

AIRLINK

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Preparing KL International Airport to be More Future Ready

Malaysia Airports has undertaken various service improvement measures at both Terminal 1 (T1) and Terminal 2 (T2) of KL International Airport (KLIA) to position KLIA, Malaysia's main gateway to become more efficient, people-centric and future ready.

These measures were implemented in tandem with the increasing passenger volume at KLIA, whose capacity reached 35.5 million passengers as of July 2025.

According to OAG Aviation, KLIA is now the second busiest airport in Southeast Asia, moving up from fourth place in six months, with 3.3 million departing seats reported in August 2025.

Boosted by 66 airlines flying here compared to 59 last year, OAG Aviation said more destinations are also covered, to be exact 117 international routes by the various airlines plying KLIA.

For the full year, KLIA is reportedly expecting 62 million passengers, leveraging Malaysia's visa free policy for key markets such as China and India and the Visit Malaysia 2026 (VM2026) campaign.

Positioning itself as a global mega hub, KLIA handled a total of 57.1 million passengers in 2024, of which 30.7 million passengers came from T1 and the rest from T2.

Taking note of the increase in air travellers at KLIA, Malaysia Airports started a three-month trial run of its new Vehicle Access Management System (VAMS) at Level 5 of the departure drop-off area and Level 3 of the arrival pick-up area at KLIA T1 on 1 September 2025.

This is to improve not only the traffic flow of vehicles entering here but also to enhance the safety aspect, particularly during peak travel hours.



For T2, the VAMS trial period to provide smoother access will commence from 15 September to 30 November 2025.

To minimise congestion caused by unauthorised or extended stops at the kerbside of both terminals, the system introduces timed entry and exit via barrier gates.

During the trial phase, vehicles are granted a 10-minute grace period for drop-offs and pick-ups.

“Airports worldwide are adopting smarter kerbside management to reduce congestion and elevate the passenger experience.

At KLIA, our goal is to create a safer, more efficient and passenger-friendly airport environment. The terminal is often the travellers' first and final impression of Malaysia. We want that to reflect our hospitality and efficiency, particularly as we prepare for VM2026.

DATUK MOHD IZANI GHANI
Managing Director
of Malaysia Airports

Loke said that although no additional infrastructure would be required for the ITT system, it would take time to implement, as it involves discussions on the procedures with the Immigration Department and the Royal Malaysian Customs Department (RMCD).

No penalty fees will be imposed during the trial period aimed at observing traffic patterns, driver behaviour and overall system performance to determine the optimal grace period and penalty fee structure for full implementation.

Data collected during the trial period will determine the penalty fee and grace period duration to be introduced to discourage extended waiting at the kerbside.

Additionally, Malaysia Airports is also at enhancing the operational efficiency between T1 and T2.

This integration of the two terminals has the support of the stakeholders from the aviation industry.

Transport Minister Anthony Loke Siew Fook recently announced that an inter-terminal transfer (ITT) system to facilitate seamless passenger and baggage transit between T1 and T2 is expected to be implemented by the middle of 2026 by Malaysia Airports.



Loke said the National Aviation Consultative Council (NACC) will reexamine the Green Lane system as part of the move to improve passengers' experience and inspection efficiency in resolving the congestion impacting international arrivals during the Royal Malaysian Customs Department's checks at both T1 and T2.



Among other things, the NACC also decided a task force be formed to monitor the weekly progress of the three-year Baggage Handling System (BHS) upgrade works at KLIA T1, he added.

Meanwhile, to further strengthen its position as a regional aviation hub, Malaysia Airports will be at Routes World in Hong Kong from 24 to 26 September 2025 to meet with airlines and other aviation stakeholders to expand connectivity and flight frequencies on its network.



Korean Air Launches Premium Class on Newly Retrofitted Boeing 777-300ERs

South Korea's flagship carrier, Korean Air (KE), is introducing premium class seats on its newly retrofitted Boeing 777-300ER aircraft, with the first flights on short- and mid-haul routes to be launched from mid-September 2025.



