

COMPANY PROFILE

2026

IDEAS INTO EXPERIENCES.

EVENTS / EXHIBITIONS / BRAND ACTIVATION

MEDIA / SUPPLY / MERCHANDISE

www.hacella.my

WHO WE ARE

ABOUT HACELLA.



INTRODUCTION

Hacella Artistry is a multidisciplinary event, exhibition and brand experience company built on structured processes and strategic execution. Since 2021, we have delivered end-to-end solutions for government agencies, GLCs, corporations and private-sector clients.

LEGAL ENTITY

Hacella Artistry Solutions
JM1021552-W

PHONE
+60 12 256 1994

EMAIL
admin@hacella.my

WEB
www.hacella.my

OFFICE
18-2, Jalan Cheras Maju, Pusat Perniagaan Cheras Maju,
43200 Cheras, Selangor

OUR PHILOSOPHY

Clear thinking, structured planning and reliable delivery guide every project. We combine creativity with disciplined execution to produce outcomes that are practical, polished and built around each client's objectives.

FUTURE HORIZONS

Our goal is to grow as a trusted creative production partner, strengthen strategic collaborations and continuously improve the systems that support long-term client value.

OUR DIRECTION

IDEAS INTO EXPERIENCES.

We transform ideas into meaningful experiences that inspire, connect and create lasting impact.



VISION

To be a trusted creative production partner recognised for impactful experiences, intelligent execution and lasting value.

MISSION

To deliver integrated solutions through strategic planning, creative thinking and dependable execution - transforming ideas into experiences that connect people and move brands forward.

CORE VALUES

INTEGRITY
Honest and accountable.

EXCELLENCE
Quality in every detail.

COLLABORATION
Stronger through partnership.

IMPACT
Work that creates value.



LEADERSHIP

MOHAMMAD HARITH BIN SHAIFUL AZHA

FOUNDER & CHIEF EXECUTIVE OFFICER

With over 10 years of experience in event management, exhibitions, media and project execution, he has successfully led and delivered projects across government, GLC and private sectors.

His expertise spans strategic planning, event operations, stakeholder management and business development, with a focus on building meaningful experiences that create impact and drive results.

**"We don't just organise events.
We create experiences that leave
a lasting impact."**

10+	100+	GOVERNMENT	END-TO-END
YEARS	PROJECTS	& GLC	SOLUTIONS
Industry experience	Successfully delivered	Project experience	Events and exhibitions

PEOPLE BEHIND EVERY SUCCESSFUL PROJECT

OUR PEOPLE.

A focused team bringing strategy, creativity, precision and dependable execution to every project.

FOUNDER & CHIEF EXECUTIVE OFFICER

Mohammad Harith Bin Shaiful Azha

CHIEF OPERATING OFFICER (COO)

