

Wednesday, 15 January 2020

## Kuala Lumpur Convention Centre Breaks Milestone Mark in 2019



The Kuala Lumpur Convention Centre (the Centre) embraces its 15th anniversary by breaking the RM9 billion mark in economic impact it has delivered to Malaysia from 2005 to 2019. In that time, the Centre has hosted 16,395 events and welcomed close to 26 million participants, who have all contributed to the economy and knowledge base of the country.

With a total of 1,618 events, 2019 recorded the highest number of events held at the Centre in the last five years. These events attracted over 1.6 million participants and contributed RM876 million in economic impact to the country. Of these, the corporate meetings and banqueting events (corporate sales segment) was the biggest mover recording an 11% increase from the previous year's figures.



## **Alan Pryor**

### ***The Centre's General Manager***

The Centre's General Manager, Alan Pryor attributed the Centre's performance to the professionalism and commitment of its talented team members and their dedication to the venue's vision to be the perfect business events partner.

*"Our 2019 results demonstrate that our partnership approach and flexible value-add solutions that create bespoke experiences and memorable customer journeys resonate well with clients across the board which has helped us retain market leadership,"* he added.

Pryor concluded, *"This strong performance has us geared up towards another solid year. With the conventions segment already securing nearly 20 international and Asia Pacific events and the exhibitions segment also shaping up to be one of our biggest contributors, we are all ready for an even more impactful year ahead of us."*



2019 also saw the Centre receive 12 awards, expanding an already impressive list of accolades. This included the “Purpose-Built Convention & Exhibition Centre Excellence Award” at the inaugural Malaysia Business Events Awards (MBEA) 2019; the “Outstanding Venue Award” at the AFECA (Asian Federation of Exhibition & Convention Associations) Asian Awards 2019; the ‘Editor’s Choice Award: Exemplary Convention Centre’ and the Gold Award in the ‘Above 10 Years: Specialised Category’ at the EdgeProp Malaysia’s Best Managed Property Awards 2019; and multiple culinary and human resources recognitions as well.

Some of the prestigious international events that took place at the Centre last year included 62nd ISI World Statistics Congress (ISI WSC) 2019, 29th International Congress for Conservation Biology (ICCB) 2019, Food & Hotel Malaysia 2019, The Australian & New Zealand College of Anaesthetists Annual Scientific Meeting 2019 and Kuala Lumpur Summit 2019.

The second half of 2019 saw the opening of the Centre’s expansion – a development which bodes well for 2020. This brings the Centre’s total multi-purpose space to 33,659sqm, enabling the venue to accommodate larger international association meetings and trade fair events, as well as concurrent events. Specifically designed in a very flexible and customisable fashion, the multi-purpose spaces can accommodate innovative and experiential delivery of events and allows clients to explore new meeting design, networking hubs and customisation of their participant experience to suit any occasion.

(Source: <https://kongres-magazine.eu/2020/01/kuala-lumpur-convention-centre-breaks-milestone-mark-in-2019/>)