Offering more spacious seating and upgraded service, the airline's premium class, positioned between its prestige (business) and economy class seats, features a seat pitch of about one metre.

The premium seats are about 50 cm wide and can recline up to 130 degrees. Equipped with both leg and footrests, these seats also feature ergonomic headrests for gentle support and include wing-shaped sides to provide a greater sense of privacy from adjacent passengers.

For an enhanced inflight entertainment experience, larger 15.6-inch 4K resolution screens have been installed for its premium class passengers, who will also enjoy priority ground services.

These services include access to Morning Calm check-in counters, priority baggage handling and Sky Priority boarding.

Besides the premium cabin area, which features 40 seats in a 2-4-2 layout, the B777-300ER's other new products include its Prestige Suites 2.0 in a 1-2-1 configuration and New Economy seats in a 3-4-3 layout.

Wi-Fi is available across all cabins, with the inflight entertainment systems significantly upgraded.

Earlier this year, KE unveiled a new corporate identity, featuring a modernised version of its signature Taegeuk (yin yang) symbol alongside a new livery on a B787-10 aircraft following its USD1.3 billion merger with Asiana Airlines in 2024.

KE dropped the word 'Air', with the airline's name simply presented as 'Korean'.

Walter Cho, Chairman and Chief Executive Officer of Hanjin Group and KE said, "As a unified Korean Air, we are committed to more than just transportation. We aim to connect people, cultures and the world through the skies.

"With this foundation, we will build an industry-leading safety system, elevate the customer experience and strengthen trust through open communication with all stakeholders. Together, we will create a more connected and better world."

KE, which reported a higher net profit of USD288.1 million for the second quarter of 2025 due to higher passenger demand, expects passenger traffic to remain buoyant in the third quarter, driven by the peak summer travel season.

For more information, visit www.koreanair.com



Uzbekistan Airways to Introduce Boeing 787 Dreamliner to Kuala Lumpur

Starting October 2025, Uzbekistan Airways (HY) will replace its existing narrow-body Airbus A321neo aircraft with a wide-body Boeing 787 Dreamliner for more seating capacity on its Kuala Lumpur to Tashkent sector due to increasing passenger demand.

"This upgrade underscores our commitment to enhancing the travel experience and providing favourable conditions for passengers travelling between Southeast Asia and Uzbekistan."

OTABEK AKHMEDOV
Country Manager
of Uzbekistan Airways (HY)

For a premium long-haul experience, passengers can enjoy full-flat beds in business class. Advanced cabin pressure and humidity control, which can help passengers reduce fatigue, is also available alongside larger panoramic windows, quieter cabins and enhanced in-flight entertainment systems.

Additionally, the B737 Dreamliner offers modern cabin interiors across all travel classes. HY is the only airline in Central Asia operating direct flights to the United States using this aircraft type.

The airline operates a modern fleet of 47 aircraft, including ATRs. Its fleet is projected to grow to 50 aircraft by 2027.

To date, the airline operates flights to 100 destinations across 27 countries, excluding domestic routes. As part of its global expansion, HY is targeting new routes in Europe and China.

It has a world-class aviation facility to address the increasing need for such professionals in the region and beyond.

Equipped with Full Flight Simulators for B757/767 and A320, as well as procedural simulators for multiple aircraft types, the HY Training Center allows pilots to practise and master emergency procedures and complex flight scenarios in a controlled environment.

Otabek told *Airlink*, "Given our technical capabilities and international partnerships, we no longer need to send personnel abroad for most training needs.

He added, "This ensures a reliable, cost-effective, and sustainable pipeline of aviation professionals — a critical advantage amid global pilot shortages."

HY recently collaborated with Tourism Malaysia in a familiarisation trip to Tashkent and Samarkand, bringing representatives from the Malaysia Inbound Chinese Association and the Islamic Tourism Centre.