Amy Ruzaimie

HUMAN RESOURCES MANAGER

Amni Aqilah

ACCOUNTS MANAGER

Elya Ardiana

PROJECT MANAGER

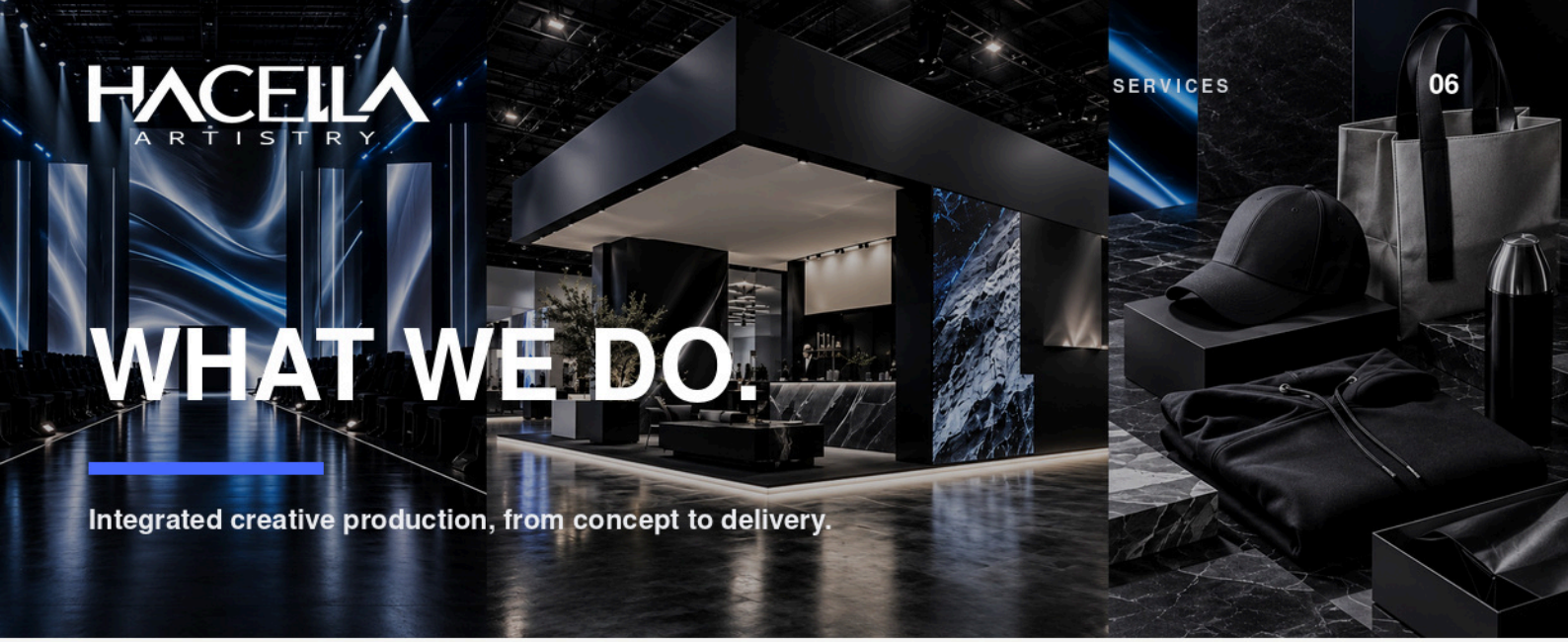
Zainoor Asyura

3D DESIGNER & GRAPHIC DESIGNER

Ayu Raudah

OUR GREATEST ASSET IS OUR PEOPLE.

Every successful project begins with a dedicated team.



WHAT WE DO.

Integrated creative production, from concept to delivery.

EVENT MANAGEMENT & PRODUCTION

Corporate and government events, conferences, ceremonies, festivals, show flow and VIP protocol.

EXHIBITION DESIGN & BUILD

Booths, pavilions, thematic design, trade shows, roadshows, expos and public exhibitions.

BRAND ACTIVATION

Product launches, experiential campaigns, audience engagement and complete on-ground execution.

MEDIA & ADVERTISING

Photography, videography, live streaming, creative content, branding and digital campaigns.

EVENT SUPPLY & LOGISTICS

AV, LED, furniture, power, manpower, installation, venue coordination and operational support.

CUSTOM MERCHANDISE & DISTRIBUTION

Corporate gifts, apparel, promotional items, packaging, procurement and nationwide distribution.

RUNWAY / FASHION / BRAND EXPERIENCE

KUALA LUMPUR FASHION FESTIVAL 2026

INTERMARK MALL | KUALA LUMPUR | 6-18 OCTOBER 2026









RUNWAY PRODUCTION & EVENT DELIVERY

Multi-day fashion showcase with runway, LED, lighting, sound and event operations.

HACELLA SCOPE

- RUNWAY & STAGE PRODUCTION
- LED, LIGHTING & SOUND
- SHOW OPERATIONS
- EVENT FLOOR MANAGEMENT

SELECTED WORK

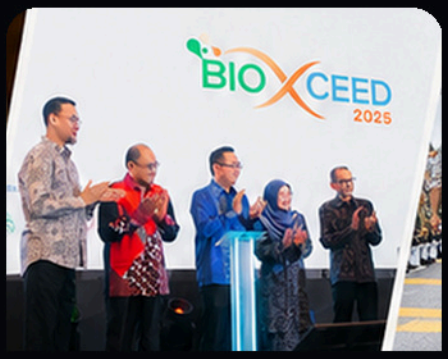
WORK THAT MOVES.

