



Press Release

FOR IMMEDIATE RELEASE

MALAYSIA TWIN DEAL PROGRAMME LAUNCHED IN INDIA!

- MyCEB's participation in inaugural IT&CM India set to entice Indian meeting planners and incentive agents

New Delhi, 22 August 2012 – Indian meeting planners and incentive agents are the next one to benefit from the Malaysia Twin Deal programme (MTD Programme) when it was launched today during a special Press Conference organised by Malaysia Convention & Exhibition Bureau (MyCEB). The press conference, held in conjunction with the Incentive Travel & Conventions, Meetings (IT&CM) India was attended by the likes of local industry players and Indian trade media representatives. It was strategically planned to coincide with the inaugural IT&CM India and MyCEB's meeting & incentive planner seminar in New Delhi.

This initiative by MyCEB aims to promote Malaysia as a meetings and incentive destination to the thriving Indian corporate and incentive market; and to identify new business potential for Malaysia. Among the programmes lined up during the event are one-on-one pre scheduled meetings, educational seminar and networking functions. The Malaysian team would also host an appreciation dinner reception for the Indian meeting planners and incentive agents.

With a total of 693,056 visitor arrivals from India to Malaysia in 2011, approximately a 2,200 increase from the previous year, the trend of business tourism relationship between Malaysia and India is showing all signs of promise. This year, Malaysian Airlines (MAS) is forecasting an estimated 15 percent growth in passenger load from India as compared to 2011, citing the country as one of its growth-centric market.¹

“This sales mission will definitely benefit Indian and Malaysian business tourism industry by providing an opportunity for Indian buyers to meet and engage with MyCEB and our

¹ Bernama, 14th August 2012

Malaysian industry partners. It further demonstrates MyCEB's commitment to accelerate business growth from the country," said Mr. Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

The MTD Programme, first launched in China last year, has been one of MyCEB's most successful worldwide programme and is also now available in countries like Taiwan, Australia, New Zealand, Europe and more recently, Korea. To date, MyCEB have 'booked' over 13,000 participants from China under the MTD Programme. Aptly named after the Malaysian iconic structure, the PETRONAS Twin Towers, its unique "two-pronged" approach offer rewards for both incentive planners and participants, and further enhances the success of their events.

According to Ms Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB, "Deal 1 offers value added support for participants. Among the privileges lined up to be experienced is complimentary Malaysian cultural entertainment during welcome dinner or gala dinner and partial F&B sponsorship for an event. As a personal added touch, each participant will be presented with special welcome packs containing an exclusive souvenir."

Ms Ho continued, "Deal 2 offers incentive rewards for Corporate and Incentive Planners and is based on cumulative numbers of participants. The planners will be able to redeem vacation packages to Kuala Lumpur, the capital city of Malaysia, inclusive of return air tickets and accommodation at a 5 star hotel. MyCEB would like to invite all event planners in India to grab this opportunity and to experience what Malaysia has to offer in terms of incentive products and services", added Ms Ho.

Malaysia's Twin Deal India programme is applicable only to corporate and incentive groups from India with a minimum group size of 50 participants or more. Confirmed bookings must be made from 27th August 2012 to 30th June 2013 for arrivals from 1st October 2012 to 31 December 2013.

To know more about Malaysia's 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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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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