

# **AGENDA:**

## **1. Informa Markets**

<https://www.youtube.com/watch?v=HBWSVt7C0CM>

## **2. Exhibitions in Malaysia 2020: postponements, safety regulations & digital transformation**

## **3. Exhibitions in Malaysia 2021: road to recovery & hybridization**

## **4. Exhibitions in Malaysia 2022 and beyond**

# About Informa PLC

## 英富曼集团概览

**We are an international business-to-business events, academic publishing and information services group**  
我们是国际领先的B2B信息服务集团



# About Informa PLC

## 英富曼集团概览



<p><b>+11,000</b> Colleagues 员工</p>	<p><b>+30</b> Countries 国家</p>	<p><b>+20</b> key locations 主要地点</p>
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**Informa is listed on the London Stock Exchange and is a member of the FTSE 100**  
**英富曼集团是英国上市公司，亦是富时100指数成员**

# Informa Markets Today

## 今天的Informa Markets

Informa Markets create platform for industries and specialist markets to trade, innovate and grow. Through more than 550 international B2B brands, we provide opportunities to engage, experience and do business via face-to-face exhibitions, specialist digital content and actionable data solutions

Informa Markets 为行业和专业市场提供了交易和创新的平台。通过500多个国际B2B品牌、面对面的展览、专业的数字内容和数据解决方案, 我们持续提升客户的参与度, 优化体验和带来更多的商业机会



**+30**  
countries  
国家

**+20**  
offices  
办事处

**+4,400**  
Colleagues  
员工



**#1**  
exhibition organiser  
领先主办单位

**+500**  
B2B brands  
B2B品牌

# We are the Clear Market Leader 我们是市场领导者

We are the largest event organiser in the world  
我们是全球最大展会主办单位



#1 Organiser in Asia  
亚洲领先的主办单位



#1 Commercial Organiser in China  
中国领先的商业主办单位



#1 Organiser in South East Asia  
东南亚领先的主办单位



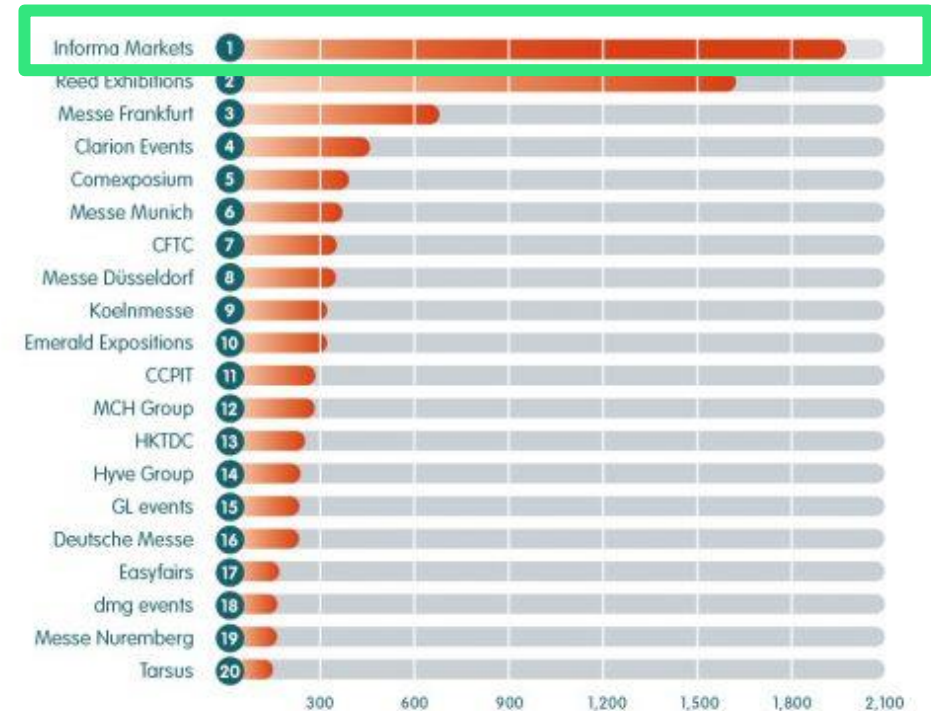
#1 Organiser in India  
印度领先的主办单位



AMRinternational.

updated 8 November 2019

## The AMR Top 20 exhibition organisers by exhibition-organising revenue



# New Normal Business Event

28 & 29 JULY 2020 | KL CONVENTION CENTRE

Informa Markets has collaborated with industry partners and relevant authorities to develop the industry-wide AllSecure standards that raise the bar on safe, hygienic, productive and high-quality organised event experiences to prepare the trade shows back in new normal.



## Informa AllSecure

ENHANCED CLEANING



PERSONAL HYGIENE



NON-CONTACT REGISTRATION



PHYSICAL CONTACT



PHYSICAL DISTANCING



FOOD AND BEVERAGE STATIONS



PERSONAL PROTECTIVE EQUIPMENT (PPE)



FIRST AID



SCREENING



TRACE AND CONTACT



# Beautylife bonanza

1-3 October 2020, KLCC

Beautylife Bonanza, an event run for 3 days as return to market platform for beauty industry from post COVID-19.

80

Exhibitors

2,352

Visitors

[www.beautylifebonanza.com](http://www.beautylifebonanza.com)



## Our Virtual Events in 2020



11-13, 18-20, 26-28 August



6-9  
October



3-5 November



10-12 November



17-19 November



18-19 November



30 November-2 December



## **Learnings virtual exhibitions:**

- 1. Difficult to convince traditional exhibitors/visitors**
- 2. Labor intensive “onboarding”**
- 3. New audiences (both exhibitors and visitors)**
- 4. Engagement**
- 5. Need for networking & for targeted business matching**
- 6. Pricing models**

# 2020/2021 Live/Hybrid Events



1-3 October 2020, KLCC



28,-29, July 2020, KLCC



1-4 Sept 2021, MITEC & PWTC



13-16 Oct 2021, MITEC



9-11 Nov 2021, MITEC



7-9 Dec 2021, KLCC



24-26 Aug 2021, MITC



21-24 Sept 2021, KLCC



1-4 Oct2021, KLCC



20-22 Oct 2021, KLCC

**2021:**

**Moved all our shows with physical elements towards the back of the year**

***Challenges:***

- Will larger scale meetings be allowed? (regulations)**
- Will people have confidence? (health&safety)**
- Will travel restrictions (partially) be lifted? (regulations)**
- Will the business event ecosystem still be sufficient?  
(economy)**
- Customers (and their customers) changed, how to deal with them?**

# 2021:

## *Opportunities:*

- Strong appetite for f-2-f with traditional exhibition fans (ie China)
- Trade events as economic recovery accelerator
- Opening up for new audiences (hybrid)
- creation and nurturing of (micro) communities
- partnering
- upskilling staff



## **2022 and beyond:**

**Back to “normal”?**

**Impact covid-19 long lasting**

**Digitalization requires more transparency (ROI, ROO)**

**Shifts in mindset (business travelling, “shows” etc.)**

**Companies more educated ref. marketing solutions**

**Different role&skills “organizer”**

**Evolving business model**

**Future of business events?**



