



Press Release

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ZULKEFLI TAKES TO THE HELM OF AACVB

- ***MyCEB's Chief Executive Officer, Zulkefli Hj. Sharif, appointed President of the Asian Association of Convention and Visitor Bureaus (AACVB)***

Kuala Lumpur, 13 August 2012 – Asian Association of Convention and Visitor Bureaus (AACVB) has appointed Zulkefli Hj. Sharif, as President of the renowned association for one term starting from 2012 to 2014 at the recent AACVB's 24th AGM and BOD meeting held on 3 August in Hong Kong. The previous AACVB President was Mr Akapol Surasuchart of Thailand Convention & Exhibition Bureau (AACVB).

With a career spanning over 20 years in the business events and tourism industry, Zulkefli has extensively held various positions with Tourism Malaysia in international marketing, promotional support and research, including over 10 years' experience in the Convention Division. The former Director of Tourism Malaysia in Stockholm, Sweden he is currently the Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB).

Zulkefli's responsibility shall include raising the platform, level of sophistication and capabilities of the business events industry in Asia, to increase Asia's competitiveness and to drive business to its member destinations. Established in 1983 as an alliance of eight national convention bureaus from China, Hong Kong, Korea, Macau, Malaysia, Philippines, Singapore and Thailand, AACVB recently announced its renewed commitment to promote Asia as the top choice for the business events organizers from around the world to host their events and to enhance the professional standards within the business events industry in the region.

Commenting on his appointment, Zulkefli said, "I am greatly honoured to be appointed to lead this association. I have worked with AACVB in the past and have maintained a close interest in the evolution of the industry. Looking at the global trends, I feel that this is an emerging business sector and Asia is where the focus is globally". He added, "Facing stiff competition from other region, AACVB certainly need cooperation and strong commitment from its member bureaus. I am confident that with the support from all parties involved, I will be able to lead the association into achieving its objectives."

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NOTE TO EDITORS

About the Asian Association of Convention & Visitor Bureaus (MyCEB)

The Asian Association of Convention and Visitor Bureaus (AACVB) was formed in 1983 to create regional cooperation in developing Asia's convention potential and to promote the region as an ideal convention destination. The founding CVB members included Hong Kong, Malaysia, Philippines, Singapore, South Korea and Thailand. China and Macau joined in later years.

AACVB's vision is to be globally recognised for establishing Asia as a high quality region of choice in the international MICE marketplace. Its mission is to raise the platform, level of sophistication and capabilities of the MICE industry in Asia, to increase Asia's competitiveness and to drive business to its member destinations.

For more information, please visit www.aacvb.org

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