While the trip's primary goal was to promote Malaysia in Uzbekistan, Otabek said it also provided an excellent platform for Uzbekistan to showcase its Muslim-friendly hospitality, rich heritage and diverse cultural offerings.

Meanwhile, HY's Passenger Sales Agents (PSAs) play a pivotal role in growing its market presence in Malaysia and Singapore, supporting both retail and group bookings besides acting as a vital link between the airline and local travel agents.

The three PSAs are ATN Tourism & Travel Corporation (M) Sdn Bhd, Smart Global Adventures Sdn Bhd and Ansync Global Sdn Bhd.

For more information, call **+603-2779 7577** or visit www.uzairways.com



AirAsia X to Launch New Routes to Tashkent and Istanbul

AirAsia X (D7) will commence three direct flights weekly to Tashkent (TAS) in Uzbekistan from Kuala Lumpur (KUL) on 15 October 2025 as part of the airline's broader strategy to connect emerging Central Asian markets to its extensive network of over 130 destinations.

“Our mission has always been to make medium-haul travel more accessible and affordable. The strong performance of our Almaty route in Kazakhstan has reaffirmed the potential of Central Asia, prompting us to grow further in the region.

Similarly, we are seeing encouraging forward bookings for the Tashkent route, with strong demand from Malaysia, China, Indonesia and Singapore, showing clear interest from travellers across the region.

This new route also reflects the growing ties between Malaysia and Uzbekistan, as both countries deepen cooperation in trade, education, Islamic tourism and cultural exchange.

BENYAMIN ISMAIL
Chief Executive Officer
of AirAsia X (D7)

While supporting Uzbekistan's target of receiving 15.8 million foreign tourist arrivals in 2025, this new connection is expected to boost two-way traffic, bringing more travellers from Southeast Asia to Uzbekistan while offering Uzbeks greater access to destinations across Asia, Australia and beyond.

Additionally, D7 will launch a new direct service between KUL and Istanbul (IST) in Türkiye on 14 November 2025, operating four flights weekly, marking another significant step in its global network expansion.

The airline will operate from Istanbul Sabiha Gökçen International Airport (SAW), a major hub managed by Malaysia Airports with connections to over 117 international and 40 domestic destinations.

Benyamin remarked, “Hot on the heels of our recent expansion into Central Asia, this long-awaited route takes us one step closer to delivering longer connectivity across continents.”

This new route also allows passengers to benefit from Capital A Bhd's Islamic lifestyle arm, ikhlas.com's Umrah Plus IST package.

His Excellency Emir Salim Yüksel, Ambassador of Türkiye to Malaysia said, “This new additional connection between KUL and IST is a tangible step in strengthening the Comprehensive Strategic Partnership between Malaysia and Türkiye.

“It will not only boost tourism flows but also expand business links, foster industry collaboration as well as open new pathways for education, innovation and people-to-people engagement.”

Travellers from Singapore (SIN) can access Türkiye with smooth Fly-Thru connectivity via KUL as Capital A's low-cost carrier, AirAsia Malaysia (AK), operates 11 daily flights weekly between SIN and KUL.

For more information, visit www.capitala.com



Malaysia Airports' Corporate Batik Design Challenge Empowers Young Talents' Creativity

Ten local fashion and design students from six institutions nationwide emerged as finalists in Malaysia Airports' recently concluded Corporate Batik Design Challenge, aimed at fostering creative talent and in celebration of Malaysia's vibrant cultural heritage.

The participating institutions were Sunway College, Management and Science University (MSU), Universiti Teknologi MARA (UiTM), Tunku Abdul Rahman University of Management and Technology (TAR UMT), Taylor's University and Institut Kemahiran Belia Negara Tanah Merah (IKBN).

Each institution submitted its students' top three designs which integrated Malaysian batik motifs into contemporary corporate wear.

The finalists had attended a Design Immersion Workshop earlier at Sama-Sama Hotel KL International Airport, facilitated by fashion designer Hatta Dolmat, who guided them on their submissions for the Challenge, themed “Batik in Business: Weaving Culture into Our Corporate Identity.”

