



CONVENTION & EXHIBITION (PUTRAJAYA) SDN BHD

CORPORATE PROFILE

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

THE GROUP

HOLDING COMPANY

MEMBER OF PULSE GROUP



Putrajaya Leisures & Services Group Sdn Bhd
(Formerly known as PJ Hotels & Resorts Sdn Bhd)



Convention & Exhibition (Putrajaya) Sdn Bhd
(Formerly known as Putrajaya International Convention Centre Sdn Bhd)



Pengangkutan Awam Putrajaya Travel & Tours Sdn Bhd

Marina Putrajaya Sdn Bhd



Putrajaya Floria Sdn Bhd



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.

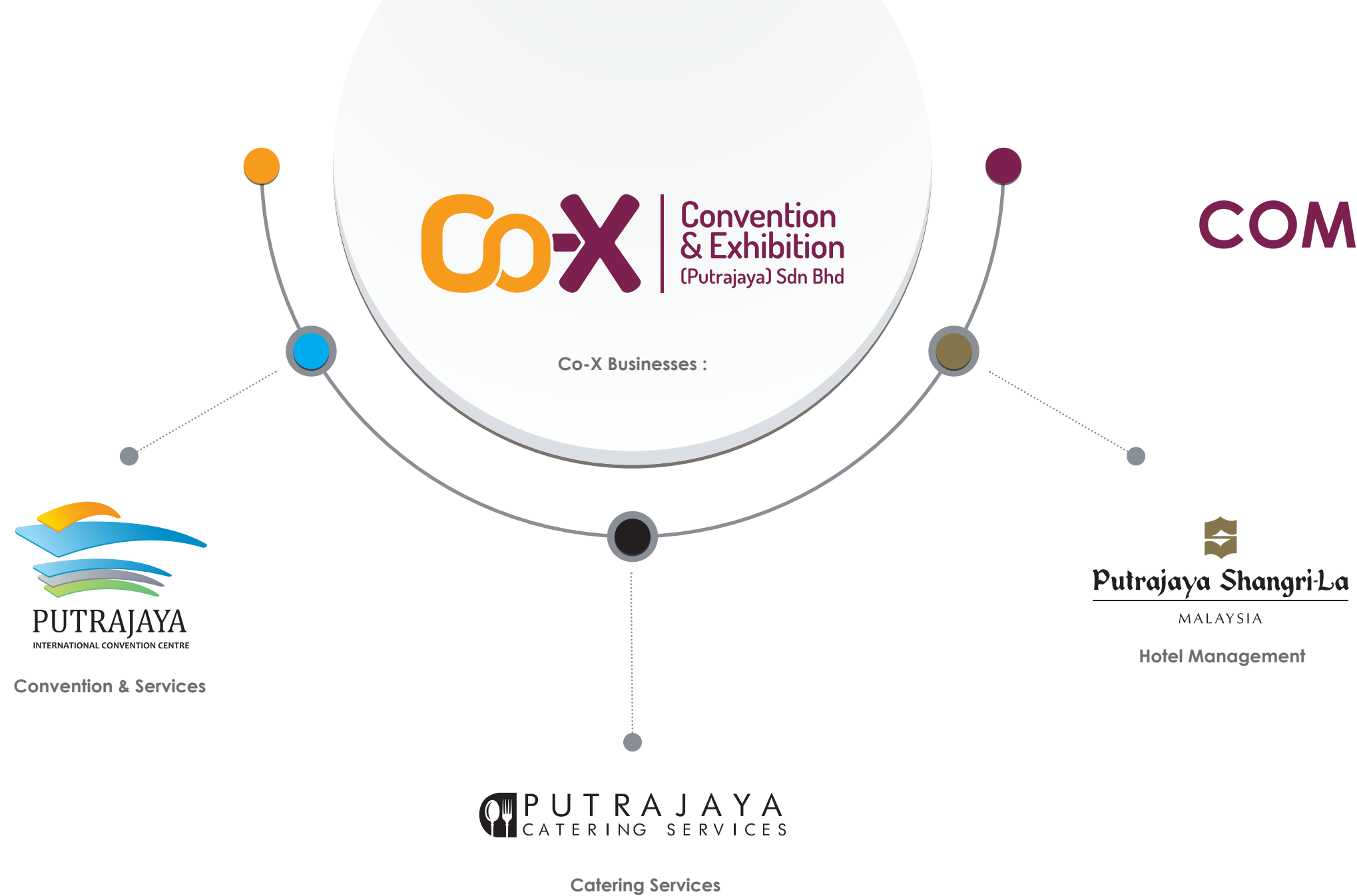
PRIDE – We take pride in becoming a leader and making a significant difference by providing the best hospitality while relentlessly pursuing perfection.

