



Press Release

FOR IMMEDIATE RELEASE1

MyCEB TO STRIDE INTO KOREA WITH SALES MISSION PROGRAMME

- ***Malaysia Twin Deal Korea Launched to Entice Local Market and Create New Business***

Kuala Lumpur, 16 April 2012 – The Malaysia Convention & Exhibition Bureau (MyCEB), Tourism Malaysia and its industry partners are gearing up for the upcoming Malaysia Business Events Roadshow in Korea starting from 16th April to 18th April this year. Targeting meeting planners and incentive agents, MyCEB’s inaugural roadshow to the country also known as ‘the land of the morning calm’ will cover two cities namely Busan and Seoul.

This strategic initiative by MyCEB, together with support from Tourism Malaysia aims to promote Malaysia as a meetings and incentive destination to the outbound Korean corporate and incentive market; and to identify new business potential for Malaysia. Among the programme lined up include a business presentation and a buyer-meet-seller session. The Malaysian team will also hosts an appreciation dinner reception for the meeting planners and incentive agents.

The trend of business tourism relationship between Malaysia and Korea is very encouraging. Previously in 2011, Malaysia has received visits from Korean companies such as Prudential Korea, LG Ericsson Korea, SK Telecom, Woongjin Coway Co. and Woori Bank. The largest incentive tour from the country in 2011 was from the Korean Ministry of Education which recorded more than 1,000 delegates.

“This sales mission will definitely benefit Korean and Malaysian business tourism industry by providing an opportunity for Korean buyers to meet and engage with our Malaysian business event providers. The launch of Malaysia’s Twin Deal Programme for Korea further

demonstrates MyCEB's commitment to accelerate the business growth from the country," said Mr Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

The Malaysia Twin Deal Programme ("the Programme") for Korea which will be launched during the sales mission is an initiative to attract more Korean corporate and incentive groups to Malaysia. The Programme, which was first launched in China last year, has since been one of MyCEB's most successful worldwide programme and is also now available in countries like Australia, New Zealand, Hong Kong, Europe and Taiwan. Aptly named after the Malaysian iconic structure, the PETRONAS Twin Towers, the "two-pronged" approach offer rewards for both incentive planners and participants, and further enhances the success of their events.

According to Ms Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB, "Deal 1 offers value added support for participants and among the privileges lined up to be experienced are complimentary Malaysian cultural entertainment during welcome dinner or gala dinner, fast-track immigration clearance, partial sponsorship for F&B and police escorts for participants' various transfers. As a unique added touch, each participant will be presented with special welcome packs containing an exclusive souvenir made from Malaysian batik".

Ms Ho continued, "Deal 2 offers incentive rewards for Corporate and Incentive Planners and is based on cumulative numbers of participants. The Corporate & Incentive Planners will be able to redeem vacation packages to Kuala Lumpur, the capital city of Malaysia, inclusive of return air tickets, accommodation at 5 star hotel, spa session and other goodies. To date, MyCEB have 'booked' over 9,000 participants from China under the Programme. "We decided to launch the Programme in Korea based on its past success but with a twist for the Korean market. MyCEB would like to invite all event planners in Korea to grab this opportunity and to experience what Malaysia has to offer in terms of incentive products and services", added Ms Ho.

Malaysia's Twin Deal programme is applicable to corporate and incentive groups from Korea. Confirmed bookings must be made between April 2012 to April 2013 for group arrival period from 15 April 2012 to 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

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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

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