

**Jonathan Kan Thai Kim  
Chief Executive Officer  
Fairs & Events Management Sdn Bhd**



Jonathan Kan Thai Kim is the founder and chief executive officer of Fair & Events Management Sdn. Bhd. (FEMSB), is recognised as among the leading personalities in Malaysia responsible for the rapid development and growth of the Malaysian trade exhibition and events organising industry.

Being a pioneer of the professional Malaysian Trade exhibition and events organising industry since 1984, Jonathan has successfully organised more than 300 leading trade exhibition and events in the country.

The leading exhibitions organised included key industrial sectors such as the oil and gas, defence, agriculture, industrial machinery and manufacturing, hotel equipment and hospitality, furniture and wood-based industries as well as general consumer fairs, such as motor show, healthy living, ornamental fish, pet , etc.

With a strong passion of ensuring the sustained growth of the local exhibition industry, Jonathan Kan has over the past 24 years develop and shared his experiences with countless industry captains on the most effective manner to promote Malaysia as an excellent investment and trade destination in the Asean region.

In late 2004, he started FEMSB with the aim of providing both the Malaysian and International business community an avenue to further explore the abundant business and investment opportunities that Malaysia has to offer.

Within a short span of four months of FEMSB's establishment, Jonathan Kan created history in the Malaysian exhibition fraternity by successfully and single-handedly organised the inaugural Machine Tool Show 2005 in April 2005.

Since then, the annual Machine Tool Show series had gained an enviable reputation as Malaysia's leading metal technology and precision engineering event that is a "must" participate showcase for those involved in the industrial and manufacturing sectors.

In 2005, FEMSB was appointed by the Malaysian Scientific Association to manage healthy living exhibition and co-organised the Buildex 2006 exhibition with the Master Builders Association of Malaysia. The company was also appointed by University of MARA to organise IFTDO exhibition in 2006.

In addition, FEMSB was appointed by Ministry of Agriculture and Agro-Based Industry Malaysia and Department of Fishery to organise the specialised Ornamental Fish Exhibition, better known as Aquafair 2006 in November 2006.

FEMSB launched the biggest pet show in year 2008 in Malaysia and held it for 3 consecutive years and year 2011 will be the 4<sup>th</sup> presentation of the successful exhibition.

FEMSB was also the principal managers responsible for the hosting of INTRADE MALAYSIA 2008 AND 2009, another leading trade and investment exhibition, organised by MATRADE.

Another feather to its cap recently was FEMSB's reappointment as the event manager for the third biennial series of Malaysia's ornamental fish exhibition, Aquafair Malaysia 2010, to be held from November 25 – 28, 2010 at the Kuala Lumpur Convention Centre.

With his wide experiences, extensive knowledge and strong network in a wide range of industries, it is no surprise that Jonathan Kan has built a strong reputation. His hard work, reliability and capability have earned him great respect, trust and confidence of the business community. Setting a benchmark against the highest international industry standard, Jonathan believes that Malaysia can become an international exhibition centre.

Although Jonathan Kan has carved an excellent reputation among his peers in the Malaysian exhibition and events organising industry, his successful career path did not come easy on a silver platter.

An avid golfer and ardent fan of Chinese philosophy, Jonathan Kan subscribes to the beliefs that to achieve success, one has to always plan ahead and continuously develop positive strategies to overcome the challenges in life.

After completing his Higher School Certificate examination in 1972, Jonathan Kan started his career path with a humble beginning. He was employed as a contract worker for two weeks by Bestobell, a leading distributor of a wide range of engineering hardware. He was paid RM 5.00 per hour then.

Following his brief contract internship, he was absorbed into full-time employment as a technical assistant in the company.

In 1974, he joined United Motor Work (UMW) as its Sales Manager for the Airpower Division where he remained until 1984. During his stint in UWM, Jonathan had the opportunity to travel extensively throughout the country. He was responsible for the sales performance and technical service of specialised industrial air compressors which were supplied to leading cement plants, oil rigs and tobacco manufacturing sectors.

In July 1984, he was headhunted by UK-based Andry Montgomery Group to start the operation of Malaysian Exhibition Services Sdn Bhd (MES), which marked the beginning of a new era for the professional trade exhibition industry in Malaysia. He was promoted as a director of MES in 1989 and held that position until 1993.

After a distinguished and satisfying career with MES, Jonathan Kan formed his first exhibition company, Trade-Link Exhibition Services Sdn Bhd (TES), in 1993 and served as its managing director until 2004.

To date, Jonathan Kan has earned a strong reputation as the pioneer and most experienced exhibition organiser in Malaysia in terms of the number of events he has organised so far.

His commitment and dedication has helped his company to become the leading organiser of mega events, while his affable personality and trustworthiness has gained the trust and confidence of most trade associations and government agencies in Malaysia.

Being actively involved in the professional development of the Malaysian exhibition industry, Jonathan Kan was the President of the Malaysia Association of Conference & Exhibition Organisers & Suppliers (MACEOS) for 4 terms from 2002-2004, 2006-2008, 2008 -2010, 2010-2012.

During his tenure as MACEOS President, he represented the Association in engaging many dialogue with the Government to introduce several changes, this making the association more visible and vibrant.

His is also an active member of the US-based International Association of Exhibitions and Events (IAEE USA).

Jonathan Kan was the Chairman of Institute of Marketing Malaysia (IMM) for the 1990/1991 term and is also member of Malaysian Institute of Management (MIM).

For academic excellence, Jonathan Kan obtained his MBA in International Marketing from Berne University of Applied Science, Switzerland. He is also the Chartered marketer of the Chartered Institute of Marketing, UK.

His achievements to date include:-

1. Developed and organised a specialised machine tool exhibition within four months.
2. Developed and organised the largest Machine Tool Show, Furniture, Woodworking and Oil & Gas exhibitions in Malaysia and regionally.
3. Managed the biggest motor show in Malaysia

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