

# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB PRESENTS ‘MALAYSIA - ASIA LIKE NEVER BEFORE’**

- ***MyCEB launches new corporate and incentive campaign***

**Kuala Lumpur, 2 November 2012** - Malaysia Convention & Exhibition Bureau (MyCEB) recently launched its brand new campaign named **“Malaysia- Asia like never before.”** Targeting global corporate and incentive markets, the integrated campaign is supported by the new Corporate and Incentive Guide as well as a series of print and digital advertisements campaign.

According to Ms. Ho Yoke Ping, General Manager, Sales & Marketing of MyCEB, “The campaign focuses on four themes namely **‘Team Building’, ‘Theme Events & Experiences’, ‘Unique Venues’** and **‘Corporate Social Responsibility’** for corporate and incentive clients planning an incentive trip to Malaysia.” She further explained, “The campaign aims to showcase Malaysia in a different light by introducing the four creative and unique themes. The informative Guide is essential for all corporate and incentive planners who are looking for new and unique programmes to experience in Malaysia”.

Furthermore, the campaign is designed to embrace the spirit and essence of Malaysia which is often referred to as a true microcosm of Asia. “Clearly, what makes Malaysia unique is definitely its diversity of cultures where one can get a taste of all of Asia and all its other unique and rare elements, in a single destination. At MyCEB, we constantly try to promote this idea to our clients

internationally and think of innovative ways on how to bring this experience to life. If you are looking to 'wow' your client, look no further and bring your event to Malaysia", she said.

The Corporate and Incentive Guide is currently available in English and Mandarin version, and soon in Korean. To know more about the campaign 'Malaysia – Asia like never before', meeting and incentive planners are invited to view or download the Guide online at <http://www.myceb.com.my/corporate-incentive-guide> or request a copy from [sales@myceb.com.my](mailto: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 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 International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

Apart from business events, an important component of MyCEB is the International Events Unit (IEU) which focuses on identifying and supporting international event bids in the areas of sports, art and culture and lifestyle.

In November 2011, MyCEB unveiled its business events 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](http://www.myceb.com.my)

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