



# CONVENTION & EXHIBITION (PUTRAJAYA) SDN BHD

## CORPORATE PROFILE

[www.co-x.com.my](http://www.co-x.com.my)

A Member of **PULSE**  
GROUP

## WELCOME MESSAGE

It is a pleasure to introduce you to Convention & Exhibition (Putrajaya) Sdn Bhd (Co-X) Company Profile, a dynamic company in providing excellent and professional services. We are courage, ambition and confidence in managing and delivering exceptional hospitality services to our clients.

We are dedicated to ensure your events or stay at our property is truly memorable. From small to large functions, from refreshment breaks to fine dining extravaganza, from deluxe to presidential suite, our dedicated team is there to facilitate your needs.

And finally, along with professionalism we also bring a uniquely Malaysian flavor, one of gracious services, genuine and warmth hospitality.

Selamat Datang...

TABLE OF CONTENT

COMPANY PROFILE	3
THE COMPANY	4
COMPANY OVERVIEW	5
COMPANY STRUCTURE	6
BOARD OF DIRECTORS	7
ORGANIZATION CHART	8
KEY BUSINESSES	9
MANAGEMENT TEAM	11
OUR CERTIFICATION	16
OUR BUSINESSES	19
OUR SOCIAL MEDIA	36

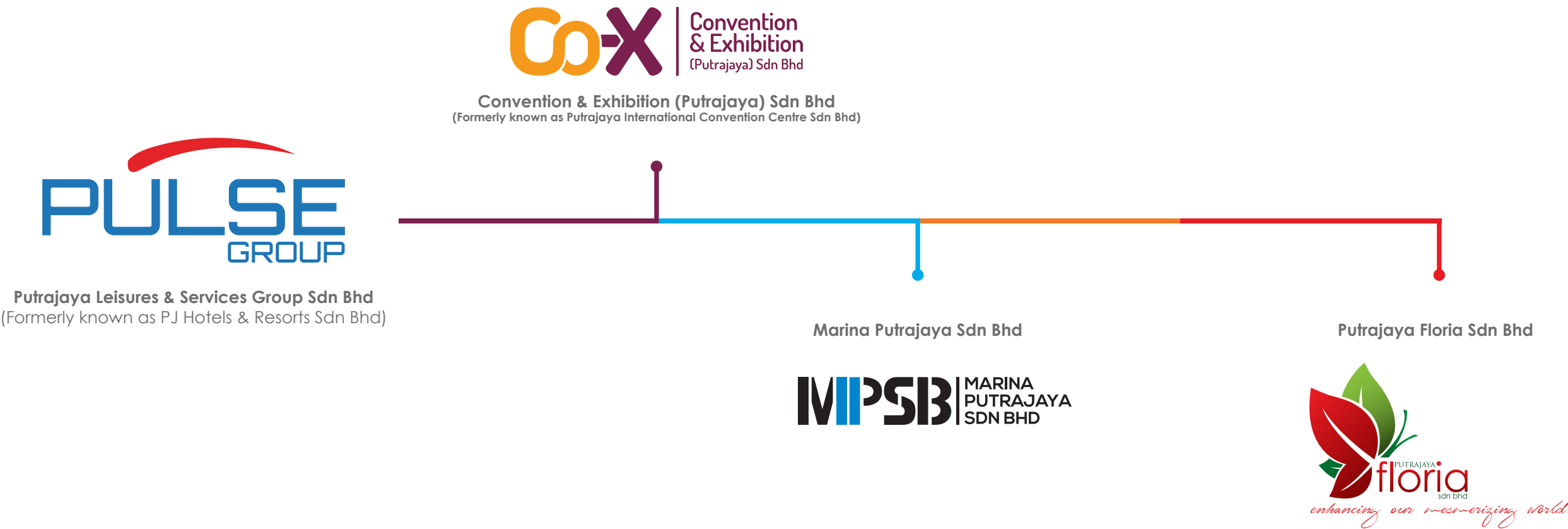
# COMPANY PROFILE

Company	CONVENTION & EXHIBITION (PUTRAJAYA) SDN BHD (Formerly known as Putrajaya International Convention Centre Sdn Bhd)
Registration	1054462-X
Type of Company	Private Limited
Incorporation Date	16 July 2013
Authorised Capital	RM 10,000,000
Paid up Capital	RM 7,500,002
Address	Putrajaya International Convention Centre, Precinct 5, 62000 Putrajaya, MALAYSIA
Telephone	+603-8887 6000
Fax	+603-8887 6499
Email	enquiry@co-x.com.my
Website	www.co-x.com.my

HOLDING COMPANY

MEMBER OF PULSE GROUP

# THE GROUP



## OUR VISION

A premier organization in providing excellent and professional services

## OUR MISSION

Dedicated to provide a premier services with leading-edge innovations and exceptional hospitality