The submissions were judged based on their originality, creativity and functionality, with the winning design standing a chance to be adopted as part of Malaysia Airports' corporate attire.

Apart from Hatta, the other judges for the Challenge from Malaysia Airports were Managing Director, Dato' Mohd Izani Ghani; Chief Human Capital Officer, Nadiyah Tan Abdullah; Senior General Manager of Commercial Services, Hani Ezra Hussein; and General Manager of Corporate Communications, Shukreen Ma.

Dato' Mohd Izani said, “As the nation's airport operator, our role goes beyond managing airports. We carry the responsibility of shaping how the world sees Malaysia and batik is part of that story. It is our heritage, our pride and our identity expressed through design.

“This Challenge is also about talent, creativity and giving the next generation a platform to reimagine tradition in fresh and modern ways.”

He hoped the Corporate Batik Design Challenge would be a runway to success for the top three winners rewarded with cash prizes.

The second runner-up, Aurelia Giok Wan Chee from Taylor's University received RM2,000 while there was a tie for the champion, with Muhammad Danish Saiful Rizal from MSU and Soom Ken Yin from TAR UMT each winning RM5,000.



For more information, visit www.malaysiaairports.com.my



HK Express Airways to Further Expand Network in Malaysia

Hong Kong's leading low-cost carrier, HK Express Airways (UO), which launched its inaugural daily direct service to Sultan Abdul Aziz Shah Airport (SZB) in Subang, Selangor in August 2025, will commence daily flights to Kota Kinabalu (BKI) on 27 November 2025.

The maiden flight UO716 chartered by Wing On Travel to SZB carried popular TVB celebrities Tam Fai Chi and Che Yuen Yuen along with their fans using the 182-seat Airbus A321 aircraft. This marked a strong testament to the growing appeal of fan-based tourism experiences.

On hand to greet them were Kamaruzzaman Razali, Chief Operations Officer of Malaysia Airports Sdn Bhd (MASB), Zainuddin Mohamed, Malaysia Airports General Manager of Aviation Marketing and Development, Samuel Lee Thai Hung, Deputy Director General (Promotion II) of Tourism Malaysia and Ibrahim Mohamed Salleh, Chief Operating Officer of AeroDarat Services (ADS).

Lee remarked, "This new connection reflects the strong and growing tourism ties between Malaysia and Hong Kong and supports our ongoing efforts to position Malaysia as a top travel destination in the region."



To commemorate the occasion, UO passengers were presented with souvenirs and goodie bags not only at Hong Kong International Airport but also at SZB.

For more information, visit www.hkexpress.com

“Malaysia has emerged as one of Asia's most popular travel destinations in recent years, with inbound tourist numbers surging over 20% year-on-year (YoY) in the first quarter of 2025.”

JEANETTE MAO
Chief Executive Officer of HK Express Airways (UO)

Actively expanding its Malaysian network since November 2024 after the success of its Penang route, she added, "Moving forward, we remain committed to offering competitive fares and diverse value-added services, empowering travellers to experience Malaysia's unique charm with greater convenience!"

Sabah Tourism Board CEO Julinus Jeffery Jimit said the new route will offer travellers from North Asia and beyond greater opportunities to discover Sabah.

"Sabah stands as a unique destination where nature and adventure coexist in remarkable harmony, from the UNESCO Triple Crown site of Kinabalu Park to the world-renowned Sipadan Island alongside encounters with orangutans, rich wildlife, pristine islands, white sandy beaches and awe-inspiring sunsets."

From January to June 2025, Malaysia welcomed 2.17 million visitors from China, up 35.6% YoY.



Commemorative Livery on Air Niugini's First Airbus A220

Air Niugini's (PX) special commemorative livery on its first Airbus A220 aircraft marks a significant milestone for both the airline and Papua New Guinea's 50th independence anniversary.