A focused selection of experiences delivered across events, exhibitions, public engagement, media, supply and distribution.





LIVE EVENTS



PUBLIC ENGAGEMENT



GOVERNMENT PROGRAMMES

100+	30+	10+	NATIONWIDE
EVENTS	CLIENTS	YEARS	REACH
Managed end-to-end	Government & corporate	Industry experience	Strategic delivery network

SPORT / ENTERTAINMENT / LIFESTYLE

PICKLEBASH 2.0



WHERE SPORT MEETS CULTURE.

A premium pickleball lifestyle event featuring celebrity appearances, live entertainment and a complete end-to-end event management solution delivered by Hacella Artistry.



EVENT HIGHLIGHTS

- CELEBRITY APPEARANCES
- PICKLEBALL MATCHES & ACTIVITIES
- LIVE ENTERTAINMENT & PERFORMANCES
- VIP ENGAGEMENT & NETWORKING
- PREMIUM SETUP & PRODUCTION
- F&B, BOOTHS & EXPERIENCES

ENTREPRENEURSHIP / COMMUNITY

IDEA BINA NEGARA & SELBIZ.

Two nationwide entrepreneurship and business development initiatives delivered through structured planning, multi-agency coordination and meaningful public engagement.







PROJECT SCOPE

- Concept & planning
- Participant management
- Protocol & VIP
- Exhibition coordination
- On-site operations

ROLE / PROJECT MANAGER

NATIONAL ENGAGEMENT PROGRAMME / 2021

JELAJAH ASPIRASI KELUARGA MALAYSIA.

One of Malaysia's largest national engagement programmes, bringing together government agencies, strategic partners and thousands of visitors through exhibitions, performances and community activities.

PROJECT ROLE

PROJECT MANAGER

End-to-end coordination and on-site execution.







Strategic coordination, operational planning and seamless on-site delivery for a high-impact national programme.

DESIGN / BUILD / DELIVER

EVENT EXHIBITION.

SELECTED PROJECTS

- Booth Envu
- Exhibition Bazaar Raya
- Pavilion Agrotech MAHA 2022
- Booth Pameran Agro Family Fiesta MAHA 2024
- MIHAS 2018
- Pavilion Tourism @ IOI Putrajaya
- Pavilion Matrade
- Pavilion PNS
- Booth TNB













CREATIVE SPACES.

IMPACTFUL EXPERIENCES.

Built with purpose and precision.

RELIABLE SUPPLY / STRATEGIC DISTRIBUTION

TRADING & DISTRIBUTION.

We source, produce and distribute quality merchandise, branded materials and event requirements for government, corporate and private-sector clients across Malaysia.

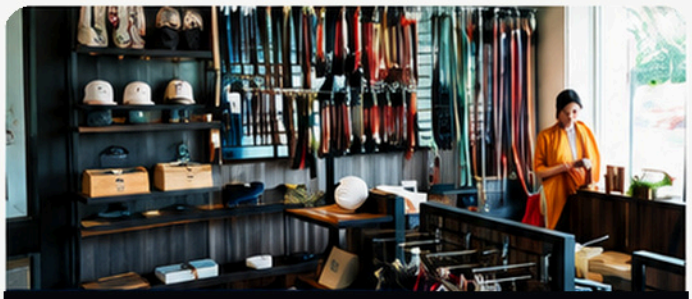




SIGNAGE & WAYFINDING



LARGE FORMAT PRINTING



CUSTOM MERCHANDISE



CORPORATE GIFT SETS

CORE CAPABILITIES

- PRODUCT SOURCING
- PRINTING & BRANDING
- PACKAGING & CUSTOMISATION
- LOGISTICS & TRANSPORT
- WAREHOUSING
- ON-SITE INSTALLATION
- NATIONWIDE DELIVERY
- CORPORATE PROCUREMENT

INTERNATIONAL COMMUNICATION

CONNECTING
MALAYSIA & RUSSIA.

