Why on Earth would Sarawak bid for an ICCA Congress ?!
The Bureau (SCB) established in 2006 is the brain-child of the Sarawak State Government. It is a non-profit organisation whose goal is to bring Sarawak to the forefront of international meetings.
Why on earth?

Are we mad?

Are we being punished?

Why on earth would Sarawak bid for an ICCA Congress?
Why on earth would we want to bid for the ICCA Congress 2016?
How did we start?

BID PROCESS

Letter of Intent
...
Bid Lodged
...
Announcement of Short Listing (VS Prague)
at ICCA in San Juan
...
Feedback on Initial Bid Received
...
Oh dear!

Dullsville!

Boring

No value to members

or ICCA
So What’s the next step?

Get it right!
Bid Process

Site Inspection by Martin Sirk, CEO of ICCA – February 2013

...  

Bid Committee Meeting – March 2013

...

Bid Version 2 for review – March 2013

...

The Pitch – At IMEX in Frankfurt May 2013
Registration
City Tour
Welcome Reception
Gala Dinner
Social Night
Pre and Post Tour
What was our next step with the bid?

**BID PROCESS**

- Input to SCB for Bid Version 2 – March 2013
- Bid Committee to review Final Bid – April 2013
- Final approval of Draft Bid – April 2013
- Bid Document Presentation and Production – April 2013
- Send Final Bid to ICCA – April 2013
Oh dear!

The Federal Election in Malaysia

...
GATHERING OF THE ICCA GLOBAL TRIBES

PROPOSED DATE
13th to 16th November 2016

PROPOSED DESTINATION
Venue: Borneo Convention Centre Kuching
City: Kuching, State: Sarawak, Country: Malaysia

HOSTED BY
Sarawak State Government
C/o Borneo Convention Centre Kuching

Mr. Paul D'arcy
Chairman of Malaysian Bids Team, ICCA
CEO of Borneo Convention Centre Kuching

Borneo Convention Centre Kuching
The Substation, Seputeh
50200 Kuala Lumpur,
Malaysia
03 400 20100
mail: public@bcc.com.my

VISIT OUR BID ONLINE

55TH ICCA CONGRESS 2016 @ KUCHING

PROPOSED DATE
13th to 16th November 2016

PROPOSED DESTINATION
Venue: Borneo Convention Centre Kuching
City: Kuching, State: Sarawak, Country: Malaysia
Region: Southeast Asia

HOSTED BY
Sarawak State Government
C/o Borneo Convention Centre Kuching
Mr. Paul D'arcy
Chairman of Malaysian Bids Team, ICCA
CEO of Borneo Convention Centre Kuching
Our preparation for the final presentation...

Bid Presentation to ICCA Board in Frankfurt – May 2013

... Announcement of Winning Bid – May 2013

...
PRESENTATION FORMAT

Invitation to Sarawak and Kuching
YB Dato’ Sri Dr. Muhd. Leo Michael Toyad Abdullah

Destination and ICCA Journey, What’s in it for ICCA, Wrap Up
Mr. Dylan Redas Noel and Mdm. Gracei Geikie

The Business Message (Video Presentation)
Dato’ Sri Idris Jala, CEO of PEMANDU
Total State and Federal sponsorship

€ 4,799,150
I want to see and feel sustainable change in the country that benefits all.

I would take public transport if it was more frequent and on time.
Senator Dato’ Sri Idris Jala

Senator in Malaysia Upper House Parliament

Minister in Prime Minister’s Department

CEO of Performance Management and Delivery Unit (PEMANDU)
Dato Sri Dr Muhd Leo Michael Toyad Abdulllah

Sarawak State Government Representative
Member of Parliament in Malaysia Government
Chairman of Eminent Person Group for ASEAN and Korea
Former Minister of Tourism, Malaysia and various other portfolios in The Malaysian Government over the last 20 years
Jumpa Lagi
Until we meet again
What did we keep in mind?

UNDERSTANDING THE BID AND DECISION MAKING PROCESS

...  

SUPPORT FROM THE INDUSTRY

...  

SALIENT POINTS FROM BID CRITERIA

...
Understanding the bid and decision making process...

Bid document is factual

Presentation must be emotional

Decision making is made by:
- Rankings by ICCA Office
- Site Inspection to ensure claims in bid are factual
- Quality of formal presentation

Decision making process:
- Before the presentation, the ICCA BOD will assess the bid based on 11 criteria
  - Vote is taken
  - Presentation made
  - Further vote
- Combines scores of both votes determine selected destination

...
Support from the industry...

Malaysia bid, destination Kuching, Sarawak
Venue is Borneo Convention Centre Kuching (BCCK)

Bid Committee:
BCCK, SCB, AOSCE / UCSI, MyCEB and KLCC

Support for Site Inspection:
MAS for flight ticket, Pullman Kuching for room, Cat City Holidays for ground handling, Event Horizon for event management and Sarawak industry for support and participation.

Commitment on actual congress:
Not just from Sarawak industry but the whole Malaysia
Three salient points from Bid Criteria...

What’s in it for ICCA?
...

What’s in it for the Delegates?
...

What will be the legacy to Kuching and the local meetings industry?
...
Examples...

For Kuching: Education, Research, FX, CSR and Trade

ICCA Member Advocacy Plan; targeting second-tier cities

ICCA members exposed to the unprecedented growth of ASEAN economies and opportunities

Bringing the ICCA congress to Southeast Asia, three years after being held in Shanghai, will show ICCA’s strong commitment to the region and will contribute to ICCA membership growth in Far East and Southeast Asian economies

...
Why did Kuching win?
“from the ICCA board”

... 

“Kuching however stood out in terms of presenting themselves as a role model and inspiration for other second-tier cities, based on how they have used ICCA’s educational and marketing platforms to build their professionalism and creativity, so that they are now regularly winning prestigious international congresses in a wide variety of fields.

But this was also a whole country bid involving all our Malaysian members, and clearly presented as part of a sophisticated national development strategy.”

...
Where we are now?

Bid Committee

Local Host Committee

TRANSITION

BCCK
SCB
MyCEB
KLCC
AOSCE/UCSI

BCCK
SCB
MyCEB
KLCC
Government
Local Hotels
Ground Handlers
See you at ICCA Congress 2016 in Kuching, Sarawak