

# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB APPOINTS TEN MORE KESATRIA!**

***– New batch of associations’ leaders appointed as Kesatria Malaysia to lure more business events to Malaysia***

**Kuala Lumpur, 29 January 2013** – The Malaysia Convention & Exhibition Bureau (MyCEB) has appointed an additional ten Kesatrias (‘Knight’ or ‘Warrior’) during a special inauguration ceremony to add to its current batch of industry champions. Held at the prestigious Kuala Lumpur Convention Centre (the Centre), MyCEB’s Kesatria 1Malaysia Programme Gala Evening was attended by YB Dato’ Dr James Dawos Mamit, Deputy Minister of Tourism Malaysia, YBhg Dato’ Dr Ong Hong Peng, Chairman of MyCEB and Zulkefli Haji Sharif, Chief Executive Officer of MyCEB. The occasion was also joined by the pioneering batch of Kesatria, stakeholders, association leaders, strategic partners as well as the media.

Launched in 2012, the Kesatria 1Malaysia Programme (the Programme) is modelled on the best of similar programmes operating internationally. The Kesatrias consists of leaders of key industry sectors such as the president or past president of national associations or industry leaders that has previously hosted or will be hosting large scale international events in Malaysia. The role of these notable leaders is to assist in identifying and encouraging other potential local hosts to bid for and stage international conventions voluntarily under the Programme. They also actively promote the benefits of hosting and inaugurating international conventions to their industry peers and colleagues.

“The tourism industry remains as one of the major contributor to the country’s Gross National Income, foreign exchange earnings and employment. We acknowledged that this success is also a result of the continuous support that we receive from all tourism sectors –

including business events under MyCEB. All of the honourable Kesatrias, play a very important role for us to achieve our 2020 goals, that is by incubating the next generation of bids and to promote Malaysia as a business events destination through their professional networks. Through their expertise, knowledge, flair and influence, we are confident that we would be able to achieve our goal to grow business tourism arrivals from 5 per cent to 8 per cent which translates to an increase of 2.9 million by year 2020,” said YB Dato’ Sri Dr Ng Yen Yen, Minister of Tourism Malaysia in her speech which was read by Dato’ Dr James Dawos Mamit. Dato’ Sri Dr Ng Yen Yen is also the Chief Patron of the Programme

This year, the Kesatrias come from various key economic sectors identified in the nation’s Economic Transformation Programme (ETP) such as science and medical, research and innovations, education and even law. At the event, En. Zulkefli Hj Sharif, Chief Executive Officer of MyCEB said, “There is currently a strong, core group of associations in areas such as medical sciences and technology who are actively engaged with their respective communities internationally and are experienced in hosting their own national and regional meetings. It is our hope to expand this committed group through the MyCEB’s Association Support Programme, which includes Kesatria 1Malaysia Programme.”

“In its inception, the Kesatria 1Malaysia Programme has generated 22 conference opportunities for the country. These represent a potential for Malaysia to receive 46,000 delegates’ arrivals and RM 552 million in economic impact for the country,” he further stated.

According to newly appointed Kesatria, Mary Easaw, Chief Dietitian, Dietetic & Food Services National Heart Institute or Institut Jantung Negara (IJN), the appointment has encouraged her to bring more Nutrition and Dietetics conferences into the country considering that one of Malaysia’s core competencies in the business events industry is in the medical field. Another Kesatria, Prof. Victor KE Lim, Vice-President (Education) and Professor of Pathology International Medical University mentioned that there is much potential in the business events industry in Malaysia. The combined forces and resources between MyCEB and the industry leaders is definitely one of the best strategic moves to collectively expand the industry and showcase the capabilities of the respective parties.

Last year, MyCEB appointed its first batch of 17 Kesatrias. To date, the pioneering batch has assisted MyCEB in securing five conferences for Malaysia which will collectively generate 5,700 delegates’ arrivals and RM 47 million in economic impact for the country.

The Kesatria Gala Evening was jointly supported by the Kuala Lumpur Convention Centre as the host venue and Hotshoes Events as the event management company.

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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](mailto: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 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.

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 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)

*January 2013*