

Press release

For Immediate Release

MALAYSIA TO FURTHER CHARM KOREAN MARKET AS A CORPORATE INCENTIVE DESTINATION

SEOUL, 11 April 2016 – Malaysia Convention & Exhibition Bureau (MyCEB) seek to further charm more corporate incentive business from the budding Korean market to make Malaysia the first choice destination in Asia at its annual roadshow at Seoul and Busan from 11- 15 April 2016.

- Following the success of its first roadshow to Korea in 2012, MyCEB has identified the Korean market as one of its important target market. The launch of the Korean version of the Malaysia Like Never Before campaign website planned during the roadshow is believed to bring in more Koreans to the land of truly Asia.

The bureau will host some 100 meetings and incentives planners and buyers to a special appreciation luncheon, in collaboration with its eight industry partners comprised of event supplier, hotels, convention centre, airline, and venue provider, led by Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB. The luncheon is part of MyCEB's strategic bid to strengthen the existing relationships and seek better cooperation between buyers and sellers, as well as to further promote Malaysia as a preferred meetings and incentives destination among Korean incentive operators.

- Also in the agenda is a mini travel mart, to enable Malaysian sellers to establish contact, exchange ideas and promote incentive packages to suit the requirement of the Korean market. A lucky participant will go home with an exclusive incentive package including one return flight ticket inclusive of accommodation at an international luxury hotel, meals and a chance to experience some of what the beautiful Malaysia has to offer.

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About Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism and Culture, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' in November 2011, which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

Malaysia Major Events, previously known as International Events Unit (IEU) is another division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and www.instagram.com/myceb.

APPENDIX 1

LIST OF PARTICIPATING INDUSTRY PARTNERS

1. Sabah Tourism Board
2. Doremi Services & Rental Sdn. Bhd.
3. Parkroyal Hotels & Resorts
4. Hilton Worldwide
5. The Saujana Hotel Kuala Lumpur
6. Putrajaya International Convention Centre
7. Putra World Trade Centre
8. Genting Malaysia Berhad
9. Sunway Lagoon Sdn. Bhd.