

Press release

MYCEB CEO RE-ELECTED FOR AACVB TOP POST



- ***Malaysia Convention and Exhibition Bureau's (MyCEB) Chief Executive Officer, Zulkefli Hj. Sharif, re-elected President of the Asian Association of Convention and Visitor Bureaus (AACVB) for a second term (2014-2015).***

Kuala Lumpur, 14 April 2014 – Asian Association of Convention and Visitor Bureaus (AACVB) has re-elected Zulkefli Haji Sharif, as President for the second term, starting from 2014 to 2015.

The announcement was made at the recent AACVB's 26th Annual General Meeting (AGM) and Board of Directors' Meeting held on 14 April in Shanghai, China.

Zulkefli has a substantial experience in the business events industry. His 20 years in business events and tourism industry will complement his responsibility in raising the platform, level of sophistication and capabilities of business events industry in Asia. He has extensively held various positions with Tourism Malaysia in international marketing, promotional support and research, including over 10 years' experience in the Convention Division. The former Director of Tourism Malaysia in Stockholm, Sweden he is currently the Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB).

The AACBV's 26th AGM introduced two additional portfolios, namely; Membership, and Research & Training, to increase its membership, and to focus on research and training for the business events industry and fraternity. This is in line with the objective to value-add and increase competitiveness and to draw business to members' destination.

AACVB 2014/15 Line Up

<u>TASK DELEGATION</u>	<u>MEMBER</u>	
PRESIDENT	Malaysia Convention & Exhibition Bureau	MyCEB
VICE PRESIDENT	Meeting & Exhibitions Hong Kong	MEHK
SECRETARIAT /TREASURER	Thailand Convention & Exhibition Bureau	TCEB
MARKETING & COMMUNICATIONS	Thailand Convention & Exhibition Bureau / Singapore Tourism Board	TCEB /STB
MEMBERSHIP	Meeting & Exhibitions Hong Kong	MEHK
RESEARCH & TRAINING	Korean Tourism Organisation / Macau Government Tourism Board	KTO /MGTO

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NOTE TO EDITORS

About AACVB

Established in 1983 as an alliance of eight national convention bureaus from China, Hong Kong, Korea, Macau, Malaysia, Philippines, Singapore and Thailand, AACVB was formed with the vision of establishing Asia as a high quality region of choice in the international MICE marketplace. It aims to raise the platform, level and sophistication and capabilities of the MICE industry in Asia, so as to increase competitiveness and to draw business to members' destination.

About the Malaysia Convention & Exhibition Bureau (MyCEB)

Malaysia Convention & Exhibition Bureau

Malaysia Convention & Exhibition Bureau (MyCEB) is a non-profit organisation established in 2009 by the Ministry of Tourism and Culture Malaysia to grow the country's business tourism industry. The inception is in line with Malaysia's Economic Transformation Programme (ETP) to elevate the country to developed-nation status by year 2020. MyCEB aims to further strengthen Malaysia's global appeal and position as the leading destination for international meetings, incentives, conventions, trade exhibitions and major events. The bureau identifies potential business event leads, facilitates bidding processes, promotes government and industry collaborations, as well as provides event support and marketing services, including consultation on local products and services. As the national bureau, MyCEB acts as a catalyst for product and industry developments.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB and twitter @MyCEB

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