



# Press Release

**FOR IMMEDIATE RELEASE**

## **DENTAL EXPERTS TO CONVENE IN MALAYSIA FOR FOURTH TIME**

***- Malaysia to host 35<sup>th</sup> Asia Pacific Dental Congress, supported by Malaysia Convention & Exhibition Bureau (MyCEB)***

**Kuala Lumpur, 7 May 2013** - The 35th Asia Pacific Dental Congress (APDC 2013) will be arriving to the Malaysian shores again for the fourth time in two decades. Supported by the Malaysia Convention & Exhibition Bureau (MyCEB), the APDC 2013 is due to be held from the 7 - 12 May 2013 at the prestigious Kuala Lumpur Convention Centre (The Centre).

Organised by The Malaysian Dental Association (MDA), a member of The Asia Pacific Dental Federation (APDF), the APDC 2013 aims to gather world renowned speakers to present their current findings on various dental disciplines as well as to instill the need for education and knowledge sharing. With the theme *“Synergizing Practice Excellence with Modern Technological Advances”*, APDC 2013 will be featuring international keynote speakers from various specialisation including implantology, paediatric dentistry, orthodontics, practice management and more who will be presenting on the latest technology in the different areas of dentistry.

The congress has currently registered more than 3,000 delegates, including 500 international delegates. APDC 2013 will also feature an exhibition with 240 booths and the organisers are expecting approximately 3,500 visitors from the public.

“Malaysia has always been credited for our strong track record in hosting medical and healthcare meetings and MyCEB is an avid supporter of these events. As a matter of fact, medical meetings top the list of business events in Malaysia, with 15 percent of International Congress & Conventions Associations (ICCA) ranked events in the country being medical sciences events,” said Zulkefli Hj Sharif, CEO of MyCEB. He continued, “Through our Events Support Programme, MyCEB provides assistance to local associations in bringing world-class business events to the country. APDC 2013 is indeed one of them.”

Malaysia was selected for the fourth time to host APDC 2013 due to the strong support by the authorities in the country’s healthcare system especially The Ministry of Health Malaysia (MOH) in providing healthcare facilities such as well-equipped hospitals and stringent training policies for medical practitioners. The country’s uniqueness such as its multi-cultural element and beautiful landscapes were also factors which impressed APDC into bringing the event to Malaysia again.

According to Dato’ Dr A. Ratnanesan, Local Organising Chairman of the event and Organising Chairman of the Malaysian Dental Association, “We are looking forward to a successful event, judging from the overwhelming support in registration we have received so far. It is important for us to promote dental and oral health awareness and care, as it is as crucial as maintaining optimal health for Oral Health is an integral component of General Health.” He also added, “We would also like to thank MyCEB for the support given. It was a pleasure working with the Bureau in bringing this event here. Business events no doubt play an important role in the growth of Malaysia’s economy and status as Asia’s Business Events’ Hub.”

APDC 2013 is estimated to generate RM28 million in economic impact for the country. This year itself, MyCEB has will be supporting many major medical and health conferences. MyCEB proactively support Tourism Malaysia's Visit Malaysia Year 2014 campaign as the country look towards welcoming the targeted 28 million tourists into Malaysia.

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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](http://www.myceb.com.my)

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