. The destination also boasts of its extensive business reputation and international hospitality surrounded by a breathtaking environment that makes it perfect for incentive travel. Sarawak’s capital, Kuching, is the seat of the Sarawak Government and is the economic epicentre of the state; while other cities such as Sibu, Bintulu and Miri also serve as hubs for business events.

*Professional industry driving high profile events*

In 2021, Sarawak’s business events industry was officially recognised as a contributing sector towards achieving the PCDS aspirations. Within this plan, its economic structure will be altered with a greater contribution from the services sector and higher added value activities. Sarawak aspires to be a prosperous and developed state by 2030 driven by innovation and data and anchored on three pillars namely **economic prosperity, inclusive society** and **environmental sustainability**. Therefore, the Sarawak Government recognises that business events are engines to empower communities, conserve heritage, culture and biodiversity, and promote the overall development of Sarawak industries, establishing five legacy impact pillars: **Sectoral; Community and Social; Trade and Investment; Environment; and Policy**.

In fact, the Sarawak government’s commitment to business events represents not only an invaluable contribution to the sustainable development of the country but also to the economic sectors considered vital to the State. These include six economic sectors as drivers of growth supported by seven business sectors, which are intended to serve as the basis for legacy impacts through business events:

Economic Sectors	Enabling Sectors
Commercial agriculture	Basic Infrastructure
Forestry	Educational & Human Capital Development
Manufacturing	Digital Transformation
Mining	Innovation
Social Services	Renewable Energy
Tourism	Transport
	Utilities

*Industry development highlights*

- 155 industry partners across Sarawak have achieved a total of 172 international certifications, including **certified exhibition management, congress certification programme, sustainable events professional certificate** and **certified event designer**;
- In addition to securing the business side, BESarawak also provides relevant training and education opportunities to partners through **TriBE Digital Campus** and **TriBE ASSEMBLY**;
- The belief that a strong industry will attract more meeting planners, has forged a set of partnerships ranging from a wide range of resources and opportunities exclusive to members – **BESarawak Partnership Programme** – to cost-effective solutions to open a regional office – **Business Events Sarawak Association Centre (BESAC)**;
- Several workshops and committees, such as the **Sibu Business Events Committee** and the **Miri Business Events Committee**, are designed not only for business event participants, but also for new talents who wish to contribute their knowledge and skills to the growth of the industry.

Economic Impact (2006 – 2022)	
Total Events	1,082
Total Economic Impact	EUR 667 million
Direct Delegate Expenditure	EUR 368 million
Tax Revenue	EUR 40 million
Jobs Created	258,392
Delegates (National VS International)	67% VS 33%

**SARAWAK**  
THE TRIBAL LEGACY OF  
A PIONEERING DESTINATION!

# SARAWAK'S PREMIER MEETING AND CONVENTION VENUES

Sarawak is positioning itself as a prime stage for MICE business supported by a host of world-class venues and facilities. Focusing on a wide range of benefits and impacts in the links provided by business events to local communities, Sarawak has become a preferred choice for convention and exhibition organisers from around the world, thanks to its vast resources in terms of infrastructure, research facilities and state-of-the-art venues. It also boasts an unbeatable value for money with some of the world's most affordable hotel and conference venue rates. The three major destinations – **Kuching**, **Sibu** and **Miri** – bring together the majority of MICE activity organised in the region, considerably more affordable and exclusive than other Asian urban centres. Get to know them here:

## Kuching

The capital city Kuching is the gateway for international visitors and the political, economic and business epicentre. The city has collected several success stories of collaboration and innovation, especially in the fields of medicine, pharmaceuticals, technology, arts and culture. Rising on the banks of the Sarawak River, Kuching is in a strategic position served by the region's main hubs, facilitating the connection of several flights, including low-cost carriers, with 2,500 seats per day. There are 390 weekly direct flights from Kuala Lumpur, 252 domestic flights from other parts of Malaysia, and over 40 weekly flights from other destinations on the island of Borneo and Singapore. *More than 329 accommodations with over 11,000 rooms available.*

