



GENERATE  
**REVENUE &  
BUSINESS**  
THROUGH  
**SUCCESSFUL  
EVENTS**

SINCE  
**1984**

C O R P O R A T E  
B R O C H U R E

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

# An Enduring Company with Small Beginnings ... Making Big Shifts towards Sustainability

PROTEMP started in 1984, and to date, we have produced more than 300 events. In our formative years, we managed successful events for overseas Organisers before organising our own business events. Our team is based in Kuala Lumpur, and our events are held all over Asia.

We host, produce and manage business-to-business Conferences, Meetings, Exhibitions, and Awards of different sizes and scale. From large international and multi-track Conferences and exhibitions of over 10,000 participants to small Zoom meetings or webinars, we help you to deliver the desired brand experiences and meaningful connections.





► BioMalaysia 2009



► Malaysia Technology Expo 2020



► 7th IWA-Aspire Conference 2017 & Water Malaysia Exhibition 2017



► BioMalaysia 2012



► EcoBuild 2014



► BioSafety, BioSecurity & Biodefence International Congress - Press Conference 2011



► WaterLossAsia 2019



► Malaysia International Water Convention 2019



► Water Malaysia 2013



► Pharmatech 2012



# The Big Shift

PROTEMP have successfully embraced the digital age, accelerated by the advent of the pandemic. Our relentless race towards digitization was a steep learning curve. We took on a radical transformation, built a new core business, created new products, and found new areas of business growth.

We looked at the shift to sustainable events, and made a profound commitment to move towards contributing to sustainability, one event at a time.

Our rapid transformation resulted in the hosting and curating of many successful and immersive conferences, meetings and events held virtually. Our project management processes are fine tuned for digital events fulfilment. We are currently rolling out hybrid events, as we believe hybrid formats are here to stay, and we are committed to plan ahead to stay ahead.

## Our New Aspirations and Goals

01

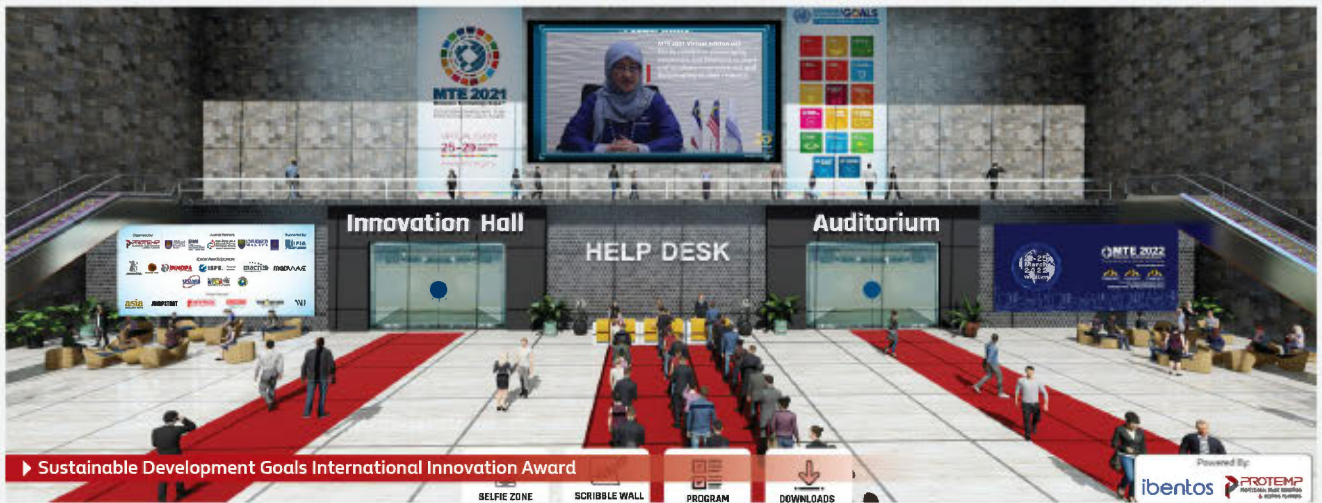
We believe business exist to serve society and economy. Our business is to help our Partners and Customers to deliver **experiential** events to **match** buyers with suppliers, grow business network, and expand markets for their **products and services**. As organisers ourselves, we have the opportunity to share our expertise, knowledge and **experiences** with them, and lead them towards digital transformation.

02

Accelerate our efforts in training and **mentoring** young students and graduates, and equip them with new knowledge and skills to **work** in the events industry which has been transformed digitally.

03

Continuously align strategies and sustainability efforts, embracing sustainable business practices in every level of our organisation and our events.





