

**PRESS RELEASE**  
(FOR IMMEDIATE RELEASE)

**MALAYSIA'S MITEC SETS NEW RECORD WITH HOSTING 10,000 GUESTS FOR PERFECT CHINA GROUP CONFERENCE AND 8-COURSE CHINESE DINNER**

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**KUALA LUMPUR, June 28, 2024** — The Malaysia International Trade and Exhibition Centre (MITEC) has set a remarkable record by hosting and serving 10,000 guests at a full-day conference, featuring an exquisite 8-course Chinese set menu. This achievement underscores MITEC’s commitment to excellence in event management and hospitality.

The 2024 Perfect China International Convention and 30th Anniversary celebration, supported by Malaysia Convention and Exhibition Bureau (MyCEB), attracted delegates from the Asia-Pacific region, including key markets like Hong Kong, Thailand, Indonesia, Singapore, Taiwan, and Vietnam. “MYCEB reported that the event generated an estimated economic impact (EEI) of RM 118,684,800.00 for Malaysia”.

With a dedicated core team of 80 passionate professionals, MITEC managed over 1,500 casual staff to ensure the event’s success. The collaborative effort resulted in a truly memorable and enjoyable experience for all delegates, showcasing MITEC’s capacity and capability to handle large-scale events with precision and flair.

“We are incredibly proud of the team at MITEC and the seamless execution of this monumental event,” said Jessie Tan, Managing Director at MITEC. “This accomplishment is a testament to MITEC’s dedication to providing world-class service and creating unforgettable experiences for clients and their guests.”

Executive Chef Chiew Chee Mun commented on the culinary excellence delivered at the event, emphasizing the focus on quality and sustainability. “We take great pride in serving authentic, high-quality food made from locally sourced ingredients. For this event, we used an impressive array of local produce, including 2 tons of whole chicken, 1,200 kg of pomfret fish, 10 tons of minced chicken, and 500 kg of prawn to name a few of the ingredients. By partnering with local suppliers, we ensure empowerment of suppliers and freshness of our ingredients while supporting the local economy. Our team, along with 250 culinary students, worked tirelessly to deliver a memorable dining experience for our guests.”

Head of Operations Mr. Mohan Vasantha Thevan highlighted the attention to detail and precision planning that went into making the event a success. “Delivering a seamless customer experience is at the heart of what we do at MITEC. Our passionate and professional team meticulously planned every aspect of the event, ensuring that every detail was perfect. We utilized over 1000 round tables, 20 000 chairs and various chinaware items to accommodate the guests. This dedication to excellence is what allows us to consistently exceed our clients’ expectations and create unforgettable events.”

The event not only highlights MITEC’s operational prowess but also reinforces its position as a premier venue for international conferences and exhibitions. As Malaysia prepares for Visit Malaysia Year 2026, MITEC’s ability to host such significant events plays a crucial role in attracting global visitors and enhancing the country’s reputation as a leading destination for business and tourism.



For the latest news and highlights at MITEC, visit <https://mitec.com.my/media-press-release.html>

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**About the Malaysia International Trade & Exhibition Centre (MITEC)**

Situated within the expansive 75.5-acre KL Metropolis, MITEC is a key economic hub and gateway to Southeast Asia, nestled in Kuala Lumpur's International Trade and Exhibition District. As one of the region's largest MICE venues and Malaysia's premier trade and exhibition Centre, MITEC offers an extensive range of facilities across 52,000 sqm.

Distinguished by its grand features, MITEC houses Malaysia's largest pillar-less exhibition hall, providing 12,960 sqm of column-free space on a single level. Complementing this are 11 spacious exhibition halls, equivalent in size to eight football fields combined, along with a ballroom, mini ballroom, multi-purpose hall, meeting rooms, VIP suites, lounges, offices, boardrooms, a café, an outdoor garden, and two amphitheatres. Notably, MITEC's Level 1 exhibition halls feature heavy-duty loading capabilities with a maximum floor loading of 50kN/sqm, enabling the accommodation of heavy machinery—a pioneering feature in the country.

Furthermore, MITEC ensures smooth accessibility and operational efficiency with direct 24-hour service ramp access to all floors and designated loading bays on each level to prevent congestion. The venue boasts centrally located 15m-long escalators, among Malaysia's tallest and longest, equipped with energy-saving features and motion sensors to enhance sustainability initiatives.

**About Qube Integrated Malaysia Sdn Bhd**

Qube Integrated, based in Kuala Lumpur since 2003, excels as a B2B and B2C exhibitions and event organiser with a global presence. Known for its venue management, World Expo pavilion creation, and comprehensive event services, Qube leverages its extensive experience to provide end-to-end solutions. Operating across Malaysia, Indonesia, and Singapore, its team specialises in creating impactful event experiences, excelling in design, planning, and management for various events. Qube's award-winning services extend to exhibition management, interior design, and venue management, making it a leader in the events sector.