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# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB APPOINTS GENERAL MANAGER FOR INTERNATIONAL EVENTS UNIT**

***- Appointment of Mr Tony Nagamaiah Leads Bureau's Efforts in the International Events Front***

**Kuala Lumpur, 25 July 2011** – The Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to announce the appointment of Mr Tony Nagamaiah as the General Manager of the International Events Unit to drive the bureau's growth plans for the events industry. The IEU focuses on identifying and supporting international event bids such as sports, art and culture and lifestyle events.

Mr Nagamaiah brings over 12 years of experience, including business development, media communications, bidding, sponsorship and event management in both the national and international markets. His experience includes senior management positions with Hill & Knowlton, PIKOM – The National ICT Agency of Malaysia and Frost & Sullivan Asia Pacific.

Reporting directly to the Chief Executive Officer of MyCEB (Mr Zulkefli Hj Sharif), Mr Nagamaiah will lead and oversee international event bid development efforts in line with the national Economic Transformation Programme<sup>1</sup>, which has earmarked business tourism and international events as key contributing segments to Malaysia's economic growth.

Speaking of the appointment, Mr Zulkefli said, "We are delighted to welcome Tony on board at an exciting time for MyCEB. The experience he has gained and his proven track record will serve him well as the head of IEU while strengthening our efforts in the international front."

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<sup>1</sup>The Economic Transformation Programme is a series of economic development initiatives designed to lead Malaysia to developed nation status by year 2020

**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 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 ICCA<sup>2</sup> and to grow business tourism arrivals to Malaysia.

As a measure to further develop the international events industry, MyCEB has launched a specialist unit known as the International Events Unit (IEU) which focuses on identifying and supporting international event bids including sports, art and culture and lifestyle events. The IEU's goal is to identify and assist homegrown events with the potential to attract international publicity and international attendances.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

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<sup>2</sup> International Congress and Convention Association