## OUR OBJECTIVES

- To focus on customer satisfaction and experience
- To optimize international standard
- To nurture strong teamwork

## OUR VALUES

**RESPECT** – We have mutual respect for each other's talents and value the contribution of all our associates.

**TEAMWORK** – We believe in the strength and value of working together and collaborate for a common purpose.

**INTEGRITY** – We generate a mutual respect for each other through honesty, truthfulness, maintaining our honour and keeping our words.

**CARING** – We recognize the well-being of our customers, staff and their families as being at the core of Co-X's success.

**PRIDE** – We take pride in becoming a leader and making a significant difference by providing the best hospitality while relentlessly pursuing perfection.

# COMPANY OVERVIEW

Convention & Exhibition (Putrajaya) Sdn Bhd (Co-X) or formerly known as Putrajaya International Convention Centre Sdn Bhd (PICCSB) was established in August 2013. The company is a member of Putrajaya Leisures & Services Group (PULSE Group) which is wholly owned by Perbadanan Putrajaya.

There are three major components of Co-X businesses; managing Putrajaya International Convention Centre (PICC) on Convention Services, operating Putrajaya Catering Services on Catering Services and as the owner of Putrajaya Shangri-La hotel on Hospitality Services.

# THE COMPANY





# BOARD OF DIRECTORS

## CHAIRMAN



**YBHG. DATUK SERI HASIM BIN HAJI ISMAIL**  
President  
Perbadanan Putrajaya

## DIRECTOR



**YBHG. DATUK RASHIDI BIN HASBULLAH**  
Deputy Secretary General (Culture)  
Ministry of Tourism and Culture Malaysia

## DIRECTOR



**YBHG. DATO' OMAIRI BIN HASHIM**  
Undersecretary  
Policy Planning Division  
Ministry of Federal Territories

## DIRECTOR



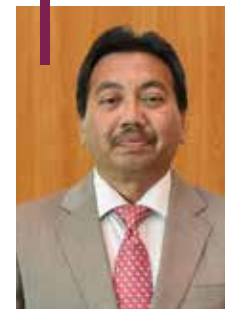
**YBHG. DATO' ABU BAKAR BIN MOHD NOR**  
Director  
Paremba Malaysia Sdn Bhd,  
External Representative