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



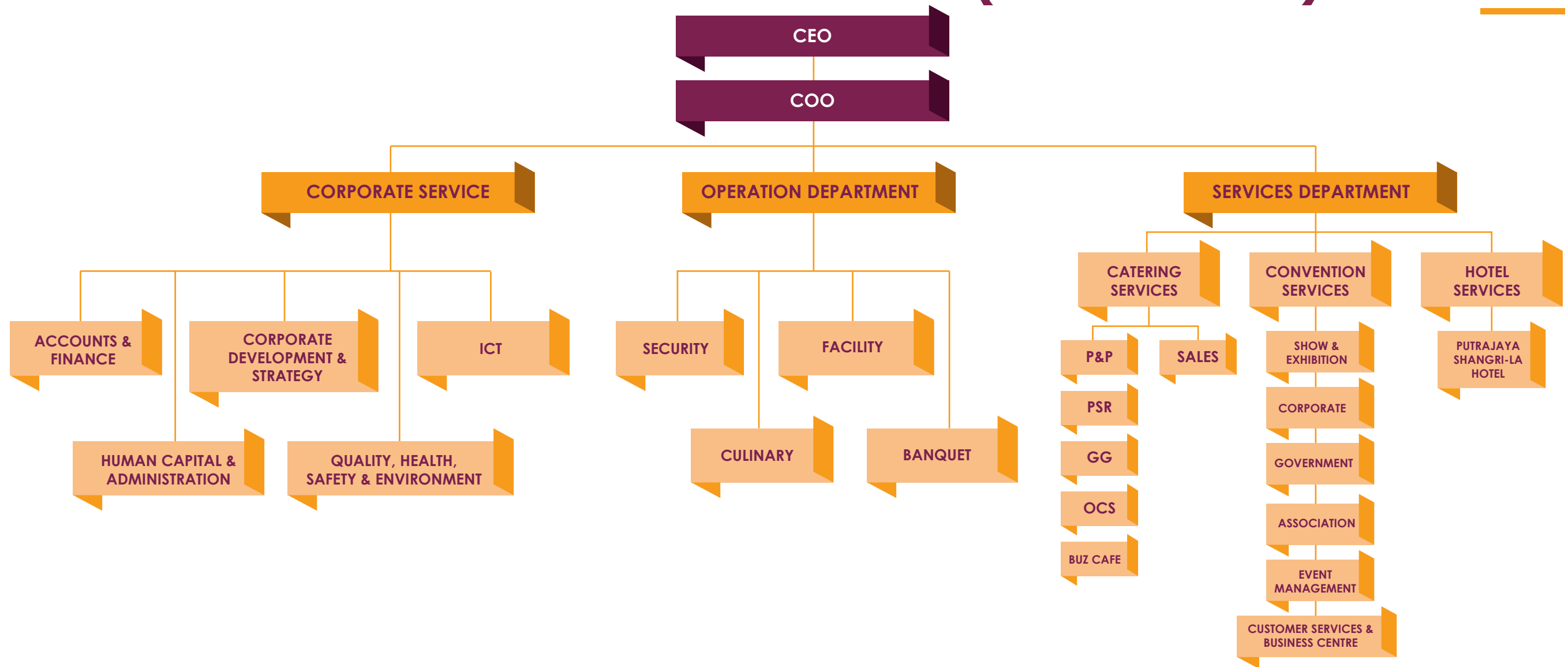
YBHG. DATO' ABU BAKAR BIN MOHD NOR
Director
Paremba Malaysia Sdn Bhd,
External Representative

