

Press Release

FOR IMMEDIATE RELEASE

MyCEB ESTABLISHES SALES PRESENCE IN EUROPE

– London-based Moulden Marketing Appointed to Boost Business Events for Malaysia

Kuala Lumpur, 18 Oct 2011 – The Malaysia Convention & Exhibition Bureau (MyCEB) announces that London, UK-based Moulden Marketing Ltd has been appointed as their European sales and marketing representation office. Moulden Marketing will assist with bids, sales promotions, media relations and marketing programmes in the important European convention and incentive market.

MyCEB was established to lead the growth of the international business events market for Malaysia. In close collaboration with the industry, MyCEB provides a range of support services in bidding for and securing of international business events.

Joining forces with Moulden Marketing, a well-established and experienced company in the European meetings market, the appointment is viewed as a strategic move forward. Zulkefli Hj Sharif, Chief Executive Officer, MyCEB said, “To remain competitive, MyCEB’s immediate priorities are to enhance the effectiveness of our sales and marketing strategy. Our partnership with Moulden Marketing aims to create an expanded market base in Europe which should help provide our clients with a seamless experience, convenience and favourable facilitation.”

Moulden Marketing will be undertaking promotional, public relations and sales orientated activities on behalf of MyCEB, as well as providing research services to identify European meeting and incentive planners with the potential to bring international business events to Malaysia. Anne Ridyrd with commercial director experience at several trade associations has been appointed the dedicated business development manager for MyCEB.

Gill Moulden, Managing Director, Moulden Marketing said “We appreciate the trust placed in us, and the team will work diligently and enthusiastically to secure many bid wins for MyCEB.”

To contact Moulden Marketing, please call +44 (0) 1628 532020, Email myceb@moulden-marketing.co.uk, Website www.moulden-marketing.co.uk

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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 ICCA¹ 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

About Moulden Marketing

Moulden Marketing Ltd is a Travel Marketing Company that represents global DMCs, Hotels, Convention Centres, Convention Bureaus and Tourist Boards serving the events industry. Founded in 1996 and privately owned, Moulden Marketing Ltd has developed a deep understanding of industry requirements and selects the companies it represents because they offer innovative programme ideas and value added benefits to international event buyers.

For further information, please visit www.moulden-marketing.co.uk

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¹ International Congress and Convention Association