## DIRECTOR



**ENCIK HAJI NIK SHUKRI BIN NIK SOH**  
Vice President Finance  
Perbadanan Putrajaya

## DIRECTOR



**DATO' BADLISHAH AHMAD**  
Chief Executive Officer  
Convention & Exhibition  
(Putrajaya) Sdn Bhd

## DIRECTOR



**MUHAMMAD RAMIZU MUSTAFFA**  
Head of Finance  
Putrajaya Leisures &  
Services Group Sdn Bhd

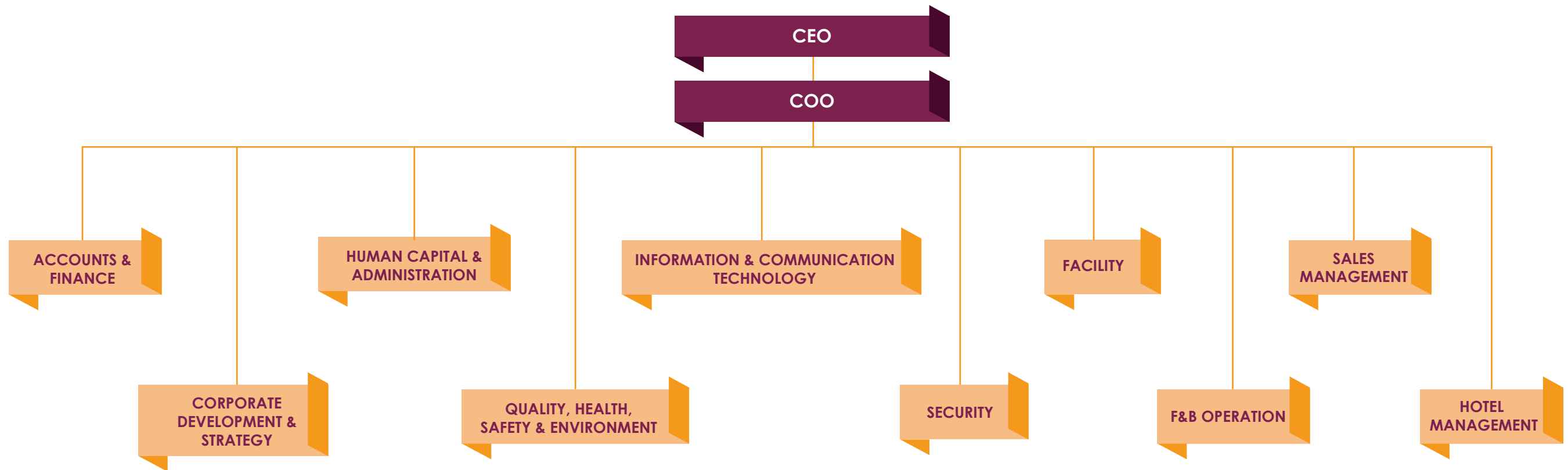
## DIRECTOR



**TUAN SYAMSANI TUAN MANSOR**  
Chief Operation Officer  
Convention & Exhibition  
(Putrajaya) Sdn Bhd



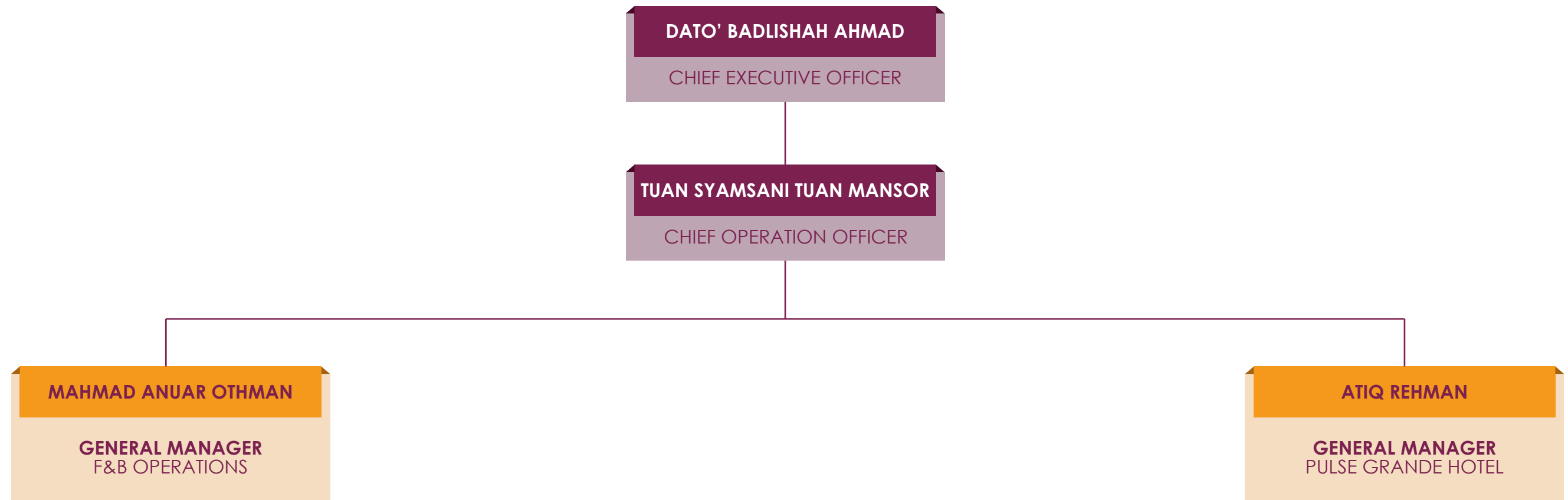
# CONVENTION & EXHIBITION (PUTRAJAYA) SDN BHD



