



Press Release

FOR IMMEDIATE RELEASE

MyCEB TO TAKE LAS VEGAS BY STORM AGAIN AT IMEX AMERICA 2012

- Launch of MyCEB's latest Corporate & Incentive Guide, "Malaysia – Asia like never before"

Las Vegas, 9 October 2012 - Malaysia Convention & Exhibition Bureau (MyCEB) and its delegation of six industry partners from Malaysia which includes Sarawak Convention Bureau, Borneo Convention Centre Kuching, Kuala Lumpur Convention Centre, Putrajaya Convention Centre, Shangri-La Hotel Kuala Lumpur and M-Vision Travel Sdn Bhd will be joining an even bigger, better and more exciting IMEX America show floor. This year, more than 2,000 exhibiting companies, destinations and services from the US and around the world are geared up to do business and develop relationships with nearly 4,000 hosted buyers and buyer attendees.

As part of the buzz at IMEX America 2012, MyCEB will be launching a new corporate and incentive campaign named **"Malaysia – Asia like never before"** targeting the global corporate and incentive market. The campaign launch will also see the unveiling of its new Corporate & Incentive Guide which formed part of its integrated digital and print campaign focusing on 'Theme Events & Experiences', 'Team Building', 'Corporate Social Responsibility' and 'Unique Venues', providing creative ideas on each product which is essential for corporate and incentive planners. The campaign is also set to introduce a wide range of unique and exciting new experiences in Malaysia.

According to Ms. Ho Yoke Ping (General Manager, Sales & Marketing of MyCEB) “We have received tremendous positive responses from our participation in the inaugural IMEX Las Vegas last year which encouraged us to perform better this year. Launching this new campaign here is part of our strategic move to capture the North American market which rarely has the opportunity to experience Malaysia as a business events destination and what we have to offer. 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 sides, in a single destination. At MyCEB, we constantly try to promote this idea to our clients and think of innovative ways on how to bring this cultural experience to life”.

“The campaign reflects the spirit and essence of Malaysia as a whole – a true microcosm of Asia. If you are looking to ‘wow’ your clients with a refreshing Asian experience, look no further than Malaysia” she adds.

Besides the launch of the corporate and incentive campaign, MyCEB will also be organising a “Spice Market” Cocktail Reception on 10 October, 2012 to elevate the interest of trade attendees, taking the experience to a whole new level. The “Spice Market” was first introduced during the launch of MyCEB’s business events tagline ‘Malaysia – Asia’s Business Events Hub’ last year and received countless positive feedback from local and international industry partners. The concept will take visitors on a time travel back 600 years ago to the era of the Malacca Sultanate where a mock set-up of a thriving spice market will be enacted complete with Arab, Chinese and Indian traders – capturing the essence and vibrancy of Malaysia.

Only three years after it was established in 2009, MyCEB has gone from strength to strength in establishing its global presence with the appointment of Moulden Marketing, Marketing Challenges International and Gaining Edge as sales representatives in Europe, North America and Australia/New Zealand respectively. These appointments signals MyCEB’s strategic approach in securing more business events for the country and expand its global market share to further reinforce Malaysia’s positioning as Asia’s Business Events Hub.

Visit us and the Malaysian partners at **Booth No. 1052**

9th October 2012 - **Press Conference and Launch of “Malaysia – Asia like never before” campaign**

10th October 2012 - **“Spice Market” Cocktail Reception**

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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

About IMEX America

IMEX America is America's worldwide exhibition for incentive travel, meetings and events and is already the largest tradeshow for the industry in the USA. The second edition will take place at the Sands Expo, Las Vegas, (which is connected to the show's Headquarters Hotel, The Venetian®|The Palazzo®), Oct 9 – 11, 2012.

The show's strategic partner and premier educational provider is MPI, who power "Smart Monday" - Oct. 08 – a full day of education on the day prior to the tradeshow. Smart Monday also includes a range of high level education delivered by other partners and associations; including Association Focus – a conference within a conference for association meeting planners – delivered by ASAE, ICCA and PCMA.

IMEX also has an exclusive partnership with the US Travel Association and is endorsed by DMAI and Site, has an Industry Partnership with PCMA and is an ICCA Business Partner. Other supporting associations include: ACTE Global, ADME, AIPC, AMCI, ASAE: The Center for Association Leadership, Association Forum of Chicagoland, CIC, ECM, FICP, GMIC, IACC, IAEE, IAPCO, ISES, JMIC, PATA, SKAL, Spin. A list of industry and media partners can be found [here](#).

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