### Borneo Convention Centre Kuching (BCKK)

BCKK is the first and largest ISO standard convention centre in Sarawak, with a floor area of 15 200 m<sup>2</sup> that projects the magnitude and capacities to meet the requirements of different bespoke conferences. The building's design offers full flexibility with function spaces that can be subdivided into a variety of sizes and configurations for plenary sessions, exhibitions and banquets – capacities include 5,000 people in its plenary hall, 14 meeting rooms, a banquet hall for 2,076 people and 14 meeting rooms. In addition, BCKK provides supporting service areas, including on-site marshalling yard, a business centre, VIP suites, AV control rooms, medical and press rooms and a restaurant.

### CIDB Convention Centre Sarawak

Opened in 2019, this architectural wonder with its double volume convention hall is designed to blend into the surrounding landscape in communion with nature. Decorated with tribal allusions throughout the precinct, the venue makes the most of its natural resources by allowing cooling and natural light in its transparent boundaries. The main hall accommodates up to 800 participants, and there are also five meeting rooms with capacities ranging from 10 to 100 people. The convention centre is part of the 60-acre CIDB Sarawak complex, which includes sports facilities, restaurants and accommodation.

*Other meeting venues to keep an eye on:*

- *Waterfront Hotel*
- *Pullman Hotel*
- *Imperial Hotel*
- *Riverside Majestic*

## Miri

Sarawak's northern bastion by the China Sea, this resort town is the second largest and clouds the mouth of the Baram River, the heartland of the Orang Ulu people and the leitmotif of the state's wild side. It is also the innovative birthplace of the oil and gas industry as well as the great minds of the petrochemical sector in Malaysia. Another of its unique clusters is the agricultural and oleo-chemical sectors due to the large plantations and palm oil factories. There are 60 weekly direct flights from Kuala Lumpur, 269 weekly domestic flights from other parts of Malaysia and 7 from Singapore. It's also possible to drive to Brunei, which is just two hours away. *2,735 rooms available for accommodation.*

### Pullman Miri Waterfront

Leaning over the sea, the Pullman Miri Waterfront is the latest addition of a 5-star hotel with a capacity of 328 rooms, six meeting rooms (the largest can accommodate up to 1280 people) and world-class services and facilities. The brand's co-meeting concept is profuse in business meetings, providing a personalised service in IT solutions and experts with unique contacts in event management.

### Imperial Hotel Miri

Just a 15-minute taxi ride from Miri Airport, Imperial Hotel boasts a strategic location within walking distance of government offices,



Borneo Convention Centre Kuching (BCKK)



Pullman Miri Waterfront



shops, market and other places of interest such as Miri City Fan or Miri Civic Centre. The hotel has 272 rooms, 3 meeting rooms, and capacity for 1200 people in its ballroom and 90 for banquets.

*Other meeting venues to keep an eye on:*

- *Meritz Hotel*
- *Miri Marriot Resort & Spa*
- *Mega Hotel*

## Sibu

Sibu is the largest port and commercial centre in the Rejang Basin and the gateway to Central Sarawak. Located at the confluence of two rivers, Sibu is characterised by being a modern city with a vibrant and bustling event scene, especially in the freight, shipping, shipbuilding and logging industries. The track record in these sectors has resulted in several investment opportunities, but also in other

segments such as adventure tourism with the example of Sibu International BASE Jumping. There are 53 weekly direct flights to Sibu from Kuala Lumpur, 104 weekly domestic flights from other parts of Malaysia and regular direct flights from Singapore. *900 rooms available for accommodation.*

### RH Hotel

RH Hotel can be found right in the heart of the city, close to the main financial and commercial district. The hotel has 226 exclusive rooms and suites, as well as eight meeting rooms. In addition to state-of-the-art audiovisual equipment, the pillarless Grand Ballroom accommodates up to 1,000 and 1,600 theatre-style guests, and can also be divided into two smaller ballrooms.