# KEY BUSINESSES

BUSINESS PROFILE	BUSINESS UNIT	PRODUCT/SERVICES
1. Convention & Exhibition	Putrajaya International Convention Centre (PICC)	<ul style="list-style-type: none"> <li>■ Meeting</li> <li>■ Incentive</li> <li>■ Conference</li> <li>■ Exhibition</li> <li>■ Business Centre</li> </ul>
2. Food & Beverages (F&B)	<ul style="list-style-type: none"> <li>■ Catering</li> <li>■ Restaurants</li> </ul>	<ul style="list-style-type: none"> <li>■ Putrajaya Catering Services (PCS)</li> <li>■ Pot&amp;Pan</li> <li>■ Putrajaya Seafood</li> <li>■ Grab &amp; Go</li> </ul>
3. Hotel Management	PULSE GRANDE Hotel	<ul style="list-style-type: none"> <li>■ F&amp;B</li> <li>■ Concierge</li> </ul>

# TOP MANAGEMENT





# CO-X MANAGEMENT TEAM





# KEY PERSONNEL



## DATO' BADLISHAH AHMAD

### CHIEF EXECUTIVE OFFICER CONVENTION & EXHIBITION (PUTRAJAYA) SDN BHD

With 22 years of legal experience under his belt, including a stint as a Federal Counsel and Deputy Public Prosecutor with the Attorney General's Chambers (AGC), Dato Badlishah is more than qualified to lead his current company.

Prior to his experiences into the industry, Dato Badlishah had joined Perbadanan Putrajaya - the local authority for the country's administrative capital - as a Principal Assistant Director and was responsible for setting up the litigation and prosecution division. Then promoted to become Senior Deputy Director Legal / Assistant Vice President Legal.

As a member of risk related committees, Dato Badlishah was also actively involved in risk management and was instrumental in developing the code of good governance and risk management framework as well as the OSH manual for Perbadanan Putrajaya.

He graduated with a Bachelor of Laws Degree from International Islamic University (UIA) and Master of Business Administration majoring in Business Administration and Management from Universiti Kebangsaan Malaysia (UKM).

Dato' Badlishah was also once represented Malaysia as a delegate to the United Nation's 3rd Global Platform for Disaster Risk Reduction in Geneva as well as the 5th Asian Ministerial Meeting on Disaster Risk Reduction in Jogjakarta, Indonesia.

He is currently the Chief Executive Officer of Convention & Exhibition (Putrajaya) Sdn Bhd (Co-X) which a subsidiary of Putrajaya Leisures and Services Group Sdn Bhd (PULSE Group). Dato' Badlishah is also a fellow member of Malaysian Institute of Management (MIM) and a certified Risk Manager from Asia Risk Management Institute of Singapore.

