

Press release

PERFECT CHINA'S 3,700 ACHIEVERS FETED

- Perfect China's incentive group dinner and meeting in Malaysia clearly demonstrates the keen interest and confidence of Malaysia as an incentive and meetings destination.



(Group picture of 3,700 Perfect China achievers at Dataran Merdeka)

Kuala Lumpur, 5 August 2014 – Some 3,700 achievers from all over China were feted to a sumptuous dinner by the honourable Dato Seri Mohamad Nazri Abdul Aziz, Minister of Tourism & Culture, Malaysia at the Kuala Lumpur Convention Centre. Also present was Mr. Zulkefli Haji Sharif, Chief Executive Officer (CEO) of Malaysia Convention & Exhibition Bureau (MyCEB).

Malaysia was chosen for Perfect China Co. Ltd.'s high achievers' gala dinner, incentive meeting, and post tours for many reasons. Among them are; the country's value-for-money proposition, warm hospitality, state-of-the art convention facilities and world-class services.

In his speech, which was read by Mr. Zulkefli Hj Sharif, the Minister complimented the management at Perfect China for choosing Malaysia. He said, "In conjunction with the recent 40th anniversary of the establishment of diplomatic ties between Malaysia and China, Prime Minister of Malaysia, Dato Seri Najib Tun Abdul Razak in his meeting with China's Prime Minister Li Keqiang reiterated that both leaders had emphasized Malaysia-China relations as being most important, and described it as being most special. In this regard, the Ministry of Tourism and Culture, Malaysia is committed to support and develop the business tourism sector for mutual benefits. In tandem with this aspiration, I am deeply encouraged to see the organization such as Perfect China has taken the correct attitude in choosing Malaysia as their incentive meeting destination."

... The move by Perfect China Co. Ltd to choose Malaysia is indeed exemplary as it instills confidence among business events planners from China of Malaysia as an incentive and meetings destination. Last year, Malaysia played host to 1.8 million Chinese tourists. This represents an increase of 15 per cent compared to the previous year. In the context of Business Tourism, China is among the top three markets with an increase of 26% in the total delegate numbers for corporate and incentive groups.

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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 <http://www.myceb.com.my/> and follow us on <http://www.facebook.com/MyCEB/> www.facebook.com/MyCEB and Twitter (@MyCEB).

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