### Kingwood Hotel

A grand tower in the heart of the city overlooking the Rajang River, Kingwood Sibu Hotel offers luxurious accommodation with its 420 rooms in total. It has a large ballroom for special events, eleven meeting rooms, and a state-of-the-art convention centre with the capacity to accommodate 200 tables and 3,000 people.

*Other meeting venues to keep an eye on:*

- *Tanahmas Hotel*
- *Paramount Hotel*
- *Li Hua Hotel*



Kingwood Hotel Sibu



# EVENTS AS A SPRINGBOARD FOR SOCIAL PROSPERITY

Sarawak's business events industry has carved a very strong relationship with the state government, which is essential to ensure that association meetings and conferences are well supported and have a strong chance of achieving a legacy beyond the event. To illustrate that, Business Events Sarawak Alliance provides a unique avenue for ministries and agencies to influence the social and economic direction of Sarawak through innovation, knowledge exchange and strategic collaborations.

Since the business events industry was included on the Government of Sarawak's list as one of the key sectors to achieve economic prosperity, social inclusion and environmental sustainability by 2030, legacy impact is even more significant than ever. But what is "legacy" all about?

“Simply put, Legacy Impact enables your event to improve the quality of life and make the world a better place.”

Legacy Impact is the collective term for the long-term positive benefits brought about by business events as effective levers for real change in society. These impacts are usually qualitative and intentional, but difficult to measure in the traditional sense, and are valuable inputs to cross-sector collaborations, greater community engagement and better policy development. By bringing together various groups with different objectives, Sarawak's PCDS is crucial to the growth of the sector by aligning the ambitions of event organisers and associations to a broader vision of what it means to achieve holistic results and tackle real problems. The Government of Sarawak ensures the availability of the best and latest services in transport, banking services, business facilities, conferences, accommodation, urban development... but not only that.

“Event success in Sarawak is measured by: The Legacy Impact Pillars; topics framed within the sectors of the PCDS; and the SDGs.”

The government believes that today's business events should be measured by their wider impacts, not just their economic bearing – i.e. maximising Return On Investments (ROI) while measuring Return On Objectives (ROO). With this strategy in line with a strong focus on legacy impacts, Sarawak has secured 100 events in 2022 worth €67 million in total economic return that are already creating 25 896 jobs by 2023. Therefore, BE Sarawak has exceeded its target by 111% – following the roadmap of the 13 key sectors featured in the PCDS. On top of all this, another of Sarawak's main selling points in terms of events and meetings is undoubtedly the ESG agenda with sustainability at the forefront. There is now a Legacy Impact and Sustainability unit at BESarawak to further develop initiatives in these areas and provide planners with extra support when it comes to planning sustainable and legacy-driven events.

Finally, BESarawak decided to enter the publishing world via the *International Journal of Business Events and Legacies (IJBEL)*, an open access publication that aims to publish original articles and industry perspectives bringing together issues related to business events and legacy topics in one title. Meanwhile, IJBEL has become the official platform for legacy creators to communicate the impacts of their events to the whole world.

“Purposeful events are the top priority for generating investment, government and commercial collaborations, research and community links.”

## A few case studies

### 2<sup>nd</sup> Sarawak Conference on Inclusive Early Childhood Education 2019

In 2019, Sibul became the global hub for 800 delegates at the 2<sup>nd</sup> Sarawak Conference on Inclusive Early Childhood Education (SCIECE). This success story under Sarawak's legacy impact initiative took place from 19-21 July at the Kingwood Hotel and addressed the importance of inclusive education in the early stages of life,