# KEY PERSONNEL

## TUAN SYAMSANI TUAN MANSOR

### CHIEF OPERATION OFFICER CONVENTION & EXHIBITION (PUTRAJAYA) SDN BHD

Tuan Syamsani joined Convention and Exhibition (Putrajaya) Sdn Bhd (Co-X) or formerly known as Putrajaya International Convention Centre Sdn Bhd (PICCSB) in 2013. Prior to this, he had held the position of Chief Operation Officer and Head of Corporate Planning in Putrajaya Leisure and Services Group (PULSE Group).

With tons of experience in the tourism and hospitality industry, Tuan Syamsani made a name for himself in many government link and corporate companies including Primula Management Group, HICOM Leisure Bread, Menara Kuala Lumpur Sdn Bhd, Marditech Corporation Sdn Bhd and Express Railway Link Sdn Bhd, before joining Convention & Exhibition (Putrajaya) Sdn Bhd.

He holds a Bachelor of International Hospitality and Tourism Management from University of Surrey, England, UK and a Diploma in Hotel & Catering Management from Mara Institute of Technology, Malaysia.

Due to his strong managerial background, Tuan Syamsani is a man with big vision as well as good strategist with a proven track record when it comes to implementing complex plans.





# KEY PERSONNEL



**MAHMAH ANUAR OTHMAN**

**GENERAL MANAGER  
F&B OPERATION**

Mahmad Anuar Othman also known as Chef Anuar is not a stranger in Food & Beverage industry. With over three decades of experience in the industry, he is not just an Executive Chef that master at several cuisines, Chef Anuar is known with his friendliness with the staff. That makes him a natural born leader.

Before he began his career at Convention and Exhibition (Putrajaya) Sdn Bhd (Co-X) in 2013 as General Manager of F&B Operations, he was an Executive Chef at Tanjung Rhu Resort, The Danna Langkawi and other well-known hotels. Not just that he was also oversaw the refurbishment of several restaurant here, including Saffron Mediterranean and the Rhu Fine Dining Restaurant.

Also, he is able to serve the most sumptuous dishes for a fraction of the cost, without compromising on standards set by renowned chefs worldwide.

Chef Anuar was a graduate from Institute of Hotel & Tourism Management and Open University Malaysia. He is also a certified trainer for hotel opening.

# OUR CERTIFICATION



**ISO9001:2015**  
**Date certified: 9th March 2017**



**ISO14001:2015**  
**Date certified: 7th March 2017**



**OHSAS 18001:2007**  
**Date certified: 22nd March 2017**

# OUR CERTIFICATION



HACCP Codex Alimentarius  
Date certified: 1st August 2016



MS1480:2007  
Date certified: 1st August 2016

# OUR CERTIFICATION



HALAL Certification  
Date certified: 1st February 2017



# OUR BUSINESSES



# OUR BUSINESSES

## PUTRAJAYA INTERNATIONAL CONVENTION CENTRE (PICC)



Putrajaya International Convention Centre (PICC) is Malaysia's premier meeting and convention venue. First in exclusivity. First in the number and variety of its venue. First in access and connectivity.

PICC comprises **49 discrete venues** with an impressive **1.3 million square feet of usable space** on nine levels of conference space. With state-of-the-art-facilities and world-class service and support teams, but with a distinctly Malaysian warmth and flavor.

PICC is an official member of :

- International Congress and Convention Association (ICCA)
- Malaysia Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
- Malaysian Association of Tour & Travel Agents (MATTA)
- Pacific Asia Travel Association (PATA)







## PLENARY HALL

Largest single venue

Ideal for major corporate functions, governmental or NGO-level exchanges, trade or educational symposia, concerts

Capacity : Theatre (3,000 pax)  
Size : 4,123sqm

## PERDANA HALL

Perfect for large banquets, themed events, weddings, major ceremonies, presentations and as artistic performance

A 9 meter high ceiling, multiple stage and stage location options

Capacity : Theatre (3,000 pax)  
Banquet (2,800 pax)  
Cocktail (5,000 pax)  
Size : 3,739sqm



## PUTRA HALL A & B

Can be combined or utilized separately via automated-partition walls  
Versatility and flexibility for intimate banquet, seminar or exhibition venue

Capacity : Theatre (1,500 pax)  
Banquet (1,200 pax)  
Cocktail (2,500 pax)  
Classroom (1,200 pax)  
U-Shape (300 pax)  
Size : 2,100sqm



## CONFERENCE HALLS (1 – 10)

Perfect for small break-up rooms, meetings, seminars, training, etc.