DIRECTOR



ENCIK NIK SHUKRI BIN NIK SOH
Vice President Finance
Perbadanan Putrajaya

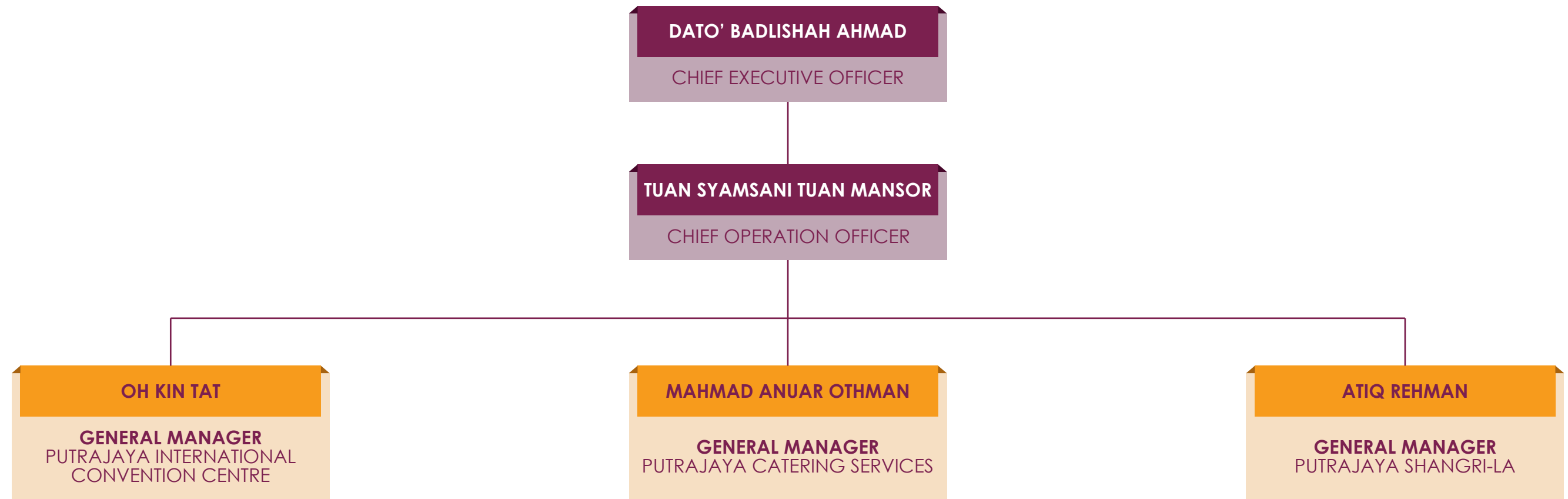
CONVENTION & EXHIBITION (PUTRAJAYA) SDN BHD



KEY BUSINESSES

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

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



OH KIN TAT

GENERAL MANAGER
PUTRAJAYA INTERNATIONAL
CONVENTION CENTRE

Oh Kin Tat started his career with Convention and Exhibition (Putrajaya) Sdn Bhd (Co-X) as a General Manager of Sales & Marketing back in April 2016. Kin Tat was a Hospitality & Tourism Management graduate from Kolej Damansara Utama (KDU).

He began his first career as Front Office Supervisor at Holiday Villa Hotel, Subang Jaya in 1998 and later joined few other renowned hospitality companies. With over 20 years of experience in the hospitality and events industry, he has the ability to manage, motivate and communicate well with his staff at all level.

Also, Kin Tat brings his experience and expertise to meet challenges in various fields including strategy development, customer service and financial management. With a motto “no stranger to success”, Kin Tat has nurtured himself to ensure that his plans are implemented successfully.

