

# Press release



## MyCEB Proudly Brings The World's Largest Short Film Festival Home

### – Tropfest first debut in South East Asia

**Kuala Lumpur, 25 January 2014** – Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to have been able to play a role in bringing the most celebrated short film festival in Malaysia for the first time in South East Asia. Tropfest SEA 2014, themed, Rice, is held at Georgetown Penang.

The 20-year-old international festival has had a live audience of 150,000 viewers a night. For this South East Asian Debut, 10,000 attendees are expected, of which 2,250 are international guests from Singapore, Thailand, Indonesia and the Philippines, amongst others.

“Events of such international caliber like Tropfest place Malaysia on the world map, it proves that Malaysia is able and ready to support, organize and host major arts events. It is events such as this that boosts our visibility amongst the international arena. It also provides an opportunity for our local arts scene to develop through participation and knowledge sharing. I am proud to see faces from our local arts scene such as Afdlin Shauki, Kudsia Kahar and Uma (Umapagan Ampikaipakan) taking part in Tropfest,” said Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

“I am thrilled to be able to organise this event on the Malaysian soil and see the participation of South East Asian countries. Twelve of the finalists are South East Asian productions. These films have the potential to inspire not only the South East Asian region, but also the world. Bringing these finalists to Penang to showcase their work and afford them an opportunity tap into the global market marks the start of an exciting new stage of their Tropfest SEA journey,” Tropfest SEA Managing Director, Joe Sidek.

MyCEB secured 26 associations and 109 corporate incentive groups representing 61,086 delegates and an economic value of RM634.6 million and assisted 112 meetings and conventions, 15 exhibitions and 128 corporate incentive groups, which contributed an estimated economic impact of RM1.2 billion to Malaysia in 2012.

Tropfest SEA is also supported by the National Film Development Corporation Malaysia (FINAS).

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### **NOTE TO EDITORS**

#### **ABOUT MALAYSIA MAJOR EVENTS (MME)**

Malaysia Major Events is a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under Malaysia's Ministry of Tourism and Culture. Created under the Prime Minister's Economic Transformation Programme (ETP), Malaysia Major Events facilitates significant events that help contribute to Malaysia's economic growth. 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. As a conduit between public and private sector, it's a one-stop centre which facilitates and liaises with diverse event stakeholders to ensure seamless processes and successful events.

For more information, please visit <http://www.mymajorevents.com.my>

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

