



Press Release

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MyCEB'S FIRST ASSOCIATIONS DIALOGUE SESSION TO FURTHER BOOST COMPETITIVENESS

- ***Malaysia's associations sector benefits from dialogue to further propel the country as Asia's business events hub***

Kuala Lumpur, 24 December 2012 – In an effort to internationalise the local association sector, the Malaysia Convention & Exhibition Bureau (MyCEB) has successfully organised an Association Dialogue session recently. The initiative which aimed to further grow the industry provided insights of the thriving associations industry and how it relates to the business events industry, ways to motivate members and volunteers as well as to serve as a platform for networking and idea-sharing.

“MyCEB recognises the need for Malaysia’s professional and trade associations to grow and prosper in order to develop a sustainable future of the international business events market. We also recognise the need for greater engagement of Malaysia’s national associations with their international counterparts. This allows for opportunities to exchange ideas, build professional networks internationally and promote Malaysian innovation on an international stage,” said Ms Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB.

The session featured international speakers John Peacock, General Manager of Associations Forum and Linda Gaunt, CEO of Meetings & Events Australia. Both industry experts presented various

insights and valuable knowledge on subjects which include establishment of an association, recruiting and guidance of finances management.

According to Gaunt, "I was delighted to attend and present at Associations Dialogue. To present to a room full of various association representation was a pleasure. All participants were engaged and hungry to gain and share knowledge."

Peacock continued, "For an event run for the first time, the response by Malaysia associations was very impressive." He also said, "Associations Dialogue reinforced my belief that associations are fundamentally the same in all countries, although culture and legislation changes some aspects of governance and operations. Malaysia certainly has a strong future as a hub of dynamic associations. The government is supportive of the freedom to associate, and Malaysian volunteers are as keen to and vans their industry, profession or special-interest as much as their peers in any other nation. More events and focused discussions in 2013 onwards are required, but I do believe this event sets a strong foundation for future learning by the associations sector in Malaysia."

Participated by 49 associations and 85 representatives, the workshop was also attended by various associations across all sectors such as the Institution of Engineers Malaysia, Malaysian Institute of Accountants and the Malaysian Diabetes Association.

"The session provided a good overview of things in relation to associations. We find that the insights gained can be applied into our systems. I am looking forward to attend future sessions for more in depth knowledge on topics such as finances and increasing memberships," testified Sunny Chee, General Manager of the National Heart Association of Malaysia.

MyCEB's Association Dialogue session is the first in the country to be conducted with the presence of international speakers on a holistic approach to manage an association.

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For more information, please contact:

Shazrina Othman

Manager, PR & Communications

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090

• Fax: +603 2034 2091

• Email: shazrina@myceb.com.my

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

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