With over 200 staffs under his arms, he is fully committed to bring PICC as a most preferred MICE hub in ASEAN.

KEY PERSONNEL

MAHMAD ANUAR OTHMAN

GENERAL MANAGER
PUTRAJAYA CATERING SERVICES

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 Putrajaya Catering Services, 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

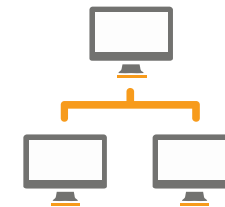
PUTRAJAYA INTERNATIONAL CONVENTION CENTRE (PICC)



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

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)





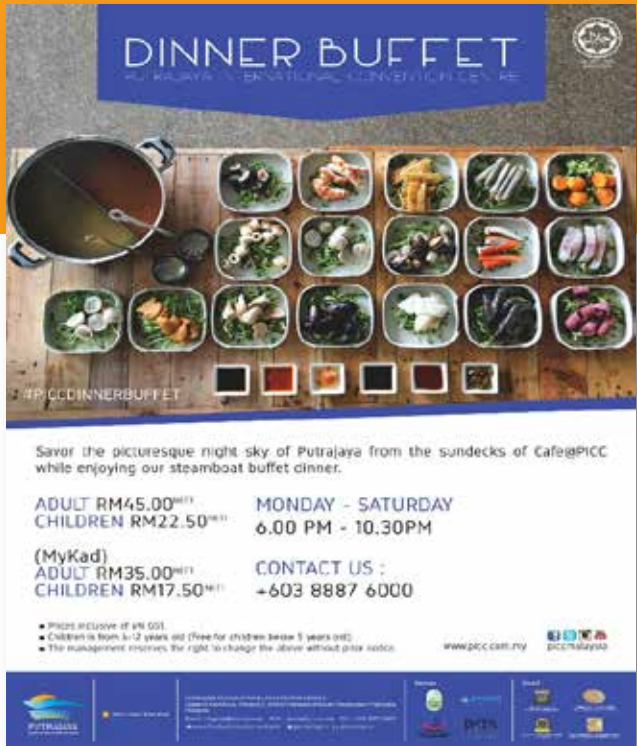
Venue:
Level Concourse,
Putrajaya International Convention Centre (PICC),
Precinct 5, Putrajaya

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



B U Z C A F E
PUTRAJAYA

A converted shuttle bus with fully fitted kitchen and tables for twenty pax. Will be hitting the streets during events held in Putrajaya such as carnivals, sporting events and fiestas. Serving quality refreshment and local dishes.

Capacity : From 20 pax

OUR BUSINESSES

PUTRAJAYA SHANGRI-LA HOTEL

HOTEL MANAGEMENT

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



PUTRAJAYA SHANGRI-LA HOTEL



Venue:
Taman Putra Perdana, Presint 1
62000 Putrajaya
Wilayah Persekutuan Putrajaya
Tel : (60 3) 8887 8888
Fax : (60 3) 8887 8889
Email : slpt@shangri-la.com

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

International Iftar di Restoran Pot & Pan Putrajaya

Restoran Pot&Pan, Pusat Konvensyen Antarabangsa Putrajaya (PICC) sekali lagi berkolaborasi kemestahilan bertukar puasa dengan hidangan buffet lebih 300 juaah hasil air tangan chef berpengalaman khas dari PICC. Juaah yang disediakan berkonsepkan 'International Iftar' satu hidangan antarabangsa dari juaah-warnaan-Melayu.

Nasi Briyani Buloh, Kaki Lembu Panggang dan Ikan Bakar Ikanewa merupakan hidangan yang sedang kali dibagikan pada tahun ini. Selain itu, hidangan permen mutak puti mayam dengan gula Melaka, tat lada, pulut munggi dan banyak lagi memberikan pilihan kepada pengunjung.