Capacity : Banquet (300 pax)  
Congress (100 pax)  
Theatre (500 pax)  
Size : 315sqm

# OTHER FEATURES

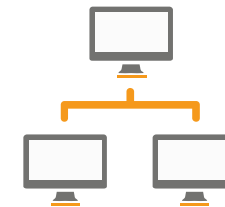
PUTRAJAYA INTERNATIONAL CONVENTION CENTRE (PICC)



Wireless LAN



Wireless simultaneous  
interpretation system



Video conferencing



Provision for television  
broadcast and coverage



Holographic  
projection system



Video and  
billboard messaging



Facilities and  
event management



Audio/video tie-ins  
with live telecast option

# AWARDS / ACHIEVEMENTS

PUTRAJAYA INTERNATIONAL CONVENTION CENTRE (PICC)



**2013**

Masakan Asean  
Jurumasak  
Emas Malaysia



**2014**

Winner of Best Brands in  
Services - Convention  
Centre by Asia Pacific  
Brand Foundation (APBF)  
in the Brand Laureate  
Awards



**2014**

Winner for Gold  
Category  
- International Quality  
Crown Award London  
2014 (Outstanding  
commitment to Quality  
and Excellence)



**2015**

Winner for Platinum  
Category - International  
Star for Quality Award  
2015 (ISAQ), Geneva,  
Switzerland



**2015**

Utusan Business Award



**2017**

Gold Award  
Convention & Exhibition  
Centre from Malaysia  
Tourism Council (MTC)



**2018**

Gold Award  
Convention & Exhibition  
Centre from Malaysia  
Tourism Council (MTC)



# OUR BUSINESSES

PUTRAJAYA CATERING SERVICES



The professional catering team to ensure functions run smoothly for our clients. We now bring our signature dishes to your doorstep so you can feast in the comfort of your home.

Capacity : In-door and out-door (minimum 100 pax to 10,000 pax)





Venue:  
Level Concourse,  
Putrajaya International Convention Centre (PICC),  
Precinct 5, Putrajaya

Capacity : 1,000 pax (max)

Pot&Pan is a family restaurant that offers reasonably priced comfort food and beverages while enjoying the view of Putrajaya at its vantage point.

Lunch Buffet

Dinner Buffet



## CATERING



Venue:  
Taman Botani Putrajaya  
Precinct 1  
62000 Putrajaya

Capacity : 200 pax (max)

A restaurant that choice the best what we serve our customers.  
We serve only the finest and freshest produce just to satisfy your craving for great seafood in the cuisine of your choice.  
Whether you like your fish grilled, sautéed, devilled, poached or fried, we strive to ensure a satisfying dining experience.





A 'hang out' zone for conference participants on their coffee break and those who want to snack on sandwiches, pastries and local delicacies such as Nasi Lemak and Fried Noodles.

Seating Capacity : 120 pax



CATERING

# OUR BUSINESSES

PULSE GRANDE HOTEL

HOTEL MANAGEMENT

You emerge from your luxurious limousine into the warm embrace of PULSE GRANDE Hotel. Though you're close to the Prime Minister's Centre and the majestic Royal Palace, the natural setting of the PULSE GRANDE Hotel makes you feel like you're miles away from the bustle of the city.







