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**QUBE INTEGRATED MALAYSIA AND OSAKA CONVENTION & TOURISM BUREAU
SIGN MEMORANDUM OF COLLABORATION TO STRENGTHEN
MALAYSIA–JAPAN BUSINESS EVENTS TIES**

Partnership signed at International Sustainability Week 2026 aims to connect the business events ecosystems of Malaysia and Osaka and open new cross-border opportunities.



[Photo Above: From left to right: Ms. Jessie Tan, Managing Director, Qube Integrated Malaysia Sdn Bhd, Mr. Kevin Teo, Deputy Managing Director, Qube Integrated Malaysia Sdn Bhd, Mr. Yoshikazu Tanaka, Director General, Osaka Convention & Tourism Bureau.]

KUALA LUMPUR, 10 September 2026 – Qube Integrated Malaysia Sdn Bhd (Qube) and the Osaka Convention & Tourism Bureau (OCTB) today signed a Memorandum of Collaboration (MoC) to strengthen business events, market development and cross-border opportunities between Malaysia and Osaka, Japan. The signing took place on the opening day of International Sustainability Week 2026, held from 10 to 11 September at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur.

The MoC establishes a strategic collaboration between the two organisations to connect the business events ecosystems of Malaysia and Osaka, creating opportunities for greater exchange between industry stakeholders and business delegations. Collaboration will span joint destination promotion, cross-promotion, market development across Japan and ASEAN, industry knowledge-sharing, talent development, and long-term partnership building – laying the groundwork for stronger, lasting ties between the two markets.

Through the MoC, Qube and OCTB aim to build a stronger bridge between Malaysia and Osaka, generate reciprocal business opportunities and attract more conferences, exhibitions and events to both destinations. This provides a reinforcement to Malaysia and Osaka's positions as leading hubs for international business events.

"This Memorandum of Collaboration reflects Qube's commitment to connecting Malaysian businesses with high-value international markets. Osaka is one of Asia's most dynamic business events destinations. By linking our networks, we can open real opportunities for exhibitors and delegations on both sides; bringing more international conferences and exhibitions to Malaysia, while giving our partners a trusted gateway into Japan and the wider region," said Richard Teo, Executive Chairman of Qube Integrated Malaysia.

"Following the success of Expo 2025, Osaka is ready to welcome the world for business events of every scale. Malaysia is a vibrant and fast-growing hub for the MICE industry in Southeast Asia, and this collaboration with Qube allows us to build lasting connections between our two ecosystems – sharing knowledge, exchanging delegations and creating new cross-border opportunities that benefit organisers and communities in both markets," said Mr. Yoshikazu Tanaka, Director General of the Osaka Convention & Tourism Bureau.

The collaboration comes as Osaka builds on the momentum of Expo 2025 Osaka, Kansai, Japan, which drew global attention to the city and reinforced its standing as a top destination for global meetings and events.

Background: Expo 2025 Osaka, Kansai, Japan

Expo 2025 Osaka, Kansai, Japan was held from 13 April to 13 October 2025 on Yumeshima, a man-made island in Osaka Bay, across a 1.55-square kilometre site. Staged under the theme "Designing Future Society for Our Lives" and its three sub-themes – Saving Lives, Empowering Lives and Connecting Lives – the Expo brought together participants from more than 150 countries, regions and international organisations. Over its 184-day run, it welcomed approximately 29 million visitors, making it one of the largest international events held in Japan in recent years.

It was the third World Expo to be hosted in Japan, following Osaka in 1970 and Aichi in 2005. The Grand Ring – a vast circular wooden structure designed by architect Sou Fujimoto – became the symbolic centrepiece of the Expo, representing its design philosophy of 'Unity in Diversity'. Beyond the visitor experience, Expo 2025 is credited with contributing to infrastructure development, strengthening Osaka's international profile and MICE capabilities, and generating

an estimated economic impact of around ¥3.6 trillion, according to a December 2025 report by The Japan News (Yomiuri Shimbun). OCTB has since set out ambitions to build on this legacy to grow Osaka's standing in the international business events market.

At International Sustainability Week 2026, Mr. Yoshikazu Tanaka shared Osaka's Expo experience in a session titled "**Inside Expo 2025 Osaka: How a Mega-Event Became a Blueprint for Future Cities**," exploring how major events can serve as catalysts for sustainable city development, destination branding and lasting urban and economic legacy – themes that sit at the heart of the new collaboration.

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About Qube Integrated Malaysia Sdn Bhd

Founded in 2005, Qube Integrated Malaysia Sdn. Bhd. has grown from a boutique exhibition design-and-build firm into one of Malaysia's leading event and exhibition management companies. With a strong regional footprint, Qube delivers high-impact platforms that empower businesses – particularly SMEs and Malaysian brands – to expand their reach through trade shows, international expos, and strategic event experiences.

About Osaka Convention & Tourism Bureau (OCTB)

The Osaka Convention & Tourism Bureau (OCTB) is Osaka's official destination marketing organisation, promoting the city as a leading destination for tourism and business events. Representing Osaka Prefecture, Osaka City and Sakai City, OCTB works with public and private partners to attract visitors and international MICE events while advancing Osaka's tourism and cultural development.

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