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# Press Release

## **MyCEB REVS UP WITH 41 BID WINS IN 2011**

***Conventions worth an estimated RM333 million in economic impact heading to Malaysia***

**Barcelona, 29 November 2011** – A total of 41 international and regional conventions have been secured for Malaysia by the Malaysia Convention & Exhibition Bureau (MyCEB) with industry partners in the months January to October this year (2011).

Malaysia's stellar performance and the strong display of commitment by Ministry of Tourism, various government agencies, Sarawak Convention Bureau, Kuala Lumpur Convention Centre and other strategic partners in securing business events for the country further reinforce Malaysia's positioning as Asia's Business Events Hub.

"With an average of 951 delegates per event, these conventions are expected to attract over 39,000 delegates to Malaysia between 2012-2018 and generate in excess of RM334 million (EUR78 million, USD105 million, AUD106 million) in economic impact for the country," said Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB.

Covering a wide spectrum of industry sectors, the conventions secured comprises 68 percent of association meetings and 32 percent of corporate meetings/incentives. One of the most significant successes includes the world's largest meeting of Chinese finance and insurance professionals, the International Dragon Award Annual Conference 2013 (5,000 delegates).

The period in review also saw MyCEB providing support towards 153 business events, including 102 conventions, 45 corporate meetings/incentives and 6 exhibitions. These events accounted for 104,061 delegates with an estimated RM815 million (EUR190 million, USD256 million, AUD256 million) in economic impact.

“We view these positive results as very promising for Malaysia entering the new financial year (2012). With our new branding campaign launch ‘Malaysia – Asia’s Business Events Hub’ plus a host of other initiatives introduced including a sales mission to China, Industry Partner Programme, implementation of a Customer Relationship Management programme and a growing focus on innovation, we hope to continue these efforts to progressively realise our mission,” added Mr Zulkefli.

Highlights of conventions secured in 2011:

- 43<sup>rd</sup> Union World Conference on Lung Health 2012 – *2,800 delegates*
- 8<sup>th</sup> Design & Health World Congress & Exhibition 2012 – *1,000 delegates*
- 9<sup>th</sup> World Congress of Chinese Medicine 2012 – *1,000 delegates*
- International Dragon Award Annual Conference 2013 – *5,000 delegates*
- Women Deliver Conference 2013 – *5,000 delegates*
- Human Genome Meeting 2015 – *1,000 delegates*

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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 the International Congress and Convention Association (ICCA) 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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