

Press release



MTD++ TO FURTHER ACCELERATE VMY 2014

– The Malaysia Convention & Exhibition Bureau (MyCEB) launches the Malaysia Twin Deal Programme (MTD) ++ with special value added packages in conjunction with Visit Malaysia Year 2014

••• **Singapore, 30 July 2013** – In its efforts to continuously drive and strengthen the Malaysian business events industry, Malaysia Convention & Exhibition Bureau (MyCEB) has carved another significant milestone with the launch of Malaysia Twin Deal ++ (MTD++) at a product presentation for corporate meeting and event planners in Singapore today. The MTD++ is aimed to support Tourism Malaysia's objective to welcome 28 million tourists to the country under the Visit Malaysia Year 2014 campaign.

••• Targeted at international corporate meeting and incentive groups, the MTD++ entitles international groups of 50 pax and above to enjoy various exciting value-added support. Following a similar concept as the MTD Programme, the MTD++ maintains the approach of Deal 1 and Deal 2 which offers rewards for both participants and meeting and event planners. Tailored to enhance the corporate meeting and incentive group experience in Malaysia, the privileges included in Deal 1 ranges from limited edition welcome gifts, cultural showcase to a complimentary dinner for the groups. Deal 2 on the other hand offers various exciting rewards for meeting and event planners such as a vacation for two in Malaysia and an iPad mini. This is applicable for meeting and event planners who bring in an accumulative 500 participants and above.

In addition to Deal 1 and Deal 2, the MTD++ is also collaborating with participating hotels in Kuala Lumpur, Penang, Langkawi, Sabah and Sarawak to provide value added benefits from the properties. These special value-add items include discounts on meeting packages, complimentary rooms with minimum 25 paying rooms and free welcome amenities. The impressive line-up of participating hotels includes global brands such as Grand Hyatt Kuala Lumpur, Le Meridien, Four Points by Sheraton, Berjaya Tioman Resort and 31 more hotels.*

“MyCEB would like to invite all meeting and event planners to grab this opportunity offered under the MTD++. Our aim is to provide more interesting options and ideas for the meeting and event planners, which would facilitate them to influence their clients in choosing Malaysia as their next destination to organise corporate incentive programmes,” enthused Ms. Ho Yoke Ping, General Manager of Sales & Marketing, MyCEB.

All confirmed bookings must be made between 1 August 2013 and 31 December 2013 for group arrival in 2014. To know more about the MTD++, meeting and event planners are invited to contact MyCEB on Tel +603 2034 2090 or email sales@myceb.com.my. Planners can also visit <http://www.myceb.com.my/promotions> for more information.



*For full list of hotels, please refer to end of press release

Participating hotels for MTD ++

1. Aloft Kuala Lumpur Sentral
2. Berjaya Times Square Hotel Kuala Lumpur
3. Best Western Premier Dua Sentral
4. Double Tree by Hilton
5. Grand Hyatt Kuala Lumpur
6. Hilton Kuala Lumpur Hotel
7. Hotel Istana Kuala Lumpur
8. J.W. Marriott Kuala Lumpur
9. Parkroyal Kuala Lumpur
10. Renaissance Kuala Lumpur Hotel
11. Sheraton Imperial Kuala Lumpur
12. Sunway Putra Hotel Kuala Lumpur
13. The Majestic Hotel Kuala Lumpur
14. The Ritz-Carlton Kuala Lumpur
15. The Westin Kuala Lumpur
16. Traders Hotel Kuala Lumpur
17. Hilton Petaling Jaya Hotel
18. Pullman Putrajaya Lakeside
19. Sama-Sama Hotel
20. Four Points by Sheraton Penang
21. G Hotel Penang
22. Holiday Inn Resort Penang
23. Parkroyal Penang Resort
24. Berjaya Langkawi Resort
25. The Andaman Langkawi
26. The Westin Langkawi Resort & Spa
27. Hilton Kuching Hotel
28. Pullman Kuching
29. Le Meridien Kota Kinabalu
30. Sutera Harbour Resort
31. Four Points by Sheraton Sandakan
32. Pangkor Island Beach Resort
33. Berjaya Tioman Resort
34. Grand Lexis Port Dickson
35. Lexis Port Dickson

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism & Culture, 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.

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.

Malaysia Major Events, previously known as International Events Unit (IEU) is a division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit www.myceb.com.my

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