including how schools and other learning institutions design education programmes to empower children with special educational needs. The conference organiser, **Fu Yuan Kindergarten**, plus eleven other associations set out with one legacy in mind – to turn Sibul into a centre of excellence for special educational needs. It began by recognising that early education is important to produce positive long-term results and that children who receive it will increase their chances of learning together with their peers. It is equally important to provide the right services to facilitate success in school, and this can only be achieved when teachers are equipped with the skills and knowledge necessary for a good education. A key player in improving SEN provisions in Sarawak is **Dato Sri Fatimah Abdullah, Sarawak's Minister of Women, Childhood and Community Wellbeing Development**, a passionate advocate of inclusive education. As a stepping stone towards achieving Fu Yuan Kindergarten's legacy, Dato Sri Fatimah launched the **One-Stop Early Intervention Centre** in Kuching, a first in Sarawak to work on the developmental, health and support needs of babies and young children diagnosed with Autism, Down Syndrome and other learning disabilities.

### 55<sup>th</sup> ICCA Congress

The 55<sup>th</sup> ICCA Congress held in Kuching in November 2016 was a catalyst for generating new collaborations for the future and one of the pillars of the programme was once again education. From this congress came the **'Gift of Love'** social responsibility programme, where BESarawak, in collaboration with the Association of Librarians of Malaysia, managed to collect almost 400 books as donations from ICCA Congress delegates to be distributed among schools and villages in the countryside area of Batang Ai. This book sharing initiative was later taken up by 2020 ICCA Congress Sarawak regional hub and expanded to a physical location available to all children: the **Batang Ai Community Library**. The longhouse library was built to provide the local community with a functional space with books and educational resources in order to keep more children in school. "Sarawak raised the bar for the global business events sector when they announced this initiative as a Congress-led CSR project. It's time for sector players to think about how they can make an impact in their own community and we hope that more initiatives will be taken by destinations to transform global economies and societies," said **Waikin Wong, ICCA's Asia Pacific Regional Director**.



# SUSTAINABILITY AND CSR: A RESPONSIBLE BLUEPRINT FOR PRESENT AND FUTURE GENERATIONS!

Malaysia's largest state, hailed as one of the world's best biodiversity hotspots, is also making a name for itself through ESG agendas and sustainable efforts that elevate the multiple benefits of its corporate events. Sustainability is on the agenda and as Sarawak tries to secure new job opportunities for its communities – collaborating with social enterprises and NGOs on a circular scale – it is also paving the way to becoming an environmentally sustainable conference and exhibition destination. The destination has been devoting great efforts to promoting responsible tourism and events that leads its community towards SDG 4 (Quality Education), SDG 12 (Responsible Consumption and Production) and SDG 17 (Partnerships for the Goals).

Participating again in the **Global Destinations Sustainability Index (GDSI)** for 2023, they continue to pay attention to how business events engage with social, economic and environmental guidelines to spread effective and widespread results. To realise this intention, the **GDSI – Sarawak Region Partnership Programme** includes a task force of local government ministries and agencies, universities, associations and industry partners, to champion a sustainable future through data consolidation, engagement and stakeholder communication. The programme includes training and education in professional practices, education in sustainability and certification of industrial partners.

“Sustainability is not a passing trend for business events, but rather the strategic future of the sector.”

The forestry sector, for example, aims to be recognised worldwide for its sustainable management of tropical forests and the conservation

of biodiversity, while enhancing the balanced growth of its raw material industries. In the energy field, Sarawak aspires to become a regional powerhouse through affordable, reliable and renewable energy, contributing to sustainable growth from its own clean resources. From 2010 to 2020, Sarawak was able to decarbonise its power system by more than 70%, and its clean hydrogen production capacity has more than doubled since January 2021. In line with this ambition, Sarawak will maintain at least 60% of its production capacity from renewable sources and generate 15% of renewable energy sector revenues from foreign markets in a public-private collaboration.

