



Press Release

FOR IMMEDIATE RELEASE

MyCEB ENSURES LOCAL BUSINESS EVENTS INDUSTRY STAYS AHEAD

Kuala Lumpur, 23 January 2013 - In its efforts to continuously raise the standard of Malaysia's business events industry, the Malaysia Convention & Exhibition Bureau (MyCEB) recently organised two seminar sessions for local industry partners, the Best Practice Site Inspections education programme and Researchers Roundtable Session.

Both sessions were highly attended and featured prominent international as well as local key opinion leaders such as Ms Annabel Norris, Director of Sales from the International Sydney Convention & Exhibition Centre, Mr Mike Williams, Senior Consultant of Gaining Edge General as well as speakers from the Sarawak Convention Bureau (SCB). Participants involved include Industry Partner Programmes (IPP) members, Professional Conference Organisers (PCOs), Event Management and Destination Management Companies (DMCs) and the International Congress and Convention Association (ICCA) members.

"It is our goal to be proactively involved in strengthening the business tourism for the country and to ensure that our industry partners constantly possess the competitive edge. These engaging and educational sessions aims to update them on best practices and research methods which can help in generating leads for events.," said Mr. Zulkefli Hj Sharif, CEO of MyCEB.

To ensure participants were fully engaged and gained the best output, the Best Practice Site Inspection education programme provided participants with the opportunity to role-play while conducting an actual site inspection at various venues around Kuala Lumpur. This activity gave insights to attendees of the importance of maintaining high standards in facilities and service management. Due to the positive response of the seminar, it was further brought to the states of Penang, Kota Kinabalu and Kuching.

At the Researchers Roundtable Session moderated by the Kuala Lumpur Convention Centre, to inspire and motivate local associations to take up the challenges in organising major business events, attendees were given valuable insights by successful organisers. Professor Dr Mohd Ismail Noor, President of Malaysian Association for the Study of Obesity and Datuk Dr Abd Aziz Yahya, Past President of Obstetrical and Gynaecological Society of Malaysia shared their experiences in international biddings and the management of the events which they had won for the country. Datuk Dr Aziz successfully brought in the FIGO World Congress of Gynecology and Obstetrics 2006, attended by 8,200 delegates worldwide while Professor Dr Mohd Ismail secured the upcoming International Congress on Obesity 2014 which is expected to attract approximately 2,500 foreign delegates to the country.

“We have received very positive feedback on these workshops and seminars from the speakers and attendees alike and MyCEB plans to organise more of such workshops to constantly update and enhance the competitiveness of our Industry Partners Programme (IPP),” enthused Ms Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB.

To find out more on MyCEB’s Industry Partner Programme and workshops, kindly visit www.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 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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