

PRESS RELEASE

(For Immediate Release)

MITEC WINS WORLD TRAVEL AWARDS AS ASIA'S LEADING MEETINGS & CONFERENCE CENTRE 2023



Mala Dorasamy, CEO of MITEC and Winnee Lim, General Manager, Business Development receiving the World Travel Awards trophy at Ho Chi Minh, Vietnam

KUALA LUMPUR, Thursday, 7th September 2023 – Malaysia International Trade and Exhibition Centre (MITEC) has been crowned as Asia's Leading Meetings and Conference Centre 2023 by the World Travel Awards held last night in Ho Chi Minh, Vietnam! With 52,000 sqm of exhibition and convention space, MITEC is the largest multipurpose venue for meetings, conferences, exhibitions and lifestyle events in Malaysia, which has proudly become Asia's Leading Meeting and Conference Centre in 2023.

The Chief Executive Officer, Mala Dorasamy, who has also recently won Masterclass Woman CEO of the Year 2022, said "It is an honour to win the award, the hard work and dedication of my team of MITECians (staff), the support of our Board, stakeholders, clients and suppliers pays off!" She also added "Despite the unpredictable business operations landscape of 2021, the centre emphasised its unwavering commitment to business sustainability. This involved activities such as re-skilling and upskilling our team members, operational innovation, driving digital transformation, and optimising both our business model and revenue streams."

The centre's track record proves the venue's ability to deliver world class service, amazing culinary experiences and an outstanding customer journey. Few of the many highlighted events this year include, the 52nd Malaysian Association of Tour and Travel Agents (MATTA) Fair with over 180,000 visitors that generated more than RM 300 million total sales turnover, the Absolut Festival x Festival Gaya Raya 2023, 66 hours non-stop that successfully generated RM 12.76 million in sales and had a phenomenal turnover of more than 1.65 million visitors recorded. Recent events also include, the Tokyo Auto Salon (TAS) with over 91,000 visitors in attendance.

It has been a remarkable year of achievements for MITEC this year, where the venue won over six awards including Malaysia's Best Tourism Destination, the HAPA Resilience Award 2023, Malaysia's Best Hospitality & Tourism Personality for Positive Impact Leadership and HAPA Best 30 Chef's for Master of Banquet, Chef of the Year at HAPA Awards Malaysia Series 2023-2024, Masterclass Women CEO of the Year 2022 and now the Asia's Leading Meetings and Conference Centre 2023 by World Travel Awards.

PGSB Sdn Bhd Board Chairman, Tan Sri Abdul Rahman, added that "MITEC's ability to overcome challenges and, most importantly, the strong dedication and enthusiasm of its team are the backbone of the centre. MITEC's unwavering commitment to recognising and nurturing talent and competency among its employees pushed it to become Malaysia's leading venue." He added "These awards are a testament to their dedication, passion, and commitment to the centre."



(MITEC's top management: Back row from the left – Intan Shukor, Muhammad Ari, Vijayashalani, Cemone Chua, Noor Faizah, Aini Marlina. Front row from the left Chiew Chee Mun, Ahmad Suhaimi, Mala Dorasamy, Winnee Lim & Mohan Vasanthathevan)

MITEC expresses its sincere gratitude to the World Travel Awards for acknowledging the tireless efforts and unwavering commitment of the hospitality and tourism industry. The centre is proud and honoured to have been recognised, and pledges to continue its pursuit of excellence and setting a standard in the MICE industry.

For the latest news and highlights at MITEC, visit <https://mitec.com.my/2023-special-edition-myscoop-by-mitec/>

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About the Malaysia International Trade and Exhibition Centre

The Malaysia International Trade and Exhibition Centre (MITEC) sits on a sprawling 75.5 acres of the KL Metropolis, an integrated development within the Kuala Lumpur's International Trade and Exhibition District.

Positioned as an economic catalyst and Gateway to Southeast Asia, MITEC is one of the largest MICE (Meetings, Incentives, Conferences and Exhibitions) venue in the Southeast Asia region and the largest trade and exhibition centre in Malaysia, offering over 52,000 sqm of exhibition space and triple volume exhibition halls with infinite possibilities.

Boasting the largest pillar-less exhibition hall in Malaysia with 12,960 sqm of column-free space on one level, MITEC offers 11 spacious exhibition halls as large as eight football fields combined, a ballroom, a mini ballroom, a multi-purpose hall, 13 meeting rooms, VIP suites, and lounge, organiser's office, executive boardroom, a café, an outdoor oval garden, and two exterior amphitheatres.

One uniqueness of the Venue is the heavy-duty loading exhibition halls at Level 1 that have a maximum floor loading of 50kN/sqm, which can support the weight of heavy machinery and vehicles, the first of its kind in the country.

In addition, there is a direct 24-hour service ramp access to all floors, connected to every exhibition hall with each of the levels having their own designated hall loading bay to avoid congestion. A great capture is its central 15m-long escalators, which is one the highest and longest escalators in Malaysia and all are energy-saving, fitted with motion sensors.