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# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB INDUSTRY PARTNER PROGRAMME AS CATALYST FOR BUSINESS TOURISM GROWTH**

***- A Collaborative Platform for Industry Players to Gain Greater Access to the International  
Business Tourism Market***

**Kuala Lumpur, 5 April 2011** – The Malaysia Convention & Exhibition Bureau (MyCEB) has recently launched its Industry Partner Programme (IPP) to further strengthen Malaysia’s competitive position in the global business tourism<sup>1</sup> market.

MyCEB will be rolling out a series of cooperative programmes across the country to provide business opportunities for partners and to increase Malaysia’s success rate in securing international business events.

Mr Rashidi Hasbullah, Deputy Secretary-General, Ministry of Tourism who represented the Minister of Tourism Malaysia, YB Dato’ Sri Dr Ng Yen Yen at the launch said, “The business tourism segment has been identified as one of the Entry Point Projects (EPPs) under the Economic Transformation Programme (ETP) and is targeted to contribute significantly to the overall national Gross Domestic Product. Business tourism arrivals are estimated to grow from five percent to eight percent of overall tourist arrivals, an increase from 1.2 million to 2.9 million by year 2020.”

“To achieve these objectives and to secure more business events for the country, we need the collaborative voice of the Malaysian business tourism industry. It is crucial that we collectively strengthen our knowledge, expertise and quality of service delivery in order to compete effectively globally. Our goal is to provide world’s best practices in service delivery as well as product innovation and development,” commented Mr Zulkefli Hj Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau.

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<sup>1</sup> Business tourism refers to Meetings, Incentives, Conventions and Exhibitions

“The Industry Partner Programme has been launched to act as a platform to engage with and to encourage cooperation amongst the industry players,” added Mr Zulkefli.

“Becoming an industry partner can be highly advantageous for a local player. Besides enhancing its company profile, the IPP’s wide range of sales and marketing initiatives can help propel companies into the lucrative international business tourism market,” he said. “Partners will also be privy to vital market intelligence, gain valuable professional networks and be featured in various promotional activities initiated by MyCEB.”

Key highlights of the IPP include:

- Business opportunities through cooperative sales and marketing platforms under the destination umbrella
- Access to sales leads and business referrals
- Professional development opportunities
- Knowledge, ideas and market intelligence sharing platforms
- Product development programmes

The Industry Partner Programme is opened to Malaysia-based business tourism product and service providers including venue and accommodation providers, conference and event management companies, transport operators, tour and leisure companies as well as industry associations.

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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 not-for-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.

[www.myceb.com.my](http://www.myceb.com.my)

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