Hacella Artistry was entrusted to coordinate and deliver media initiatives between Malaysia and the Russian Federation, supporting strategic communication, international engagement and cross-border collaboration.



MEDIA COORDINATION

STRATEGIC COMMUNICATION / INTERNATIONAL ENGAGEMENT

Professional delivery across protocol, media operations and stakeholder coordination.

EXPERIENCE ACROSS SECTORS

PROJECT INDEX.

A selection of major projects successfully delivered.

EVENT MANAGEMENT / 01

SELBIZ 2023
Project Manager

IDEA BINA NEGARA
Project Manager

SLXMA E-SPORT
Project Director

MINI IDEA BINA NEGARA
Project Manager

100 HARI ASPIRASI KELUARGA MALAYSIA @ KLCC
Floor Manager

JELAJAH ASPIRASI KELUARGA MALAYSIA
Main Contractor

KARNIVAL KOPI PKNS
Project Director

RAMAI FEST
Project Director

BITE EXPO 2021 & 2022
Project Manager

BIZ FRANCAIS 1.0 & 2.0
Project Manager

HARI INOVASI RISDA
Project Manager

EVENT MANAGEMENT / 02

MIHAS 2019
Main Contractor

SAMBUTAN HARI ORANG ASLI 2019
Project Coordinator

KARNIVAL PROTEGE KUSKOP
Project Director

TOWNHALL PENDIDIKAN GURU DIGITAL
Project Director

KARNIVAL USAHAWAN DESA PUTRAJAYA 2018
Senior Project Coordinator

KARNIVAL USAHAWAN DESA SABAH 2018
Senior Project Coordinator

KARNIVAL USAHAWAN DESA TERENGGANU 2018
Project Manager

MALAYSIA FRANCHISE ASSOCIATION
Project Manager

KORIDOR UTARA 2017
Project Manager

HI HOME ASIA
Project Manager

GREAT EASTERN HEADSTART
Project Manager

EXHIBITION PROJECTS

PAVILION MADA @ MAHA 2024
Project Manager

PAVILION AGROTECH @ MAHA 2022
Project Manager

PAVILION SIMPOSIUM KELUARGA MALAYSIA
Project Manager

PAVILION PERNAS @ FIM 2022
Project Manager

PAVILION PERNAS @ MIRF 2022
Project Manager

PAVILION PNS @ FIM 2019
Project Manager

PAVILION TOURISM @ IOI PUTRAJAYA
Senior Project Coordinator

PAVILION TOURISM @ SABAH
Senior Project Coordinator

PAVILION MATRADE @ MIHAS 2019
Project Manager

PAVILION TAISEI @ MIHAS 2019
Project Manager

PAVILION MOAGROTECH @ HPPNK 2019
Project Manager

PAVILION SDG DBKL
Project Manager

CORPORATE EVENTS

ACSON DINNER AWARD
Project Director

MAJLIS MALAM ANUGERAH KPT
Project Director

MRD GLOBAL DINNER
Project Manager

50+ SUCCESSFULLY DELIVERED PROJECTS

Government / GLC / Corporate / Exhibitions / Festivals / Conferences

CLIENTS / COLLABORATORS / PROJECT EXPERIENCE

CLIENTS & COLLABORATORS.

Selected organisations and brands across public sector, GLC and industry.

