



Press Release

MITEC Makes Malaysian Business Events History: Crowned World's Leading Meetings & Conference Centre At WTA Grand Final Gala!

KUALA LUMPUR, Monday, 4 December 2023 – Malaysia International Trade and Exhibition Centre (MITEC) took the coveted **World's Leading Meetings and Conference Centre 2023** at the World Travel Awards (WTA) Grand Final Gala Ceremony 2023 in Dubai. Receiving the award were MITEC Head of Marketing & Sales, Cemone Chua, and Senior Food & Beverage Manager, Mohan Vasanthathevan.

Nominated alongside 18 major players in the international business events industry including past winners of the WTA such as Las Vegas Convention Centre, ExCeL London, Qatar National Convention Centre, Suntec Singapore Convention & Exhibition Centre and The Convention Centre Dublin, MITEC becomes the first Malaysian purpose-built venue for meetings, conferences, exhibitions and lifestyle events to win a WTA World Award since the awards inception in 1993. MITEC also holds the distinction of being **Malaysia's only such venue to win both the WTA World and WTA Asia Awards for Leading Meetings and Conference Centre in the same year.**

Graham E. Cooke, Founder, World Travel Awards, said: "Congratulations to Malaysia International Trade and Exhibition Centre for winning 'World's Leading Meetings & Conference Centre 2023'. This remarkable achievement reflects how MITEC is setting the global benchmark in the sector, as well as the strength of the Malaysian business events industry. The commitment of the entire MITEC team serves as an inspiration to us all."

The Chief Executive Officer, Mala Dorasamy, said "We are humbled and grateful to be voted as the World's Leading Meetings & Conference Centre 2023. This award holds significant meaning for us as we continuously strive to embody a purposeful and sustainable approach in managing MITEC. This achievement is a testament to the unwavering dedication and passion of every staff member of the MITEC team, members of the board, clients, service providers and stakeholders."

With 52,000 sqm of exhibition and convention space, MITEC is the largest trade and exhibition centre in Malaysia. 2023 has been the busiest year for the centre since its reopening post COVID-19. The journey of MITEC from its stint as Malaysia's first mega vaccination centre in 2021 and its reopening as a business and lifestyle events venue in 2022 to hosting over 160 events with over 3 million visitors in 2023 has been nothing short of exemplary.

MITEC's Chairman, Tan Sri Abdul Rahman, added "MITEC is a leading hub for trade and commerce in the region and continues to play a pivotal role in driving economic growth and fostering innovation within Malaysia. The centre significantly contributes to the economy of the country by hosting large-scale trade exhibitions that attract both domestic and international participants. The exchange of goods, services, and ideas within this dynamic environment stimulates economic activity, fostering collaboration and business development. Since its opening in 2017, MITEC has contributed estimated RM1 billion in economic impact to Malaysia."



MALAYSIA INTERNATIONAL
TRADE & EXHIBITION CENTRE

As a cornerstone of economic development, MITEC generates employment opportunities across various sectors. The hosting of diverse events leads to a surge in demand for skilled professionals, creating jobs that span event management, hospitality, logistics, and more.

“As we shape the economic and professional landscape of business events in Malaysia by winning and hosting diverse world-class mega events, there will be a surge in demand for skilled professionals, creating more jobs that span event management, hospitality, logistics, and supporting sectors,” said Mala.

“Just this year, MITEC generated 550,000 casual work hours and RM7.2million in wages towards the gig economy sector, benefitting mostly university students by not only allowing them to earn but also gain meaningful hands-on professional experience in the events industry,” she added.

To download the images, please visit <http://bit.ly/MITECWTAWorld>.

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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.