



# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB ESTABLISHES GLOBAL PRESENCE**

- ***With representations in Europe, North America, Australia and New Zealand, MyCEB is set to take on the world***

**Frankfurt, 22 May 2012** – With international accolades pouring in and a string of significant milestones, there has never been a better time for the Malaysia Convention & Exhibition Bureau (MyCEB) to impress the 3,500 buyers and other exhibitors expected to attend the IMEX<sup>1</sup> 2012 tradeshow in Frankfurt. Only two years after it started full operations in July 2010, MyCEB has grown from strength to strength in establishing its global presence with appointment of Moulden Marketing, Marketing Challenges International and Gaining Edge as sales representatives in Europe, North America and Australia/New Zealand respectively.

These appointments are MyCEB's strategic approach in securing more international business events for the country and expand its global market share to further reinforce Malaysia's positioning as Asia's business events hub. A review of its 2011 business results showed the Bureau securing more than 49 international and regional conventions until 2016 in partnership with its affiliates, thus continuing to drive the growth of the Malaysian business tourism industry and create opportunities for its industry partners.

Announcing these milestones to a host of international media in Frankfurt, Ms. Ho Yoke Ping, General Manager – Sales & Marketing, MyCEB said, "With an average of 730 delegates per event, these conventions are expected to attract 35,750 delegates and generate over RM382 million (EUR92 million, USD123 million, AUD123 million) in economic impact for Malaysia between 2012- 2019."

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<sup>1</sup> IMEX is a leading tradeshow for the meetings industry held annually in Frankfurt, Germany

With cornerstone initiatives such as the Kesatria 1Malaysia Programme launched early this year, MyCEB has taken another step forward in benchmarking itself against other global players. In this Programme, the Bureau has appointed a total of 17 Kesatrias (meaning 'Knight' or 'Warrior') or industry champions from various key economic sectors identified in the The Economic Transformation Programme<sup>2</sup> such as science and medical, oil and gas, IT, research and innovations who will voluntarily assist in identifying and encouraging other potential local hosts to bid for and stage international conventions in Malaysia. With this programme, MyCEB is confident that Malaysia would be able to achieve its goal to grow business tourism arrivals from 5 per cent to 8 per cent which translates to an increase of USD954, 000 (RM2.9 million) by year 2020.

Mr. Zulkefli Hj Sharif, Chief Executive Officer, MyCEB said, "More importantly, 2011 was also the year we launched our business events brand campaign with the tagline '**Malaysia – Asia's Business Events Hub**'. Ranked the most peaceful country in South East Asia according to the Global Peace Index 2011, Malaysia has also been placed in the top three as one of the Most Price Competitive Country in the World for Travel 2011 by Travel & Tourism Competitive Index, World Economic Forum. These accolades further support the new tagline which communicates Malaysia's proposition as a strategic gateway to Asia for meetings". The new branding is part of MyCEB's progressive approach towards achieving its mission to be Asia Pacific's top five meeting destination by year 2020 and is designed to support Tourism Malaysia's world renowned tagline, 'Malaysia Truly Asia'.

Other notable achievements include MyCEB's first collaboration with International Association of Professional Congress Organisers (IAPCO) in organising a regional seminar and training on Professional Conference Management for meeting and event planners.

In a bid to attract the corporate and incentive travel groups to the country, MyCEB has also launched the Malaysia's Twin Deal programme in China, Taiwan, Hong Kong, Korea, Australia, New Zealand and Europe. Two pronged programmed offer rewards for both incentive planners and participants, and further enhances the success of their events. The Twin Deal Programme was first launched in China last September and received over whelming response. To date, MyCEB have secured over 9,000 participants from China under the programme.

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<sup>2</sup> The Economic Transformation Programme is a series of economic development initiatives designed to lead Malaysia to developed nation status by 2020.

Commenting on MyCEB's triumph in championing the business events industry in Malaysia, Mr. Zulkefli said, "Our partnership and strong collaboration with our industry partners made these successes possible. Furthermore, the commitment from the Malaysian Government has significantly improved our position in a highly challenging market. To date, we have approved subvention support, both financial and non-financial for more than 41 association conferences which offer a high economic value to the nation."

2012 marks MyCEB's second participation in IMEX Frankfurt and the Bureau will be joined by venues, hotels and service providers to promote Malaysia as the perfect destination of choice when it comes to organising a business event in Asia.

Highlights of conventions secured by MyCEB :

- 81<sup>st</sup> Annual Scientific Congress of Royal Australasian College of Surgeons 2012 – 2,500 *delegates*
- 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*
- 7<sup>th</sup> IAS HIV Conference in Pathogenesis, treatment and Prevention 2013 – 5,000 -6,000 *delegates*
- International Dragon Award (IDA) Annual Conference 2013 – 5,000 *delegates*
- Women Deliver Conference 2013 – 4,500 *delegates*
- 12<sup>th</sup> International Congress on Obesity 2014 – 3,000 *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 business events 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 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.

As reflected in the newly coined business events tagline, 'Malaysia – Asia's Business Events Hub', it communicates Malaysia's proposition as a gateway to Asia for meetings. Owing to its stature as an Asian microcosm, Malaysia is increasingly becoming a first port of call for international meetings and associations wanting to engage with Asia – the world's largest and fastest growing economic region.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

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