MOSTI

KKDW

KPKM

JABATAN AUDIT NEGARA

APMM

MALAYSIA PRODUCTIVITY CORPORATION

BIOECONOMY CORPORATION

PKNS

PERNAS

MALAYSIAN PETROLEUM CLUB

FELCRA BERHAD

ENYU

MADA

INTERMARK MALL

USANITA SDN BHD

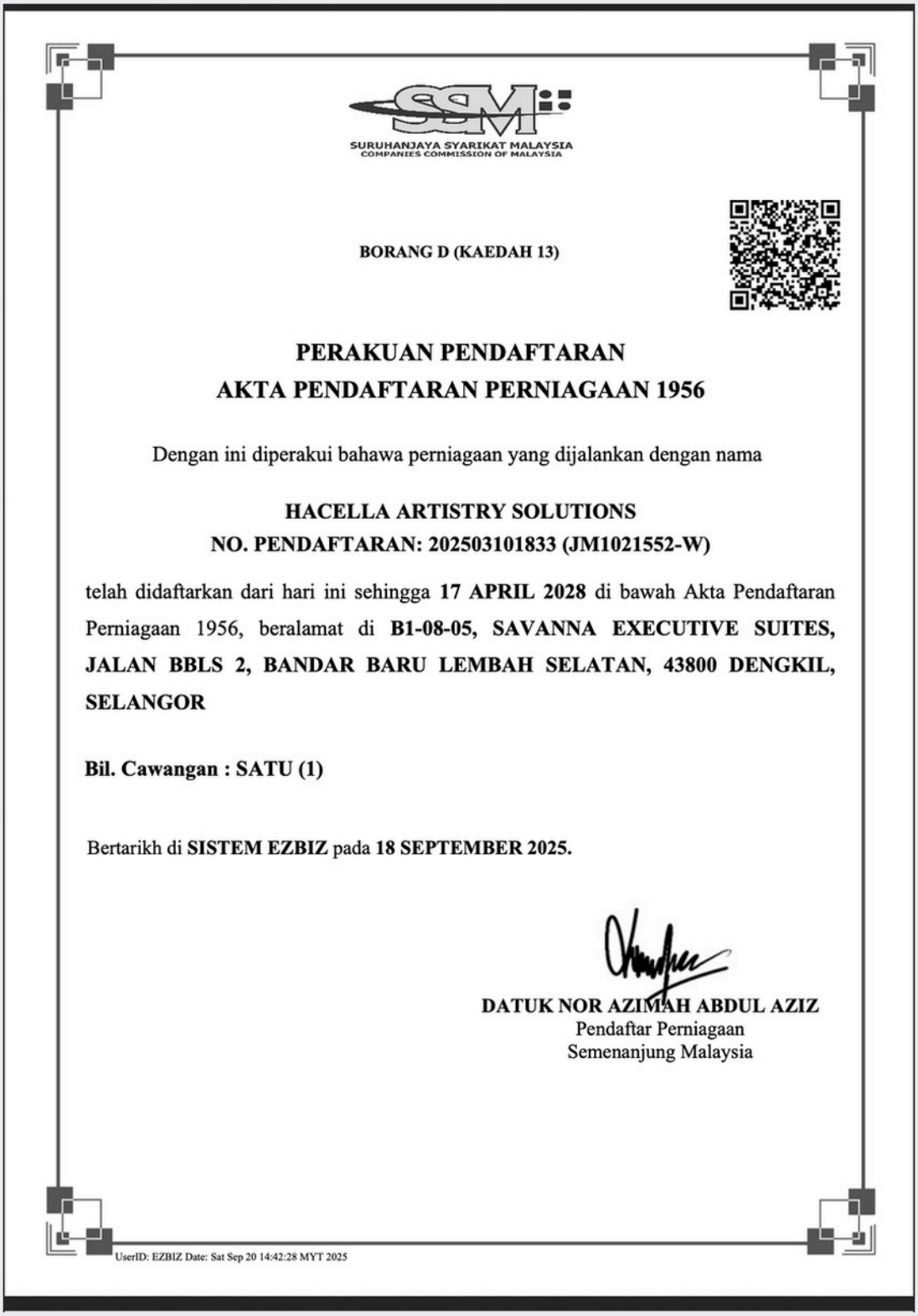
POH KONG

RISDA

PUTRAJAYA INTERNATIONAL CONVENTION CENTRE

SSM

Certificate of Registration



SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)

PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

HACELLA ARTISTRY SOLUTIONS
NO. PENDAFTARAN: 202503101833 (JM1021552-W)

telah didaftarkan dari hari ini sehingga **17 APRIL 2028** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **B1-08-05, SAVANNA EXECUTIVE SUITES, JALAN BBLS 2, BANDAR BARU LEMBAH SELATAN, 43800 DENGKIL, SELANGOR**

Bil. Cawangan : SATU (1)

Bertarikh di **SISTEM EZBIZ** pada **18 SEPTEMBER 2025.**

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Sat Sep 20 14:42:28 MYT 2025

MOF

Certificate of Registration

KEMENTERIAN KEWANGAN MALAYSIA
SIJIL AKUAN PENDAFTARAN SYARIKAT

NO. SIJIL	:	K98276604284318583
NO. RUJUKAN PENDAFTARAN	:	357-0002432238
TEMPOH SAH LAKU	:	12/11/2025 - 11/11/2028

Bahawa dengan ini diperakui syarikat :

HACELLA ARTISTRY SOLUTIONS (JM1021552-W / 202503101833)
B1-08-05, SAVANNA EXECUTIVE SUITES,
JALAN BBLS 2,
BANDAR BARU LEMBAH SELATAN
SEPANG
43800 MUKIM DENGKIL
SELANGOR, MALAYSIA

Telah berdaftar dengan Kementerian Kewangan Malaysia dalam bidang bekalan/perkhidmatan di bawah sektor, bidang dan sub-bidang seperti di Lampiran A. Kelulusan ini adalah tertakluk kepada syarat-syarat seperti yang dinyatakan di Lampiran B. Individu yang diberi kuasa oleh syarikat bagi urusan perolehan Kerajaan adalah seperti berikut :

ENCIK MOHAMMAD HARITH BIN SHAIFUL AZHA	940713085471	PENGURUS

t.t

DATO' HAJAH NORISON BINTI RAMLI
Bahagian Perolehan Kerajaan
b.p. Ketua Setiausaha Perbendaharaan
Kementerian Kewangan Malaysia

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia : 12/11/2025

(Sijil ini adalah cetakan komputer dan tidak memerlukan tandatangan)

MOF

Registered Field Codes 01

LAMPIRAN A

NO SIJIL : K98276604284318583
NO RUJUKAN PENDAFTARAN : 357-0002432238
TEMPOH SAH LAKU : 12/11/2025 - 11/11/2028

BIL	TARIKH DAFTAR BIDANG	KOD BIDANG	KETERANGAN	STATUS
1	30/10/2025	010102	PENERBITAN DAN PENYIARAN/ PENERBITAN/ BAHAN BACAAN	Aktif
2	30/10/2025	010104	PENERBITAN DAN PENYIARAN/ PENERBITAN/ BAHAN PENERBITAN ELEKTRONIK DAN MUZIK/LAGU (SIAP CETAK)	Aktif
3	30/10/2025	010301	PENERBITAN DAN PENYIARAN/ PERALATAN PENERBITAN/PERCETAKAN/ PERALATAN PERCETAKAN SERTA AKSESORI	Aktif
4	30/10/2025	010302	PENERBITAN DAN PENYIARAN/ PERALATAN PENERBITAN/PERCETAKAN/ PERALATAN SISTEM BUNYI, PEMBESAR SUARA DAN PROJEKTOR	Aktif
5	30/10/2025	010401	PENERBITAN DAN PENYIARAN/ PAPAN TANDA DAN AKSESORI/ PAPAN TANDA DAN AKSESORI	Aktif
6	30/10/2025	020102	PERABOT, PERALATAN PEJABAT, HIASAN DALAMAN DAN DOMESTIK/ PERABOT, KELENGKAPAN DAN AKSESORI/ BARANGAN HIASAN DALAMAN DAN AKSESORI	Aktif
7	30/10/2025	020601	PERABOT, PERALATAN PEJABAT, HIASAN DALAMAN DAN DOMESTIK/ BEKALAN PEJABAT DAN ALATULIS/ ALATULIS (TIDAK TERMASUK BORANG DAN SEMUA JENIS KERTAS)	Aktif
8	30/10/2025	020603	PERABOT, PERALATAN PEJABAT, HIASAN DALAMAN DAN DOMESTIK/ BEKALAN PEJABAT DAN ALATULIS/ ORGANISER, DAIRI, KALENDAR, BUKU ALAMAT, RESIT, MEMO	Aktif
9	30/10/2025	020604	PERABOT, PERALATAN PEJABAT, HIASAN DALAMAN DAN DOMESTIK/ BEKALAN PEJABAT DAN ALATULIS/ TAG/LABEL/TANDA DAN STIKER	Aktif
10	30/10/2025	030201	SUKAN, REKREASI, ALAT MUZIK DAN KRAFTANGAN MALAYSIA/ CENDERAMATA DAN HADIAH/ CENDERAMATA DAN HADIAH	Aktif
11	30/10/2025	030301	SUKAN, REKREASI, ALAT MUZIK DAN KRAFTANGAN MALAYSIA/ ALAT MUZIK/ ALAT MUZIK DAN AKSESORI	Aktif
12	30/10/2025	090101	BAHAN BINAAN DAN PERALATAN KESELAMATAN JALAN RAYA/ BAHAN BINAAN/ BAHAN BINAAN	Aktif

