

Press release



MALAYSIA RECEIVED INTERNATIONAL RECOGNITION

- MyCEB's efforts to position Malaysia as Asia's Business Hub recognised

Kuala Lumpur, 18 February 2014 – Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to announce that Malaysia has once again proven its position as Asia's Business Hub by winning two international awards; Business Destinations Travel Awards 2014 for Best Destination for MICE, Asia 2014 and The European Asia Awards 2013 for The Best Convention and Exhibition Bureau, Asia 2013.

Business Destinations Travel Awards

The Business Destination Travel Awards are designed to showcase hotels, products and services that represent the pinnacle of the business travel industry. Nominated by a diverse cross section and primary users and purchasers of corporate travel, Malaysia was voted by corporate travel executives and company travel buyers from Fortune 500 companies, MICE solution providers, members of the Association of Corporate Travel Executives (ACTE) and other influential members of the business travel community for Best Destination for MICE, Asia 2014.

The European Asia Awards 2013

MyCEB's exceptional recognition in providing the best in business tourism resulted in the nomination for The European's Asia Awards 2013 by the readers of The European, a trade publication from the United Kingdom for The Best Convention and Exhibition Bureau, Asia 2013. The European Asia Awards acknowledged that Asian innovative business organisations need to be properly recognised for their contribution to further excel the region's growth. Among the winners for The European Asia Awards 2013 are also CIMB Bank, Hong Leong Group and OCBC Bank for the banking industry.

"We are truly honoured to win both awards as it aligns our role in promoting and positioning Malaysia as the ideal business tourism destination. We are pleased that Malaysia is recognised globally for its rapid growth as a regional and global destination for the MICE (meetings, incentives, conventions and exhibitions) sector," said Zulkefli Hj Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB).

As a MICE destination, Malaysia is an attractive choice due to its strategic geographic location, modern integrated infrastructure, political stability, favourable exchange rates, state-of-the-art meeting and conference facilities, and accessibility, complemented by a wealth of natural and cultural pursuits. These contribute towards Malaysia's competitive edge against other countries in the region.



The recognition Malaysia received have added to the country's appeal as a MICE destination. Other international accolades such as the Travel Weekly (Asia) Industry Awards 2007 for the Best Brand Campaign and Best Ecotourism Destination speaks for Malaysia's efforts in promoting itself as an attractive top-of-mind destination.

The Kuala Lumpur Convention Centre has also garnered several accolades such as the Travel Weekly (Asia) Industry Awards' – Best Exhibition and Convention Centre in Asia – for 2007 and 2008, and the Brand Laureate Awards 2007-2008 for brand excellence in Product Branding – Convention Centre.

"We hope to continuously establish Malaysia's as Asia's Business Hub. This award does not stop here. We will strive to progressively develop in the business tourism industry to not only be recognised as the best in the Asian region but also globally," added Zulkefli Hj Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB).

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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.

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