

# Press Release

*FOR IMMEDIATE RELEASE*

## **MyCEB APPOINTS GENERAL MANAGER FOR SALES & MARKETING**

*- Appointment of Ms Ho Yoke Ping to Spearhead Sales and Marketing Efforts*



**Kuala Lumpur, 25 November 2010** – The Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to announce the recent appointment of Ms Ho Yoke Ping as the General Manager for Sales & Marketing to drive the bureau’s growth plans for the industry.

Ms Ho was formerly the Associate General Manager with Pacific World Travel, a leading representation company in Malaysia for international convention bureaus and travel organisations. She brings with her over eight years of experience, including business development and marketing for the Macau Government Tourist Office (MGTO) and Thailand Convention & Exhibition Bureau (TCEB) in Malaysia.

Reporting directly to the Chief Executive Officer of MyCEB (Mr Zulkefli Hj Sharif), Ms Ho will lead and oversee bid development efforts, marketing and industry partner programmes amongst a few to achieve Malaysia's business tourism objectives. Malaysia aims to achieve a top five ranking in the ICCA, International Congress and Convention Association country rankings in Asia Pacific by year 2020.

"We are delighted to have Ms Ho on board at an exciting time for MyCEB. With her extensive skills and expertise in diverse fields, particularly in the business tourism sector, we believe Ms Ho will add tremendous value to our team and strengthen efforts to capitalise on opportunities ahead," said Mr Zulkefli.

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**For more information and hi-resolution images, please contact:**

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**NOTE TO EDITORS**

**About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A non-profit organisation, MyCEB serves as a one-stop centre to assist meeting and event planners to bid for and stage regional and international business events in Malaysia and act as a conduit for national product development.

NOVEMBER 2010