MOF

Registered Field Codes 02

13	30/10/2025	221303	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ FOTOGRAFI	Aktif
14	30/10/2025	221304	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ AUDIO VISUAL	Aktif
15	30/10/2025	221305	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ PENYEDIAAN PENTAS/PAMERAN PERTUNJUKAN,TAMAN HIBURAN DAN KARNIVAL/PESTARIA	Aktif
16	30/10/2025	221306	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ ARTIS DAN PENGHIBUR PROFESIONAL	Aktif
17	30/10/2025	221401	PERKHIDMATAN/ PENGINDAHAN/ BANGUNAN/HIASAN DALAMAN	Aktif
18	30/10/2025	221402	PERKHIDMATAN/ PENGINDAHAN/ HIASAN JALAN/KAWASAN	Aktif
19	30/10/2025	221501	PERKHIDMATAN/ PENYEWAAN DAN PENGURUSAN/ PERABOT/KELENGKAPAN	Aktif
20	30/10/2025	221506	PERKHIDMATAN/ PENYEWAAN DAN PENGURUSAN/ BANGUNAN/PEJABAT/STOR/RUANG NIAGA/RUMAH KEDIAMAN	Aktif
21	30/10/2025	221615	PERKHIDMATAN/ PERCETAKAN/ REKABENTUK PERCETAKAN (PRINTING DESIGN)	Aktif
22	30/10/2025	222001	PERKHIDMATAN/ EDITORIAL, REKABENTUK GRAFIK, SENI HALUS DAN HARTA INTELEK/ MEDIA ELEKTRONIK (TIDAK TERMASUK KERJA PERCETAKAN)	Aktif
23	30/10/2025	222002	PERKHIDMATAN/ EDITORIAL, REKABENTUK GRAFIK, SENI HALUS DAN HARTA INTELEK/ MEDIA CETAK (TIDAK TERMASUK KERJA PERCETAKAN)	Aktif
24	30/10/2025	222005	PERKHIDMATAN/ EDITORIAL, REKABENTUK GRAFIK, SENI HALUS DAN HARTA INTELEK/ MEREKA CIPTA DAN SENIHALUS	Aktif
25	30/10/2025	222009	PERKHIDMATAN/ EDITORIAL, REKABENTUK GRAFIK, SENI HALUS DAN HARTA INTELEK/ LAIN-LAIN MEDIA PENGIKLANAN	Aktif

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia : 12/11/2025



LET'S BUILD YOUR NEXT BIG EXPERIENCE.

IDEAS INTO EXPERIENCES.

OFFICE

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