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GROUND BREAKING CEREMONY OF MALAYSIA EXPOSITION & CONVENTION CENTRE (MYEXPO), PRECINCT 5 BY THE HONOURABLE PRIME MINISTER OF MALAYSIA, DATO SRI MOHD. NAJIB BIN TUN ABDUL RAZAK

The Prime Minister of Malaysia, the Honourable Dato' Sri Mohd. Najib bin Tun Abdul Razak today officiated the ground breaking ceremony for Malaysia Exposition and Convention Centre or also known as MyExpo, it is yet another milestone for Putrajaya with the latest and prestigious international level development in Precinct 5. This ceremony is meant for the first phase development of the MyExpo City at the Diplomatic and Integrated Mixed Development enclave.

The new site of MyExpo City is located adjacent Putrajaya International Convention Centre (PICC). This project is expected to compliment and bring new breathe to PICC that caters mainly to the conference, congress and convention since 2003.

Upon completion in the year 2020, MyExpo is the largest exhibition centre in Malaysia. MyExpo combined with the existing PICC will then be the

largest MICE venue in South East Asia. This will then make Putrajaya a city that truly caters for both business and leisure, not only for the local residents but also a host of other nationals that are expected to live and work within the city. Being situated in the diplomatic enclave, the area is sure to become an international melting pot of cultures with a thriving commerce community.

Embracing the latest and current technology and taking into account the concept of Green Building, MyExpo will feature a generous and massive exhibition space indoor and outdoor on a 33.43 acres of land. MyExpo is designed to be the largest MICE venue in Malaysia with a total area of 1.52 million square feet consisting of 5 floors, column free space of exhibition halls up to 15 meters in height which features 8 Exhibition Halls (3,000 booths capacity) including 2 Exhibition halls with 5 tonnes floor loading and 1 outdoor Exhibition Hall with 5 tonne floor loading, 12 Banquet Halls (1,000 pax for each hall), 1 Plenary Hall (5,000 pax), 9 Meeting Rooms (180 pax for each hall), 4 Seminar Halls (200 pax for each hall) and 2 Conference Rooms (300 pax each room) and 2,500 parking spaces. It will also include other facilities such as F&B outlets, kiosks, prayer room and etc. To sum up, MyExpo is having 60,000 pax of capacity at one time.

This project will also elevate Putrajaya's status from being a planned city to a city that caters for both business and leisure in a more holistic way.

MyExpo will be managed by Convention & Exhibition (Putrajaya) Sdn Bhd (Co-X) which currently managing PICC. Co-X also currently managing Putrajaya Shangri-La Hotel and also operating Putrajaya Catering Services which include Putrajaya Seafood Restaurant and Pot&Pan Restaurant.

Prime Minister of Malaysia, YAB. Dato' Sri Mohd Najib bin Tun Haji Abdul Razak hinted in his speech that Putrajaya will be given a new lease of life. "As it is now, we are already attracting millions of visitors into Malaysia, we

need to set the standard even higher for more years to come. I do believe upon completion and with the commencement of MyExpo in 2021, we will not only receive more visitors but also create more jobs and strengthen Malaysia's economic growth as a whole."

He also added that the planned development has correlations with the Economic Transformation Programme (ETP) that was formulated to create economic opportunities worth RM1.3 trillion and to lift Malaysia to become high income country by 2020. Thus, it will create 3.3 million additional jobs and attract USD 444 billion worth of investments.

The Prime Minister also mentioned, for the past 6 years, more than 2.26 million new jobs were created and many plans were introduced to curb inflation in facing a volatile global economic scenario. Also, he is confident that MyExpo will be able to attract the right target market due to its strategic location and features a line-up of cutting-edge facilities.

For the MyExpo City enclave's project, there will be two phases of plan and it will consists of the construction of Phase 1A ; a 5 storey exhibition hall, 23 storey building which include a 4-Star Hotel with 300 rooms (15 floors), including a helipad. The Phase 1B will feature a 5-Star hotel. As for the Phase 1C of MyExpo City, there will be a Boutique Mall, an Indoor Theme Park and Service Apartments build within the enclave.

Among those present for today's ceremony were the Federal Territory Minister, Datuk Seri Utama Tengku Adnan Tengku Mansor, Secretary General of Ministry of Federal Territories, Datuk Seri Haji Adnan bin Md Ikhsan, President of Perbadanan Putrajaya, Datuk Seri Haji Hasim bin Haji Ismail, Group CEO of PULSE Group, Dato' Badlishah Haji Ahmad, delegates from embassies, representatives from various Ministries, corporate sectors as well as subsidiaries of the PULSE Group.

For those who do not aware about MyExpo City is a development project of Putrajaya Leisures and Services Group Sdn Bhd (PULSE Group), a holding company fully-owned by Perbadanan Putrajaya (PPj) and also as investment arm for development of Putrajaya. PULSE Group focusing in hospitality and tourism services inclusive of transportation, MICE venues, event management, equestrian centre and recreational facilities as well as properties in Putrajaya.

For more information, kindly contact Group Corporate Planning Department at enquiry@pulsegroup.com.my or visit our website at www.pulsegroup.com.my.

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