



Press Release

FOR IMMEDIATE RELEASE

MALAYSIA TWIN DEAL LAUNCHED IN EUROPE!

- ***Dubbed ‘The Real Asian Incentive’, programme is set to entice the European market***

Madrid, 7 March 2012 – The Malaysian Convention and Exhibition Bureau (MyCEB) unveiled the Malaysia Twin Deal Programme for Europe in Madrid during a presentation for MICE Planner and travel agents hosted by Tourism Malaysia. The Malaysia Twin Deal for Europe was launched by YB Dato’ Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia at ITB Berlin. This is part of Malaysia’s global effort to attract more European corporate and incentive groups to the country and establish Malaysia as the premiere business events destination in Asia Pacific.

Aptly named after the Malaysian iconic structure, the PETRONAS Twin Towers, the “two-pronged” approach offer rewards for both incentive planners and participants, and further enhances the success of their events.

According to Mr. Zulkefli Hj Sharif, Chief Executive Officer of MyCEB, “We look at this as a must-grab opportunity for European incentive planners based on the designed deals. Deal 1 offers value added support for participants and among the privileges lined up to be experienced are complimentary canopy walk at Bukit Nanas Forest Reserve, Panorama Langkawi cablecar ride in the historical island of Langkawi, entrance tickets to Semenggoh Wildlife Rehabilitation Centre in Kuching or the Manukan Island in Kota Kinabalu, choice of cultural showcase activities, a ‘Feng Shui’ talk by renowned Malaysian ‘Feng Shui’ master or a Malaysia Cultural session, shopping discount vouchers, welcome cocktails and police outriders. As a unique added touch, each participant will be presented with special welcome packs containing a personalized Welcome Letter from MyCEB CEO, an eco-friendly reusable drinking bottle, Malaysia city map, Malaysian cultural postcards and an exclusive tote bag”.

Mr. Zulkefli continued, “Deal 2 offers incentive rewards for Corporate and Incentive Planners and is based on cumulative numbers of participants. The Corporate & Incentive Planners will be able to redeem vacation packages to either Kuala Lumpur, Penang, Langkawi, Kota Kinabalu or Kuching inclusive of return air tickets, accommodation at 5 star hotel, spa session and other goodies. These destinations are the top ‘must visit’ incentive destinations in Malaysia, known for its lush rainforest, world-known beaches, heritage sites and an unmatched shopping experience”.

MyCEB’s Twin Programme was first launched in China last September and received over whelming response. To date, MyCEB have ‘booked’ over 9,000 participants from China under the programme. This year, the programme has been extended to Hong Kong, Taiwan, Australia, New Zealand and now Europe.

“In essence, the programme encapsulates our mission to establish Malaysia as the premiere incentive destination in Asia Pacific with our strong cultural diversity and very own unique products, abundance of attractions and world class infrastructure. MyCEB would like to invite all event planners in Europe to grab this opportunity, and the first 30 planners to book a cumulative group of 500 participants to Malaysia will stand a chance to redeem an iPad 2 ”, added Mr. Zulkefli.

Malaysia Twin Deal programme is applicable to corporate and incentive groups from the European region. Confirmed bookings must be made between 1 March 2012 to 31 March 2013 for group arrival period from 1 March 2012 to 31 December 2013.

To know more about Malaysia Twin Deal, meeting planners and incentive agents are invited to contact MyCEB on Tel +603 2034 2090 or Email sales@myceb.com.my

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For more information, please contact:

Ms Ho Yoke Ping

General Manager, Sales and Marketing

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090

• Fax: +603 2034 2091

• Email: pingho@myceb.com.my

MyCEB European Representative Office

Unit H, The Annexe, Wharf Lane Business Centre, Wharf Lane, Bourne End, Buckinghamshire, SL8 5RU United Kingdom

Tel: +44 (0) 1628 526184 • Fax: +44 (0) 1628 521116

• Email: myceb@moulden-marketing.co.uk

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 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.

In November 2011, MyCEB unveiled its new tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit www.myceb.com.my

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