**Venue:**  
**PULSE GRANDE HOTEL**  
Precinct 1, Putrajaya  
Taman Putra Perdana  
62000, Wilayah Persekutuan Putrajaya, Malaysia.  
T: +603-8887 8888  
F: +603-8887 8889  
E: reservation.pgp1@pulsegrande.com.my

**Capacity:**

No of rooms/suites	: 118
Capacity for Meetings	
Grand Garden Pavilion	: 210 pax
Putra Perdana Grand Ballroom	: 160 pax
3 Meetings Room	: 20 pax



# MEDIA HIGHLIGHTS



## Delectable cuisines

**Diners can look forward to delicious dishes such as Nasi Briyani Buloh, Kaki Lembu Panggang and special homemade fish grill.**

The Pot and Pan Restaurant at Putrajaya International Convention Centre (PICC) offers guests a delightful dining experience with a variety of local and international cuisines. The restaurant is known for its exceptional service and delicious food, making it a popular destination for both locals and tourists.

Various local and international flavours are served at the restaurant, including Nasi Briyani Buloh, Kaki Lembu Panggang, and special homemade fish grill. The restaurant also offers a variety of other dishes, including seafood, meat, and vegetarian options.

The Pot and Pan Restaurant is a great place to enjoy a meal with family and friends. The restaurant has a large dining area with comfortable seating and a friendly staff. The food is delicious and the service is excellent. The restaurant is a must-visit for anyone looking for a high-quality dining experience in Putrajaya.

## PICC emerge tops among hoteliers in footie event

PUTRAJAYA International Convention Centre (PICC) emerged as the top performer among hoteliers in a recent football tournament. The PICC team, consisting of staff and management, won the tournament, showcasing their skills and teamwork.

The tournament was held at the PICC and was a great opportunity for the staff and management to bond and have fun. The PICC team was led by their manager, who was also a player. The team's success was a testament to their hard work and dedication.

The PICC team's victory was a source of pride for the organization. It showed that the PICC is not only a top performer in terms of business, but also in terms of sports. The team's success was a reflection of the PICC's commitment to excellence in all aspects of its operations.





## 31



# OUR GALLERY

## HIGH PROFILE EVENTS

Maybank  
Nite Stars  
2016



Commonwealth Association  
for Public Administration and  
Management (CAPAM),  
Biennial Conference 2016



National Blue Ocean Strategy  
Day 2016

Proton Perdana Launching 2016



Majlis  
Pembukaan  
Tahun  
Perundangan  
2017



World Skills ASEAN  
2016



Moonspace  
Marathon 2017



Putrajaya International Islamic  
Arts & Culture Festival (PIACUF)  
2016



Drama Festival  
Kuala Lumpur 2017



Pertandingan Pidato Bahasa  
Melayu Piala Perdana Menteri  
2016



Anugerah Bintang Popular BH  
2016



Putrajaya International Book  
Fair (PIBF) 2017

## HIGH PROFILE EVENTS



Malam Anugerah MAKSAT  
2017

# OUR CLIENTS

## CORPORATE



## GOVERNMENT



# OUR SOCIAL MEDIA

Follow us at:



[www.co-x.com.my](http://www.co-x.com.my)  
[www.picc.com.my](http://www.picc.com.my)  
[www.pcs.my](http://www.pcs.my)  
[www.pulsegrande.com.my](http://www.pulsegrande.com.my)



[www.facebook.com/piccmalaysia](https://www.facebook.com/piccmalaysia)  
[www.facebook.com/putrajayacateringservices](https://www.facebook.com/putrajayacateringservices)  
[www.facebook.com/pulsegrandehotel](https://www.facebook.com/pulsegrandehotel)



@piccmalaysia  
@pulsegrandeputrajaya



@piccmalaysia



@piccmalaysia









Convention & Exhibition (Putrajaya) Sdn Bhd  
Putrajaya International Convention Centre  
Precinct 5  
62000 Putrajaya  
MALAYSIA

**T** : +603 8887 6000  
**F** : +603 8887 6499  
**E** : enquiry@co-x.com.my

[www.co-x.com.my](http://www.co-x.com.my)

A Member of:



Putrajaya Leisures & Services Group Sdn Bhd

[www.pulsegroup.com.my](http://www.pulsegroup.com.my)