The vibrant livery of its new aircraft, dubbed the "People's Balus," incorporates the country's national flag and its 50th independence anniversary logo.

PX Acting Chief Executive Officer Captain Samiu Taufa said, "This aircraft is more than just a new addition to our fleet, it is our first brand new, next generation jet aircraft and captures the spirit of our nation and our aspirations for the future."

The painting of its livery was carried out at Airbus' facility in Mirabel, Canada by a team of 120 painters using 11 distinct colours, special airbrushing and advanced stencil overlay techniques to create a complex layering effect.

This is the second time the aircraft manufacturer applied such a technique on an A220, setting new standards for aircraft livery design and implementation.

PX's first "People's Balus" is scheduled to arrive in Port Moresby on 15 September 2025, a day ahead of the country's 50th Independence anniversary celebrations.

Out of the 11 A220s PX ordered as part of its fleet modernisation programme, three will be delivered by the end of 2025 and the rest over the next three years.

The A220 comes in two variants; the A220-100, which seats for 113 passengers while the larger A220-300 can accommodate 138 passengers.

Featuring the new generation Pratt & Whitney GTF engines and advanced aerodynamics, the A220 delivers about 25% lower fuel burn per seat and 50% less noise footprint than the older generation aircraft it will replace.

PX will gradually phase out its older generation Fokker fleet and Boeing 737 aircraft while enhancing its connectivity and service reliability.

Its General Sales Agent, Abadi Aviation Services Sdn Bhd, said the Malaysians going to Papua New Guinea via Singapore are predominantly business travellers.

For more information, call **+603-2142 6360** and visit www.airniugini.com.pg



Premium Langkawi Special Deals by Malaysia Aviation Group

The Langkawi Development Authority (LADA) has partnered with Malaysia Aviation Group (MAG) to launch a new campaign offering attractive travel packages and rebates to encourage domestic travellers to explore the island, especially during the low season.

Officiated by Lim Hui Ying, Deputy Minister of Finance, these Langkawi Special Deals aimed to strengthen collaboration among local tourism stakeholders under a single promotional platform, positioning Langkawi as a high-value, attractive destination.

"As we move closer to Visit Malaysia Year 2026, the government remains fully committed to ensuring the continued growth of our tourism sector. Our approach is straightforward: strategic promotions, innovative collaborations and meaningful community participation," she said.

The Langkawi Special Deals, starting from 1 October to 31 December 2025, offer discounts of up to 70% from selected attractions, hotels, food and beverage outlets, duty-free retailers, transport operators and tourism service providers on Langkawi.

In conjunction with the launch, a Memorandum of Understanding (MoU) was signed between LADA and MAG, with MHolidays, Malaysia Airlines' (MH) tour operating arm providing exclusive flight and hotel packages for a limited time.

Journify, MAG's one-stop travel platform, will offer an additional rebate on tours and attractions in Langkawi for those booking its flight-cum-hotel packages.

Signatories of the MoU's were LADA's newly appointed Chief Executive Officer (CEO) Datuk Seri Iskandar Datuk Mohd Kaus, and MAG's Loyalty and Travel Services (CEO) Philip See.

In another development, MH will increase its frequencies from Kuala Lumpur (KUL) to Trivandrum (TRV) in South India with a fifth weekly service starting 12 September 2025 following encouraging load factors and sustained demand on this route.

MH currently operates 77 weekly flights across 10 key cities in India. With the airline commencing daily operations to TRV from 1 December 2025, this number is expected to increase further.

For more information, visit www.malaysiaairlines.com



Jiangxi Air's First International Destination to Malaysia

Low-cost carrier (LCC) Jiangxi Air's (RY) recent maiden arrival at its overseas destination, KL International Airport (KLIA) Terminal 1, from Nanchang Changbei International Airport (KHN) reflects its strong confidence in Malaysia's tourism appeal and role as a strategic gateway to Southeast Asia.