Harga buffet Ramadan amat berpatutan satu RM58 untuk dewasa dan kanak-kanak berumur enam hingga 12 tahun hanya RM45 seorang. Pihak pengurusan juga akan mengagihkan 1000 bungkus habuk

Jambuk bersama kepada orang ramai sekitar Putrajaya bermula dari jam empat hingga lima petang pada 29 April 2017 di pusat membeli-belah PICC. PICC juga menyediakan paket bertukar puasa korporat dengan harga yang menarik.



Komitmen MAKSAK laksana transformasi

Pentadbir sukan perlu berfikir kreatif, positif anjur program berimpak tinggi

Kepada lebih 300 orang yang hadir dalam majlis MAKSAK 2016 di Pusat Konvensyen Antarabangsa Putrajaya (PICC) di sini, Menteri Sukan, Datuk Seri Dr Tan Seng Guan, berkata MAKSAK 2016 akan menjadi platform untuk mempromosikan sukan dan aktiviti sukan kepada masyarakat umum.

Dr Tan Seng Guan berkata, MAKSAK 2016 akan menjadi platform untuk mempromosikan sukan dan aktiviti sukan kepada masyarakat umum. Beliau berkata, MAKSAK 2016 akan menjadi platform untuk mempromosikan sukan dan aktiviti sukan kepada masyarakat umum.

MAKSAK 2016 akan menjadi platform untuk mempromosikan sukan dan aktiviti sukan kepada masyarakat umum. Beliau berkata, MAKSAK 2016 akan menjadi platform untuk mempromosikan sukan dan aktiviti sukan kepada masyarakat umum.

MAKSAK 2016 akan menjadi platform untuk mempromosikan sukan dan aktiviti sukan kepada masyarakat umum. Beliau berkata, MAKSAK 2016 akan menjadi platform untuk mempromosikan sukan dan aktiviti sukan kepada masyarakat umum.



Delectable cuisines

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

Various local and international flavours

The Pot and Pan Restaurant at Putrajaya International Convention Centre (PICC) offers guests a delightful buffet with a wide range of local and international cuisines.

On top of that, a wide selection of mouth-watering desserts are available for guests to savor during the evening. The buffet also includes a special section for children, featuring a variety of kid-friendly dishes.

For more information and enquiries, call 03-8887 6000 or log on to www.picc.com.my. Alternatively, visit the PICC website at www.picc.com.my or contact the PICC team at 03-8887 6000.



PICC emerge tops among hoteliers in footie event

PUTRAJAYA International Convention Centre (PICC) emerged as the top performer among hoteliers in the recently concluded Inter Hotel Football Cup Challenge.

The PICC team, managed by Muhammad Ali, won the tournament with a record of 10 wins and 1 draw. The team's success was a testament to the hotel's commitment to sports and recreation.

The PICC team's success was a testament to the hotel's commitment to sports and recreation. The team's success was a testament to the hotel's commitment to sports and recreation.

The PICC team's success was a testament to the hotel's commitment to sports and recreation. The team's success was a testament to the hotel's commitment to sports and recreation.



32

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

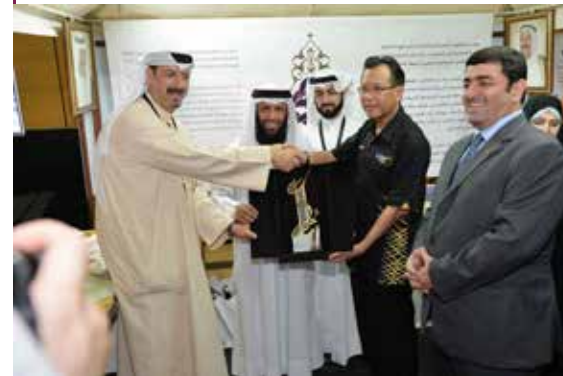
World Skills ASEAN
2016



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
www.picc.com.my
www.pcs.my



www.facebook.com/piccmalaysia
www.facebook.com/putrajayacateringservices



@piccmalaysia



@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



A Member of:

Putrajaya Leisures & Services Group Sdn Bhd

www.pulsegroup.com.my

