

Press Release

FOR IMMEDIATE RELEASE

SEVEN MORE INDUSTRY LEADERS JOIN THE KESATRIA TEAM

- Kesatria- Industry Leaders have brought home significant global conferences to elevate Malaysia's thriving business tourism

12 March 2014, Kuala Lumpur – Malaysia Convention & Exhibition Bureau (MyCEB) today is pleased to announce seven newly-appointed Kesatria with the aim to further elevate Malaysia's thriving business tourism through local industry leaders. The dinner event held at Intercontinental Kuala Lumpur was officiated by Dato Seri Mohd Nazri Tan Sri Aziz, Minister of Tourism and Culture, Malaysia.

The 'Kesatria 1Malaysia' programme is modelled on the best of similar programmes operating internationally whereby leaders of key industry sectors who have previously hosted large scale international events, voluntarily assist in identifying and encouraging other potential local hosts to bid for and stage international conventions.

"It is with aspiration that this programme will spur even greater alliance in the business tourism industry to not only place Malaysia on the global map but, most importantly contribute RM3.9 billion in the increment of our Gross National Income (GNI) which will provide over 16,700 additional jobs by 2020," Dato Seri Mohd Nazri Tan Sri Aziz, Minister of Tourism and Culture, Malaysia said.

"The Kesatria –Industry Leaders are the best ambassadors of business events (meetings, incentives, conventions & exhibitions) our country. They are leaders in their industry and command a lot of respect amongst their peers. The success of this programme is reflected in the number of large-scale specialised conferences that have taken place since we started this programme. This is in line with the establishment of MyCEB in 2009 by Ministry of Tourism and Culture Malaysia to further strengthen Malaysia's brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market," said Zulkefli Haji Sharif, Chief Executive Officer of MyCEB.

Malaysia has hosted several of the world's prestigious conventions; such as Women Deliver Conference 2013, which generated an estimated RM47.4 million in economic impact to the country, which was bided and hosted by Datuk Dr. Raj Abdul Karim, Consultant of Women Deliver and MyCEB's very own Kesatria. Other Kesatria have also won the bids to host six prestigious conferences to be held in Malaysia between 2014 – 2017 which will bring in a total of **5,070** delegates with an economic impact of RM48 million.

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For more information, please contact:

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NOTE TO EDITORS

About the Kesatria 1Malaysia Program

The Kesatria-Industry Leaders were appointed based on their knowledge and expertise in their industry. They are influential leaders who are actively engaged and recognised through their international associations in the key economic growth sectors such as oil and gas, medical, science and technology. Their contributions provide professional development and employment opportunities for Malaysians, promotes international engagement and the exchange of ideas growth, expand association membership and participation, create legacies with lasting benefits to the community and stimulate long term investment in infrastructure. Since its establishment, MyCEB, in collaboration with Kesatria industry partners generated **37** business events **leads** with an estimated presence of **50,800** delegates, generating **RM625M** in economic impact

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 and follow us on www.facebook.com/MyCEB and Twitter (@MyCEB)

March 2014

APPENDIX

The seven newly-appointed Kesatria are:

- Mr. ALVIN CHUA SENG WAH
President, Federation of Malaysian Freight Forwarders
- PROF. DATO` DR. HAJI AZHARI ROSMAN
President, National Heart Association of Malaysia
- PROF. DATO' DR. ANSARY AHMED
President/CEO, Asia e University
- RAJA DR. ELINA RAJA AZIDDIN
President, Malaysian Association of Clinical Biochemists
- ASSOC. PROF. DR. HANAFIAH HARUNARASHID
Senior Vice President, College of Surgeons Malaysia and Director of Advance Surgical Skills Centre, Universiti Kebangsaan Malaysia Medical Centre
- ASSOC.PROF DR. KHAIRIYAH MOHD YUSOF
Secretary, Society of Engineering Education and Director of Centre for Engineering Education, Universiti Teknologi Malaysia
- ASSOC. PROF. DR.MUHAMMAD YAZID BIN JALAUDIN
Council Member, Asia Pacific Paediatric Endocrine Society, Malaysian Paediatric Association and Malaysian Endocrine & Metabolic Society