

Press release

MALAYSIA CONTINUES TO WIN BIDS



– The 9th Congress of The Asian Society of Cardiovascular Imaging (ASCI) 2015 to be held for the first time in Malaysia

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Kuala Lumpur, 23 May 2014 – The Malaysia Convention & Exhibition Bureau (MyCEB) announces the bid win of the 9th Congress of The Asian Society of Cardiovascular Imaging (ASCI) 2015 in Kuala Lumpur, Malaysia from 11 – 13 June 2015. The congress, which will be organised by the Society of Asian Society of Cardiovascular Imaging (ASCI) for the first time in Malaysia, will be held at the Le Meridien, Kuala Lumpur.

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The ASCI 2015 will is expected to attract over 500 international delegates with an estimated economic impact of RM3.55 million (USD 1.1 million). The National Heart Association of Malaysia (NHAM), a professional association of medical doctors and allied health care professionals who are involved in the field of cardiology, is instrumental in bringing in the ASCI 2015 event to Malaysia. NHAM's vision is to reduce the burden of cardiovascular diseases in Malaysia and its mission is to promote quality cardiovascular care through education and research. These initiatives are aimed to influence the healthcare policies in Malaysia.



– Malaysia 2014 World Youth Asian Stamp Exhibition to convene on 1 – 6 December 2014 in Kuala Lumpur

The Malaysia Convention & Exhibition Bureau (MyCEB) had successfully won the bid for the Malaysia 2014 World Youth Asian Stamp Exhibition. The exhibition which will be presented by the Philatelic Society Malaysia, Malaysian Communications and Multimedia Commission and Pos Malaysia is organised in conjunction of Visit Malaysia Year 2014.

Supported by MyCEB and the Ministry of Communication and Multimedia Malaysia, the event which is under the patronage of Federation Internationale de Philatelie (FIP) and Federation of

Inter-Asian Philately (FIAP), is expecting 20,000 attendees, creating an estimated economic impact of RM16.63 million (USD5.15 million) to the country.

The event is expected to draw over 300 stamp exhibits that will compete for medals and awards. One of the highlights of the event is the showcase of rare stamps from Asia and around the world by invited non-competitor exhibits. Over two million pieces of stamps and philatelic items are expected to be on sale and on show

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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. Last year, MyCEB (Business Events Division) supported 42 associations and 91 corporate incentive groups representing 81,350 delegates to organize their events in Malaysia. The country has also played host to 106 meetings and conventions, 18 exhibitions and 109 corporate incentive groups.

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).

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