Sarawak's environmental sustainability will be further enhanced through the development of a **Sarawak Sustainable Environment Blueprint**, which will cover initiatives in two different categories – green and blue economy. According to the PCDS, the green economy will cover all economic activities on land while the blue economy will include all activities in the ocean and coastal areas. The State will develop a greenhouse gas (GHG) inventory for all economic sectors and cities to identify the main contributors to GHG emissions and formulate green economy initiatives, and will provide an Index to establish the same principles with the Blue Economy. The project will address issues related to biodiversity conservation and natural resource management, mitigation and adaptation to climate change, while fostering an environment with a focus on its economic sectors and enablers in check with the country's ambitious Fourth Industrial Revolution and a circular regenerative system.

# AN INTERVIEW WITH THE CEO OF BESARAWAK

Sustainability and legacy is at the heart of the MICE industry's problem-solving process in Sarawak, as well as promoting innovation and growth. Addressing the needs of customers, suppliers and intermediaries, BESarawak has focused on helping its local businesses become more efficient, reduce their carbon footprint and maximise their profits while evaluating the long-term results of hosted events. We spoke with **Amelia Roziman, CEO of BESarawak** about some of these points:

## What role do you see conferences, conventions and exhibitions playing in Sarawak's social and economic performance?

Business Events (BE) bring a ton of knowledge, partnerships and innovation to the table and this is what Sarawak can leverage when we craft our strategies. The 13 Key Priority Areas (KPA) were first identified by the Sarawak Economic Action Council as part of the PCDS among the various activities that need to be implemented. Our BE industry is increasingly focusing on convention legacies, and this will emphasise long-term, positive qualitative impact to generate outcomes that affect sectors, communities, economy, environment and policy.

## Let's talk about this inspiring event legacy ecosystem in Sarawak. How have you projected it for your next events?

The impact of the legacy is recognised by the Sarawak government to support the aspirations of the strategy and we believe it is also a turning point for the global BE industry. This framework is now enabling our industry to further pursue the development of Sarawak as a model for second-tier destinations over the next ten years. It's a strategic approach to giving every convention in Sarawak a

greater purpose. It's not about brushing aside economic benefits, but combining them with other rewards and empowering planners to achieve more than what we just see on the surface. Legacy impact is not just a strategy made by Sarawak, but a global belief that business events can make economic and social transformations.

## What is the stake of sustainability in the local industry?

As corporate events are now part of PCDS, it is our mission to ensure that BEs held in Sarawak have the opportunity to deliver 50% of the total output to legacy impact, and due to our natural heritage and ecological footprint, sustainability will be at the heart of everything. It is important to be optimistic but above all realistic to our current situation so that we can mitigate and recover. Before we start designing activities, we need to understand Sarawak's current sustainability position. Being part of the GDS-Index is not just about improving our sustainability practices for business events, but across multiple industries.

“Legacy impact is not just a strategy made by Sarawak, but a global belief that business events can make economic and social transformations.”





# SARAWAK: A PLACE WHERE BUSINESS MEETS ADVENTURE!

Sarawak is a well-known destination due to its unique cultural diversity, varied landscape, accommodation and transport, excellent variety of food and many other distinctive attractions. This dreamlike place is a living testament to the cultural melting pot of the country and the Bornean human tapestry with a fascinating linguistic, religious and ethnic diversity that includes the likes of the Iban, Malay, Chinese, Melanau, Bidayuh and Orang Ulu (pictured right). More than 2.8 million people from 28 ethnic groups live in harmony here, keeping decades of political, economic and social stability. Sarawak will carry you to a unique world, where cinematic towering mountains like *Santubong* or *Mulu*, wild flowing rivers like *Rajang* and ancient tropical jungles are set against ultra-modern cities at the forefront of technology and communications.

The state of Malaysia presents itself as a place where “old world charm meets modern convenience” at the convergence of business, leisure and adventure. The **#TRIBESPIRIT** initiative first launched in 2021, moves the visitor around the host city using a GoTeam app that tracks in real time the different challenges of a treasure hunt. Being completely customisable with the organiser’s wants and needs, this new product is aligned with the destination’s development plan in embracing technology, sustainability and teambuilding activities in their Tribe Legacy concept.