Dato' Mohd Izani Ghani, Managing Director of Malaysia Airports said, "Every new airline represents an opportunity to expand network connectivity. Direct routes to emerging Chinese markets are especially valuable.

"They drive passenger growth, unlock trade and tourism potential, and deepen economic ties between Malaysia and China."

RY's "Discover Jiangxi" themed aircraft, using the modern Boeing 737-800 aircraft with 175 seats, received the traditional water cannon salute on its first direct flight RY6607 on 25 August 2025 to Kuala Lumpur (KUL).

Also present at the welcome reception were Dato' Normah Osman, Deputy Secretary General (Policy) of the Ministry of Transport; Chua Choon Hwa, Deputy Secretary General (Tourism) of the Ministry of Tourism, Arts and Culture; Samuel Lee Thai Hung, Deputy Director General (Promotion II) of Tourism Malaysia; Megat Ardan Wira Mohd Aminuddin, Chief Aviation and Strategy Officer of Malaysia Airports and a representative from AeroDarat Services Sdn Bhd.

Kang Kai, the Office Director of the Embassy of the People's Republic of China in Malaysia and Kang Zhiyang, RY General Manager also graced this historic occasion where RY is the 12th Chinese airline flying to Malaysia, with its twice-weekly service and KHN as the 118th international connection for KLIA.

Chua hoped RY would consider expanding their services to other Malaysian gateways such as Penang and Kota Kinabalu in the near future, adding that from January to June 2025, Malaysia welcomed 2.17 million visitors from China, an increase of 35.6% year-on-year.



Kang said the KHN to KUL route was timely, following China President Xi Jinping's visit to Malaysia in April 2025 where both countries' bilateral relations entered a new "Golden 50 Years".

"We believe this route will surely inject strong impetus into economic and trade cooperation, cultural and tourism exchanges, and other fields between Jiangxi and Malaysia."

Jointly founded by Xiamen Airlines Co Ltd and the Jiangxi Provincial Government in 2015, RY currently has a fleet size of 18 aircraft, including 13 B737s and five COMAC C909s.

The LCC has a total of 168 routes, flying to over 80 cities, including Beijing and Shanghai in China.

For more information, visit www.airjiangxi.com



Vietnam Airlines Deepens Bilateral Ties with Malaysia and South Korea

Vietnam Airlines' (VN) has recently signed a Memorandum of Understanding (MoU) with Tourism Malaysia, which is expected to further enhance air connectivity with Malaysia and promote bilateral tourism growth.

Dang Anh Tuan, VN Executive Vice President said, "As Vietnam's national carrier and a key regional connector, VN is committed to expanding its network to link vital tourism, cultural, and commercial hubs."

Datuk Manoharan Periasamy, Director General of Tourism Malaysia remarked, "Our collaboration with VN is a strategic initiative to strengthen ties between our countries."

"Enhanced air connectivity not only drives tourism but also fosters stronger people-to-people relationships, economic cooperation, and cultural exchange.

"Through this partnership, we aim to promote sustainable tourism development and generate lasting benefits for both Malaysia and Vietnam."

Also present at the MoU signing ceremony were Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture and Dato' Tan Yang Thai, the Malaysian Ambassador to Vietnam.

VN operates direct flights connecting Hanoi (HAN) and

Ho Chi Minh City (SGN) with Kuala Lumpur (KUL). The airline also maintains a strong partnership with Malaysia Airlines (MH) on key routes.

As of July 2025, there are a total of 164 weekly flights between Vietnam and Malaysia, offering nearly 30,000 seats to meet the rising demand for tourism and business travel.

Meanwhile, during the recent Vietnam - Korea Economic Forum in Seoul, VN also signed a key MoU with the Korea Tourism Organization and Saigontourist Group to promote two-way travel and tourism offerings between Vietnam and South Korea.

