

# Press release



## MyCEB Announces New Senior Appointments

### – Key appointments in line with the growth within business and major events industry

**Kuala Lumpur, 7 March 2014** - Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to announce several new key appointments to the MyCEB team in January 2013. These appointments are in line with the growth of the business events industry in Malaysia.

Intan Hyriatee Mohd Zawawi joined MyCEB as General Manager of Marketing, Corporate & Communications. Prior to joining MyCEB, Intan was Vice President/ Head of Sales and Marketing, Cards Business at Bank Simpanan Nasional. Previous to that she spent 12 years with Forest'secret, a Perbadanan Nasional Berhad company, building and marketing its brand. Under her leadership, the brand won the SME's Best Brand – Consumer Product (Body and Skincare) for three year consecutive years beginning 2007; and the ASEAN Retail Chains & Franchise Federation Awards for Cosmetics 2010. Intan holds a Master in Mass Communications from the MARA University of Technology.

Supporting Intan in further growing MyCEB's communication is Ritzerraynn Rashid, a veteran in the tourism industry. Ritz joined MyCEB as Manager, Public Relations and Communications. Ritz spent 11 years from year 2002 within Tourism Malaysia, the latest in the communications and publicity division as well as Special Officer to Tourism Minister from 2006 for six years. Ritz was also the Editor for various travel and tourism magazines such as Tourism Today, KLIA Travel Malaysia and Escapades, amongst others, from 1991 until recently.

Ritz holds a Masters of Business Administration from Universiti Tun Abdul Razak.

Mohd Nordzat Mohd Yusoff has recently assumed the position of Chief Financial Officer/ General Manager, Finance and Administration. Prior to MyCEB, Nordzat spent more than 17 years in the areas of finance, accounting, human resource and administration at several government linked and public listed companies.



“We are pleased to welcome the new team of very experienced professionals to join the MyCEB family. We were tasked to be the catalyst in growing the Malaysian business tourism industry. As we poised for further growth and especially with 2014 being a Visit Malaysia Year, these appointments are timely,” said Chief Executive Officer, Zulkifli Haji Shariff.

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## **NOTE TO EDITORS**

### **About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB, a non-profit organisation 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 and the major events market. It 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..

Malaysia Major Events, previously known as International Events Unit (IEU) is another 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) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB) and Twitter (@MyCEB)*

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