



# Press Release

**FOR IMMEDIATE RELEASE**

## **MALAYSIA'S TWIN DEAL PROGRAMME FOR CHINA EXTENDED DUE TO OVERWHELMING RESPONSE**

***MyCEB Announces that Malaysia Twin Deal Programme will now include Hong Kong & Taiwan***

***Kuala Lumpur, 11 January 2012*** – The Malaysia Convention and Exhibition Bureau (MyCEB) has announced today that it will extend the campaign period of the Malaysia's Twin Deal programme to 30<sup>th</sup> June 2012 due to overwhelming response from incentive planners. Moreover, the "two-pronged" programme will also be made available to incentive planners from Hong Kong and Taiwan.

Offering rewards for both, incentive planners and participants, the programme was designed to further enhance the success of events and to attract more visitors to Malaysia. Deal 1 offers value added support for participants ranging from a group of 50 to more than 500 participants. Among the privileges included are a Malaysian cultural performance for gala dinner, a choice of team building activity or a half-day city tour, welcome gifts, fast track immigration clearance and shopping discount vouchers. For groups over 500 participants, Deal 1 also provides support towards food and beverage costs, personalised gifts plus one return trip police outriders.

Deal 2 offers incentive rewards for meeting planners and is applicable for agents who bring in an accumulative 500 participants and above. For example, for an accumulative group of 5,000 participants, meeting planners are entitled to two return business class air tickets from either China, Hong Kong or Taiwan to Kuala Lumpur, 3 nights' accommodation at a five-star hotel, a half-day city tour plus shopping vouchers worth RM2,000 (USD670).

To date, more than 9,000 participants has signed up for the programme. According to Ms Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB, “The extension will provide more time for incentive planners to take advantage of this unique offer. MyCEB would like to invite all event planners to grab this opportunity and to experience what Malaysia has to offer in terms of incentive products and services”.

Malaysia’s Twin Deal Programme (China) is applicable for meetings and incentives of more than 50 participants originating from China, Hong Kong and Taiwan and the events must be held in Malaysia by 31 December 2013.

To know more about Malaysia’s Twin Deal, meeting planners and incentive agents are invited to contact MyCEB on Tel +603 2034 2090 or Email [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 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](http://www.myceb.com.my)

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