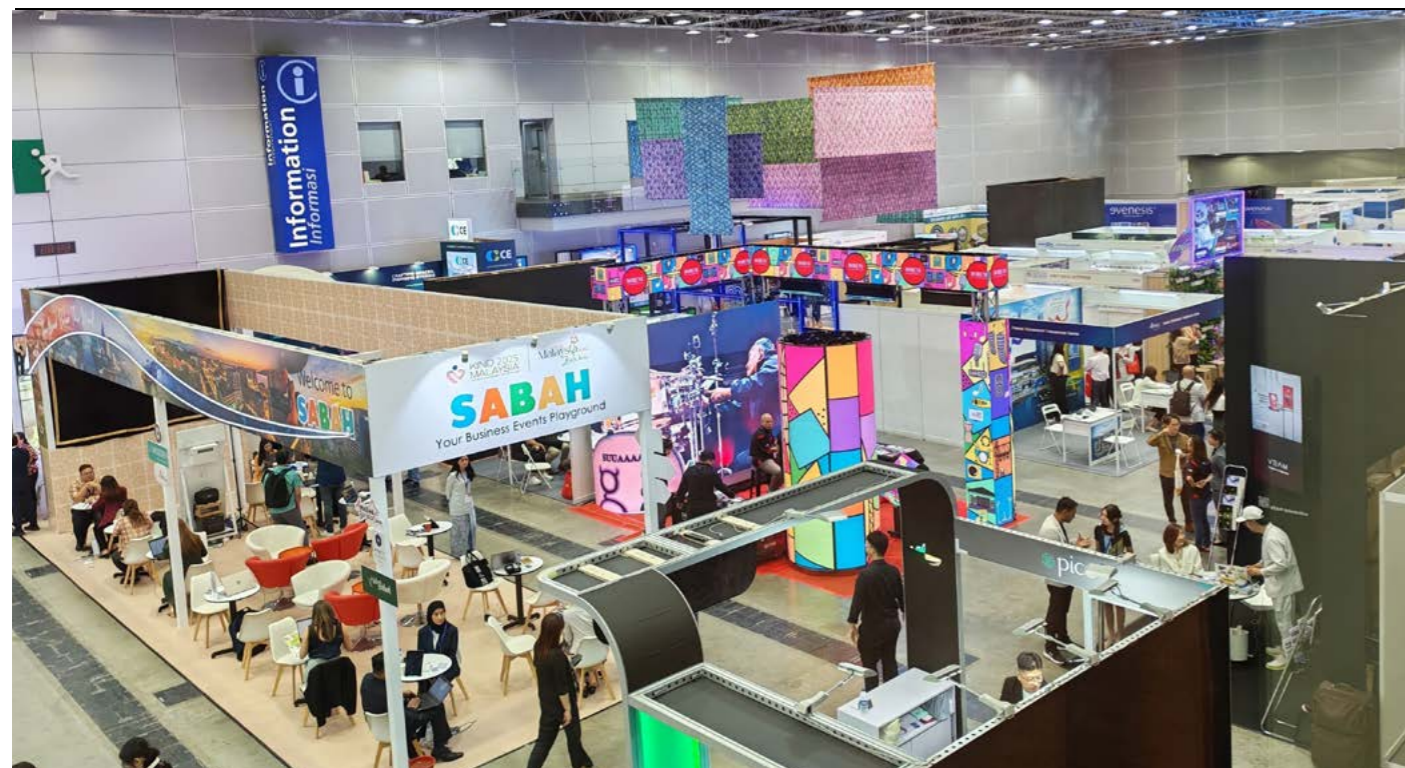
Under the MoU with Korean Air (KE), the airline is committed to expanding cooperation in air cargo services.

The collaboration will include joint sales, coordinated cargo operations and the development of a flexible logistics corridor connecting Vietnam, South Korea and other key global markets.

This initiative is designed to enhance supply chain resilience, increase cargo market share and strengthen Vietnam's role in global trade flows.

