



# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB Announces Fourth Shell Site**

### **- MyCEB adds Chin Swee Caves temple to latest shell site list**

**Kuala Lumpur, 20 December 2012** – The Malaysia Convention & Exhibition Bureau (MyCEB) has recently signed a Memorandum of Understanding (MOU) with Chin Swee Caves Temple (the Temple), officiating the Temple as its fourth shell site. The signing of the MOU was done between Mr Tan Kong Han, President of Genting Berhad, who is also Vice Chairman of Chin Swee Caves Temple Building Society and Mr Zulkefli Hj Sharif, CEO of MyCEB.

Mr. Zulkefli stated, “MyCEB is continuously looking to develop competitive, creative and innovative offerings to further attract international business events to the country. A big selling point for Malaysia is our rich culture where one can experience the whole of Asia in one destination. Hence, adding one-of-a-kind venues like the Chin Swee Caves Temple into our list of offerings will definitely make Malaysia more appealing as a business events venue”.

Shell sites are unique and iconic sites that could be utilised as off-site business events for groups as large as 1,000 pax. As an alternative to the conventional meeting venues, shell sites presents its visitors with an experience of meetings while being enclosed within the cultural and natural elements of Malaysia.

In his speech, Mr Tan Kong Han says, “MyCEB has successfully brought Malaysia to the next level in terms of business events since their inception in 2009. They have brought in new business event leads and have been successful in international event biddings. The Chin Swee Caves Temple is

pleased to be in their list of prospective venues for corporate meetings and incentives. We hope this collaboration will see the Temple in the world map and attract more international business tourist arrivals to this unique attraction and to Malaysia.”

Located in the most scenic site of Genting Highlands, the Temple is more than just a sacred worship place. It has played host to numerous cultural activities and promotional events, drawing local tourists and visitors from near and far. The temple has one multi-purpose hall and two meeting rooms. It also offers 110 rooms where its guests can stay in comfort for retreat, prayers, reflection, meditation and self-discovery. A vegetarian restaurant and medical clinic are available for guests.

MyCEB’s first three other shell sites include Putrajaya Maritime Centre, Central Market and Thean Hou Temple.

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### **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)

### **About Chin Swee Temple**

Chin Swee Temple is located in Genting Highlands at 4,600 feet above sea level and is less than one hour from Kuala Lumpur. It is a perfect getaway for those who wish to escape from the city. This unique place is situated on a rocky forested mountain overlooking lush green slopes of virgin forests, embrace by cool crisp mountain air.

Chin Swee Caves Temple has always been regarded as a peaceful place for purifying the mind and soul. It is a tourist hub with complete Chinese traditional culture and legend, including nine-colour dragon wall of luck which consist of nine different colours of dragon representing different types of luck; the iconic nine-storey Pagoda decorated with hundreds of Buddha figurines. Visitors also come to Chin Swee Temple to offer prayers to Chin Swee deity and ask for blessings from Buddha. Besides this, Chin Swee Cave Temple also boasts of its 35,000 square feet observation area fondly known as Sky Terrace that offers magnificent mountain views.

For more information about Chin Swee Caves Temple, kindly contact 03 6101 1118 or visit [www.csc.org.my](http://www.csc.org.my).

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