



Press Release

FOR IMMEDIATE RELEASE

MyCEB WRAPS THE YEAR UP WITH ROADSHOW IN AUSTRALIA

***-MyCEB hosts networking dinner with special appearance from Poh Ling Yeow of
the hit culinary TV show, Poh's Kitchen***

Kuala Lumpur, 28 December 2012 – With the objective to accelerate the business growth from Australia as well as globally, the Malaysia Convention & Exhibition Bureau (MyCEB) recently conducted its Roadshow in Australia spanning two cities namely Melbourne and Sydney. The MyCEB team was joined by eight industry partners including Penang Global Tourism, Sabah Tourism Board, Malaysia Airlines, Discovery Overland Holidays Sdn Bhd, Pacific World, UCSI Communication Sdn Bhd, Accor and CHM Hotels.

Targeting the thriving corporate and incentive segment of the industry, this cornerstone initiative by MyCEB was first organised early this year and received numerous positive feedbacks from the Australian industry players. Ms Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB explained, "Australia is viewed as one of the most promising markets in Asia Pacific and this roadshow has provided an opportunity for Australian corporate and incentive planners to meet and engage with our Malaysian business event industry partners. The programmes lined up during the roadshow showcased the best of what Malaysia has to offer which includes destination presentations via an interactive and informative networking dinner attended by more than 50 Australian corporate and incentive planners."

During the networking dinner, a special appearance was made by Poh Ling Yeow, or better known as Poh from the popular cooking show Poh's Kitchen. Born and raised in Malaysia, Poh is a prominent chef as well as the runner up for Masterchef Australia 2009. With her expertise in the culinary industry, Poh prepared a Malaysian inspired menu for the dinner in relation to her Malaysian heritage.

According to Poh, "In many ways I feel that I owe my food career to my Chinese Malaysian heritage. Being exposed to so many exotic ingredients and flavors has instilled in me an approach to cooking which is truly vibrant and unique. It was a pleasure for me to showcase this at MyCEB's networking dinner."

Apart from Poh's participation, the highly interactive networking dinner also featured fun games and quiz segments to introduce Malaysia's offerings to attendees. MyCEB also took the opportunity to introduce its new campaign and incentive brochure, '**Malaysia - Asia like never before**' - an informative Guide which is essential for all corporate and incentive planners who are looking for new and unique programmes to experience in Malaysia. The campaign showcases Malaysia as a unique destination for activities such as 'Team Building' and 'Theme Events & Experiences'. Another activity included in the Guide is cooking classes, similar to the session conducted by Poh.

MyCEB's roadshow in Australia wraps up their sales and marketing calendar for 2012 which forms part of its effort to position Malaysia as Asia's business events hub.

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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

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