# We Understand Meetings and Exhibitions Better

At its core, PROTEMP (Professional Trade Exhibitions & Meetings Planners) is a business-to-business conference, meetings and exhibitions company that has successfully embraced the digital age.

We understand your events better because we curate and produce our own specialised business events for the Asia region. As organisers ourselves, we have a deep understanding of your needs as an organiser, share with you our experiences and know-how, to ensure you meet your aims in producing an engaging event. We co-ordinate with your Speakers, Sponsors and Stakeholders methodically and systematically so that you can focus on steering your event.

## Sharing Our Insights and Business Solutions

We share with you our practical insights, technologies which can help you to deliver your events affordably, and create live and virtual events that continues to grow connections and engagements for your industry.

We journey with you towards embracing the latest trends and deliver innovation for your events. We have travelled through different paths, learnt valuable lessons and will share with you the lessons so you can save time and resources.

# The Formation Of Protemp Academy

We began organising trainings in the 1980s. Our focus was on the Asian water industry, where there was a significant skills gap compared to their western counterparts. These technical trainings centered around technical topics such as Water Quality, Non-Revenue Water, Water Treatment, Technology Innovations and others.

In recent years, as part of our CSR efforts, we have provided event management training to students at polytechnics and universities. We are confident that our expertise and experience as practitioners, not theorists, will add to their learning journey and help deliver work-ready graduates for the industry. We have teamed up with Department of Polytechnic and Community College Education (DPCCE) to provide opportunities for polytechnic students to undergo industrial training and work-based learning to equip them with real work experience. Through staff attachment programs, it will provide job exposure to administrators and polytechnics lecturers, as well as career opportunities for polytechnics' graduates.

We are an approved training provider with HRDF and have assisted organisations in utilising HRDF funds for training and human resource development. We are currently focused on providing specialised training not only for the water industry, but also for other industries such as telecommunications.



We strive to maintain a forward-thinking attitude throughout our training.

01

Our trainers are all practitioners, not theorists. They work in the industry and understand what's happening on and who's who.

02

We create our own learning syllabus and curriculum to tailor our students' learning experiences.

03

We combine our training and switch some classes from live to online and back again.

04

We have a team of industry partners who are at the forefront of their respective fields.

05

We prefer to lead rather than follow.



▲ NRW Workshop Thailand 2012



▲ NRW Workshop Kuala Lumpur 2014



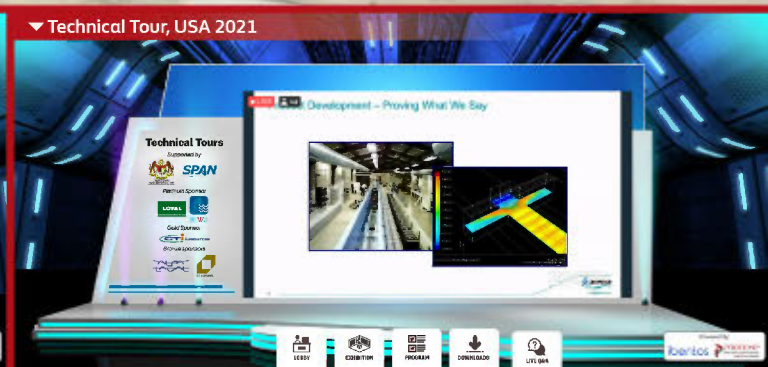
▲ NRW Workshop Taiwan 2018



▲ Technical Tour, Malaysia 2019

▼ Technical Tour, Sarawak 2021

▼ Technical Tour, USA 2021





# Branding Your Event with Synergised Content

Content is the foundation of your brand. How you curate and present that content affects how you deliver it to your customers. Synergise your content with consistency, creativity, clarity and delivering it speedily to the right audience is key to your digital content strategy. We help you in building better brand experiences and modernize how you manage content to convert customers.

## Event Sponsorship: A Value Creating Strategy

Sponsorship supports brand management objectives by enhancing brand image and reputation and sponsors aim to gain competitive advantage in targeted marketplaces. We help you to identify sponsors benefits, create value for sponsors, and synergize promotion activities with sponsor's marketing strategies. Sponsors want to generate business leads and make quality connections at your events. A well sponsored event reflects confidence and support from the industry.