The “Land of the Hornbills” is also loved for its beaches, underwater treasures, rainforests, delicious food, and nature parks. Less than an hour from Kuching, you can visit **Semenggoh Wildlife Centre**, a secluded natural forest that is home to a group of semi-wild orangutans. A few steps away from Semenggoh is **Borneo Highlands Resort**, a

premier holiday location where you can have a 100% organic lunch. After that, immerse yourself in the **Sarawak Cultural Village**, one of the largest “living museums” in the world, where you can enjoy blowpipe shooting shows, cultural dance, crafts and more.

Drawing influence from diverse communities, The State has a variety of ethnic-influenced cuisines and culinary styles unique to the region, with notable dishes that include *laksa* – a spicy noodle soup quite popular with locals – *kolo mee* (pictured below) – a dish of dried noodles tossed in a mixture of pork and shallots – *ayam pansuh* – a chicken marinade with various spices and herbs in a hollow bamboo stalk – or the Sarawak layer cake dessert. More than enough reasons to bring your corporate incentive or extend your stay at your leisure:

### Culture, lifestyle and history in Kuching

The capital rises on the banks of the Sarawak River unveiling its tribal heritage that preserves the traditions and customs of some 28 ethnic groups, along with the British settlements evident in its colonial architecture, which hints at the tales of James Brooke, an English adventurer who was awarded the feudal title of ‘White Rajah’. The Chinatown and Little India areas boast among bustling alleys, historic shops, eclectic cafes and trendy bars, while the waterfront is a perfect setting for evening strolls.

### The Resort City by the Bay

At the northern tip, Miri has always been Sarawak’s most romanticised destination. The fossil fuel industry and its proximity to Brunei have made the town a popular haunt for expats and Bruneians, and a buzzing nightlife has made the destination even more coveted. Just steps away is Niah National



Kolo mee



Orang ulu tribe at Mulu

### Did you know...?

- Sarawak was nicknamed the “Land of Hornbills” due to a bird that became the cultural symbol of the Dayak people, representing the spirit of God, and that today is present in their coat of arms.
- More than 60% of the land mass in Sarawak is made up of rainforests that are around 140 million years old, among the oldest rainforests in the world.

Park, the site of Southeast Asia’s oldest human settlement, and Gunung Mulu National Park where the largest cave chamber and one of the world’s most extensive cave systems is located.

### Sibu, the trading port of easy smiles!

The imposing Rejang River, nearly a mile wide, is Sibu’s dominant feature, and a room with a river view is highly recommended for those first impressions. Notable landmarks include Wisma Sanyan, the tallest building in Sarawak, Lanang bridge one of the longest river bridges in Sarawak, and the biggest town square in Malaysia. Sibu Central Market is the largest indoor market in Sarawak and other attractions include the Sibu Heritage Centre, Tua Pek Kong Temple (pictured below) and the Bawang Assan longhouses.

### Highlights

#### Bako National Park Adventure

An introduction to the Borneo rainforest, Bako is the oldest national park in Sarawak and has the most unique vegetation in the entire region. Covered in dense natural forest, this sanctuary is home to countless animals and birds, incredible beaches and hiking trails, and is the heartbeat of wildlife such as the proboscis monkey.



Tua Pek Kong Temple, Sibu

### Mulu Caves

This adventure will take you from Miri deep into the caves of Mulu National Park, Sarawak’s greatest treasure and its first World Heritage Site. In a 3-day expedition you can stumble across a stunning complex of secret caves, prehistoric limestone, waterfalls and crystalline lakes, more than 20,000 species of flora and fauna and, who knows, the largest flower in the world, the Rafflesia.

