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# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB HOSTS ITS INAUGURAL RAMADAN BUKA PUASA EVENT WITH MUCH APLOMB**

***– MyCEB Calls for Greater Collaboration with Industry Partners and the Media in the Spirit of Ramadhan al-Mubarak***

***Kuala Lumpur, 18 August 2011*** – Over 100 guests from various government ministries and members of the media attended the inaugural Malaysia Convention & Exhibition Bureau (MyCEB) ‘Buka Puasa’ event which took place at the G Tower Hotel, Kuala Lumpur today.

Organised as a gesture to celebrate and thank the media and stakeholders for their support, MyCEB plans to make the Buka Puasa gathering an annual affair as part of its corporate networking programme. Guests were feted to an attractive mix of traditional Malay cuisine with a rich display of influences from Chinese, Indian and other ethnic cultures, making it a truly Asian dining experience for all present.

The Malaysia Convention & Exhibition Bureau was formed by the Ministry of Tourism to bid for and secure international business events for Malaysia as well as supporting international sport, art and cultural plus lifestyle events.

Speaking at the event, En Zulkefli Hj Sharif, Chief Executive Officer, MyCEB said, “At MyCEB, we have a set of very clear aspirations and targets. This includes increasing international business tourism visitors from 5 to 8 percent of overall tourist arrivals by year 2020; from 1.2 million to 2.9 million. The continuous support of various stakeholders, including government ministries and the media is of utmost importance to achieve these targets. It is also our hope that events such as this would spark greater collaboration for the benefit of the industry, all in the spirit of Ramadhan al-Mubarak.”

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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>1</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>1</sup> International Congress and Convention Association