# Live, Virtual and Hybrid Events Production

Conferences, Meetings, Exhibitions, Awards

- Host and produce virtual events of all sizes from large international Conferences and exhibitions to symposiums, webinars and meetings.
- Host and manage online paper submission
- Host and manage online awards management and evaluation

- Marketing, social media marketing and communications
- Event branding and content management
- Sales of sponsorship, conference tickets and exhibition booths
- Speakers management for smooth onboarding

- Sponsorship activation, fulfillment and renewal
- Video recording and editing (onsite and online)
- Manage event website content and updates
- Design announcements, EDMs, social media posts, web banners

## Industries we serve

- Science & Technology
- Inventions and Innovations
- ICT and Emerging Technologies
- Communications & Broadcast
- Fintech
- Banking & Finance






- Bio Safety & Bio Security
- Biotechnology
- Green Technology
- Nanotechnology Pharmaceutical, Nutraceutical and Cosmeceutical
- Laboratory Animal Science

- Water and Wastewater
- Non-Revenue Water
- Food & Hospitality
- Retail and Franchise
- Lifestyle and Leisure
- Boating
- Education






# Some of our Events

PROTEMP has been ISO certified for event conceptualization for 13 years, we are proud to be the organizer for below technology based events. Some of our technology shows are partnered with the government/trade associations and others are solely owned by us.

<p>2022 (2 years)</p>  <p>Sustainable Development Goals International Innovation Award</p> <p>Malaysia</p>	<p>2019-2022 (3 years)</p>  <p>COVID-19 International Innovation Awards</p> <p>Malaysia</p>	<p>2019-2022 (2 years)</p>  <p>Malaysia International Water Convention 2023</p> <p>Malaysia</p>	<p>2001 - 2022 (21 years)</p>  <p>Malaysia's Leading International Innovation &amp; Technology Event</p> <p>Malaysia</p>
<p>1991 - 2017 (27 years)</p>  <p>Malaysia</p>	<p>2008 - 2022 (15 years)</p>  <p>Malaysia</p>	<p>2006 - 2013 (8 years)</p>  <p>Malaysia</p>	<p>1993 - 2005 (13 years)</p>  <p>Malaysia</p>
<p>2006 - 2013 (8 years)</p>  <p>Conference &amp; Exhibition</p> <p>Malaysia</p>	<p>1993 - 2005 (13 years)</p>  <p>Malaysia</p>	<p>2008 - 2013 (6 years)</p>  <p>Indonesia</p>	<p>1993 - 2005 (13 years)</p> <p><b>Watermex Asia</b></p> <p>Malaysia</p>
<p>1993 - 2005 (13 years)</p> <p><b>Chem Asia/ Instrument Asia/ Analab Asia</b></p> <p>Malaysia</p>	<p>1999 - 2003 (5 years)</p> <p><b>Multimedia Asia</b></p> <p>Malaysia</p>	<p>2002 - 2005 (4 years)</p> <p><b>Cardex Asia</b></p> <p>Malaysia</p>	<p>2009 - 2011 (3 years)</p> <p><b>Information Security Asia</b></p> <p>Malaysia</p>

## Overseas Sales Representation

PROTEMP has been appointed the Malaysia Representative for some of the most established and successful international events in Asia for more than 20 years. Currently, we are the exclusive Malaysia Representative for :

 <p>Singapore</p>	 <p>Singapore</p>	 <p>Singapore</p>	 <p>Singapore</p>	 <p>Singapore</p>
<p><b>Satellite Technology Asia</b></p> <p>Singapore</p>	 <p>Singapore</p>	 <p>Singapore</p>	 <p>Vietnam</p>	 <p>Vietnam</p>

# Let Our Professionals deliver your events



Malaysia Ministry of Finance (MOF)  
Registered Company

A MOF Registered Company



Your events are in good hands. Our team members are trained in Project Management and ISO 9001:2008 Quality Management System. We understand the true meaning and importance of exceeding customer expectations, and we have over the years designed and refined a robust hybrid system of project and quality management to manage events successfully.

## We are changing the world – one event at a time

### CORPORATE SOCIAL RESPONSIBILITY

- Quarterly free training offered to students from universities, polytechnics & colleges.
- Internship Training for Hospitality, Marketing, Communication, Business Administration graduates
- Work with Ministry of Higher Education, Malaysia to provide input for improvement in their curriculum
- Support animal welfare



### ENVIRONMENTALLY SUSTAINABLE EVENTS

- Select venue with green credentials
- Sustainability requirements in our RFPs
- Reduce Transportation Footprint
- Cut down on Food Waste
- Go paperless
- Waste Management Plan





**PROTEMP EXHIBITIONS & CONFERENCES SDN BHD** (SSM No. 199901017179)

38-3, (2nd Floor) Jalan PJU 5/9, Dataran Sunway, Kota Damansara,  
47810 Petaling Jaya, Selangor Darul Ehsan, Malaysia



**Tel**  
603.6140.6666



**Email**  
info@protempgroup.com



**Web**  
www.protempgroup.com