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Tajuk : MALAYSIA TO HAVE LARGEST MICE VENUE IN SE ASIA BY 2021



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PUTRAJAYA: Malaysia will house Southeast Asia's largest meetings, incentives, conferences, and exhibitions (MICE) venue here following the combination of the Malaysia Exposition and Convention Centre (MyExpo) and existing Putrajaya International Convention Centre (PICC) by 2021.

When officiating at the groundbreaking ceremony of MyExpo at Precint 5 in the nation's administrative capital yesterday, Prime Minister Datuk Seri Najib Tun Razak said the convention centre with a total gross floor area of 1.5 million square feet (sq ft) would be the largest exhibition centre in Malaysia upon completion in 2020.

MyExpo, which features unique design and can accommodate 60,000 people at a time, had projected a total annual revenue of RM500 million, he said.

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“This will help make Putrajaya a city that truly caters for both business and leisure, not only for local residents but also as the host to other nationals who are expected to live and work here,” he said.

MyExpo is 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 to PICC and the project is expected to complement and bring a new breath to PICC that caters mainly to conference, congress and convention since 2013.

Najib who is also the Finance Minister said MyExpo City which covers four million sq ft would include parks and four- and five-star hotels.

He said the MICE sector was a rapidly growing part of the global tourism industry in which Malaysia’s MICE industry attracted 111,298 delegates to 153 events and generated RM1.035 billion in revenue last year.

By 2020, business tourism was forecast to contribute RM3.9 billion to Gross National Income and generate 16,700 jobs, he said. — Bernama