

**Media Contact Information:**

Rose Bruce, Strategic Communications Manager,  
Business Events Sarawak (BESarawak)  
M: +6014-682-8204  
E: rose@sarawakcb.com

**PRESS RELEASE — FOR IMMEDIATE RELEASE**

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## **Sarawak Pavilion Shines at IMEX Frankfurt, Showcasing Legacy Capital Status**

**Frankfurt, Germany, 14 May 2024:** Sarawak has proudly launched its iconic Sarawak Pavilion today at IMEX Frankfurt in Germany, marking the destination's second year exhibiting with a standalone Pavilion at one of the world's largest and most respected business event tradeshows.

Sarawak is showcasing itself from 14–16 May, on Stand A200, as the Legacy Capital of Business Events in Malaysia and Borneo, offering in-demand event solutions to the worldwide business events market. The theme of this year's pavilion is community growth and development, highlighting the power of collaborations to drive social and economic transformation through business events.

There are three key talking points from Sarawak: Legacy Impact of Business Events hosted in Sarawak, the International Journal on Business Events and Legacies (IJBEL), and the Post COVID-19 Development Strategy (PCDS) 2030. Leading the delegation is The Honourable Datuk Snowdan Lawan, Sarawak's Deputy Minister for Tourism, Creative Industry and Performing Arts, who is also meeting with international industry leaders during the tradeshow.

“Exhibiting at IMEX Frankfurt amplifies the message that Sarawak is genuinely interested and engaged in impact-driven events. With the Post COVID-19 Development Strategy 2030 in motion, the Sarawak government actively seeks quality business events to contribute to economic prosperity, social inclusion, and environmental sustainability,” asserted **The Honourable Datuk Snowdan Lawan, Deputy Minister for Tourism, Creative Industry and Performing Arts Sarawak**. “To attract international conventions and exhibitions, as well as corporate meetings and incentives, Sarawak must be recognisable and identifiable around the world. We are glad to be here again for the second year to explore new business opportunities with global players.”

Sarawak has taken the pavilion to another level by collaborating with the Culinary & Heritage Arts Society Sarawak (CHASS), UNESCO Creative Cities Network (UCCN) Kuching Creative City of Gastronomy, and food and beverage provider, The Bibber's Tale to showcase the fascinating relationship between business events and creative communities.

The key design chosen to reflect Sarawak's theme of community growth and development is the *Tree of Life*. This design visually represents business events' direct and indirect impact on society, and how every form of business gathering is related to the world around us. "Legacy impact is an important sense of purpose for the global business events community. They are becoming more aware of their impact, and we hope that by reaffirming our Legacy Capital status in Frankfurt, we can acquire useful insights, solid business leads, and prospective partnerships to help enhance this status and contribute to the PCDS 2030," said **Amelia Roziman, CEO of BESarawak**.

IMEX Frankfurt visitors are welcome to enjoy the pavilion's show floor entertainment on stand A200 and meet this year's co-exhibitors:

1. Business Events Sarawak (Convention Bureau)
2. Borneo Adventure (Destination Management Company)
3. Borneo Convention Centre Kuching (Venue)
4. Cat City Holidays (Destination Management Company)
5. Hemisphere Hospitality (Hospitality and Tourism Services Provider)
6. Place Borneo (Professional Conference Organiser)
7. Pullman Miri Waterfront Hotel (Hotel and Venue)
8. Pullman Kuching Hotel (Hotel and Venue)

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#### **ABOUT BUSINESS EVENTS SARAWAK**

BESarawak was established in 2006 by the Sarawak Government as a non-profit destination marketing organisation to promote Sarawak for national and international business events. Support and services include, but are not limited to, bidding services, developing business events of interest, delegate marketing, financial support and developing incentive itineraries. BESarawak is a member of the International Congress and Convention Association (ICCA), Union of International Associations (UIA), and Union des Foires Internationales (UFI) - The Global Association of the Exhibition Industry. Visit [www.businesseventssarawak.com](http://www.businesseventssarawak.com) for more information. *Business events refer to meetings, incentives, conventions and exhibitions. BESarawak is also known as 'Biro Konvensyen Sarawak' (Bahasa Malaysia) or 砂拉越会议局 (Mandarin).*

#### **ABOUT LEGACY IMPACT**

Legacy impact refers to the long-term, positive benefits that business events bring to sectors, communities, trade and investment, the environment, and governance. Sarawak is the first in Malaysia and one of the few in the world to focus on legacy impact as a sustainable method of measuring the value of business events. The sector is one of six in the Sarawak Government's Post Covid-19 Development Strategy to achieve economic prosperity, social inclusion, and environmental sustainability by 2030.