

Press release



MyCEB Embarks on Roadshow to Singapore

– Corporate sellers pursue catch of creativity and compliance at the Singapore Roadshow

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Singapore, 14 July 2014 – The Malaysia Convention and Exhibition Bureau (MyCEB) is currently embarking on its first Singapore Roadshow to woo corporate and incentive groups from the republic to Malaysia.

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This one-day roadshow which begins on 14 July at Singapore's Marina Bay Sands Hotel, Singapore is led by Mr. Zulkefli Haji Sharif, MyCEB's Chief Executive Officer. Among the highlights of the roadshow are presentations by Sarawak Convention Bureau, Langkawi Development Authority and MyCEB. There is also an appreciation presentation to top supporting agents, a mini-travel mart, followed by a lucky draw during lunch.

The Roadshow enables Buyers and Sellers as well as industry players to benefit from the exchange of ideas, explore opportunities and create business networks. About 60 corporate buyers from 20 industry sectors gathered at Singapore's Marina Bay Sands to address issues that inhibit the future growth and prosperity of the business events sector. .

For more information, please contact:

RITZERAYNN RASHID

Manager – Public Relations and Communications

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090

• Fax: +603 2034 2091

• Email: ritz@myceb.com.my

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.

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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. To date, MyCEB has been instrumental in supporting 26 associations and 109 corporate incentive groups representing 61,086 delegates to organize their events in Malaysia. The country has also played host to 112 meetings and conventions, 15 exhibitions and 128 corporate incentive groups.

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

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