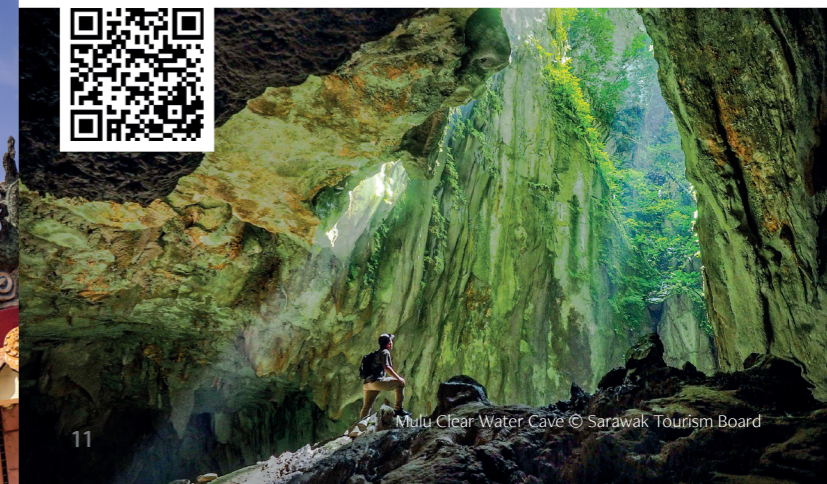
### Sarawak Natural History Museum

The Sarawak museum began as a passion project of British naturalist Alfred Wallace and was founded by the Second White Rajah in 1860. The original intention was to collect wildlife specimens from the unexplored lands of Borneo, however, today the museum displays the largest collection of the island’s flora and fauna and ethnographic pieces of indigenous people, in addition to beautiful examples of Victorian architecture and local exhibits.

### The Brooke Gallery

The Brooke Gallery lays down and reveals one of the world’s most unlikely tales of kingdoms: Sarawak and its ‘White Rajahs’. It highlights the people, places and events that were at the root of Sarawak’s birth and development during the Brooke era, and is an important monument of Sarawak’s cultural village.

For more information about the destination, please scan QR code.



Mulu Clear Water Cave © Sarawak Tourism Board

# About Business Events Sarawak (BESarawak)

Business Events Sarawak is a non-profit organisation supported by the Sarawak Government, industry, and academia to bring domestic and global business events to Sarawak in addition to developing homegrown events.

As Malaysia's first convention bureau, we have the resources and excellent connections to help you develop, organise, and host business events that deliver social and economic impact. Our services are impartial and free.

## Develop, Bid and Plan with BESarawak:





- ✓ Conventions, Conferences
- ✓ Corporate Incentives, Teambuilding
- ✓ Exhibitions, Tradeshows
- ✓ Seminars, Workshops
- ✓ Corporate Meetings, AGM
- ✓ And Other Business-Related Events

## Sarawak Business Events Fund (SBEF)

### Eligibility

- ✓ Supports all types of business events
- ✓ Application to be made at least 1 - 4 months prior to event date (depending on type of business event)
- ✓ Event must be held for a minimum of 2 days
- ✓ Delegates attending the convention/ conference/ seminar/workshop or similar will be required to pay a registration fee

### SBEF Supported Items

- |  |  |  |
|--|--|--|
|  Bidding Cost     |  Exhibition Enhancement |  Promotional and Marketing Materials;<br>Delegate Boosting  |
|  Speaker Expenses |  Site Inspection        |  Professional Conference Organiser (PCO),<br>Professional Exhibition Organiser (PEO),<br>Destination Management Company (DMC)<br>and other services |
|  CMCI Enhancement |  Cultural Performance   |  Contact us to know more<br>about our supported items   |

### To Apply or Enquire

For conventions, conferences, seminars, workshops, exhibitions, tradeshows and similar, email  
**Donny Tan, Senior Business Development Manager** ([donny@sarawakcb.com](mailto:donny@sarawakcb.com))

For corporate meetings, AGM, corporate incentives and teambuilding, email  
**Gloria Pahang, Senior Business Development Executive** ([gloria@sarawakcb.com](mailto:gloria@sarawakcb.com))

Visit us at [www.businesseventssarawak.com](http://www.businesseventssarawak.com)