For more information, call **+603-2031 1666** or visit www.vietnamairlines.com





Future of the Business Events Industry in Asia Pacific

The Asia Pacific (APAC) region is a major driver in the growth of the global business events industry, which is expected to exceed USD2.5 trillion by 2035. Business events (BE), formerly referred to as meetings, incentives, conventions and exhibitions, represent a significant segment of the travel industry, which has fast recovered post COVID-19 pandemic.

According to the UFI Global Exhibition Barometer July 2025, 79% of the companies in the Asia Pacific intend to develop new activities either in the exhibition industry or outside of their current product portfolios, or in both areas.

UFI, the global association of the exhibition industry, said the 35th edition of its Barometer survey involved 386 respondents from 58 countries.

The bi-annual survey showed that six out of 10 companies in Malaysia foresee an increase in activity of more than 5%. Overall, 70% of the respondents in Malaysia said they will increase additional staff to cope with the increased activities.

Countries where most companies expect more than 5% increase in their revenues compared to 2024 also include Malaysia (60%) for selling services to visitors and exhibitors. This does not include the sale of space.

Additionally, the five top markets with the highest proportions of respondents reporting an increase in their operating profit by more than 10% in 2025 are India (64%), the United Arab Emirates (58%), Brazil (43%), Colombia (42%), and Malaysia (40%).

For the short-term spanning 12 to 18 months, the survey

identified global economic developments, geopolitical challenges, competition from within the industry and the local state of the economy to be among the most important issues facing Malaysia's exhibition industry.

In terms of international meetings, Malaysia moved two spots up to 31st place in the world with 129 meetings held last year compared to 104 in 2023, while maintaining its ninth position in Asia, according to the International Congress and Convention Association's (ICCA) Global Watch Business Analytics 2024.

At the recent opening of the 10th edition of Malaysia Business Events Week (MBEW) 2025 organised by Malaysia Convention and Exhibition Bureau (MyCEB) at the Malaysia International Trade and Exhibition Centre in Kuala Lumpur, Datuk Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Arts and Culture said that Malaysia has secured 233 business events by 30 June 2025.



This is expected to inject RM2.68 billion into the local economy, attesting to its strong post COVID-19 pandemic recovery.

Since MyCEB's inception in 2009 by his ministry, the bureau has secured over 3,490 international events, welcomed 4.1 million delegates and generated more than RM26.7 billion in economic impact.

He added, "These victories speak volumes: BE do not just generate income, they build careers, grow industries, sharpen talent and propel Malaysia onto the world's centre stage."

Themed "Spicing Up Business Events," MBEW 2025 marked a significant milestone, celebrating a journey of innovation, partnerships and transformation.

Sivakumar A/L Varatharaju Naidu, MyCEB Chairman remarked, "Just as spices bring richness and complexity to our cuisine, they also reflect the essential ingredients for successful BE."



"Cinnamon represents Planning, star anise for Execution, cloves for Networking, and cardamom for Innovation. Together, they embody the energy and creativity MBEW stands for."



Besides the targeted business-to-business (B2B) engagements and SPICE market networking, MBEW 2025 also accelerated thought leadership through knowledge exchange and the various panel and breakout sessions.

Meanwhile, the second EventXpo organised by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), which began immediately after the end of three-day MBEW 2025, also highlighted innovations and new trends affecting the BE industry.

Margaret Ma Connolly, President and Chief Executive Officer of Informa Markets in Asia, who leads 70 international B2B brands, described Southeast Asia as "doing quite well", with each market having its own unique selling points.

"Malaysia is a hidden gem. The country has a lot to offer such as its diverse culture and amazingly friendly people," she said in her fireside chat on Asia Unboxed: The Future of Business Events with Datuk Dr. M Gandhi, MACEOS President at Kuala Lumpur Convention Centre.



The country's challenge lies partly in it not being a top-of-mind destination compared to its neighbours, Singapore and Bangkok.

While Malaysia leads in trade shows on water, furniture as well as the oil and gas industries, the country requires more infrastructural support and venue space in order to attract quality mega events, she added.

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