

# Press release



## EXCEEDING EXPECTATIONS AT INAUGURAL BUSINESS EVENTS WEEK

**MyCEB's Malaysia Business Events Week provides platform for local players and stakeholders in the business events industry to exchange ideas, innovate and network.**

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**Kuala Lumpur, 18<sup>th</sup> August, 2014** – In line with Malaysia's goal to become a leading business events destination in Asia, the Malaysia Convention & Exhibition Bureau (**MyCEB**) launched its inaugural **Malaysia Business Events Week (MBEW)** to enable stakeholders within the local business events industry to converge, communicate and debate issues that impact the industry's future growth and sustainability.

| More than 200 delegates are expected to attend MBEW from 18 to 20 August 2014, at the Pullman Kuala Lumpur Bangsar.

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Built on the "Exceeding Expectations" theme, MBEW will see a series of workshops and sessions to expose attendees to industry strategies, opportunities and insights. One of the highlights is the Business Events Hub, which sees sessions by industry specialists Dr. Jason Fox and Mike van der Vijver that dive deep into the science behind gamification, using it to effectively engage audiences as well as designing full conferences and meetings.

Speaking at the launch, Zulkefli Haji Sharif, Chief Executive Officer, MyCEB said that there is a need to be proactive to unite and empower industry players to be on par with the best internationally but also to carve out a niche for Malaysia.

"MyCEB is proud to see the inaugural MBEW come to fruition. Malaysia continues to win more and more bids for international business events each year, creating significant growth potential for our local business events industry. With MBEW, we want to sustain this momentum by ensuring industry players have the right knowledge and skills to compete on the global stage, with a talent pool that can meet the industry's unique and diverse needs," he said.

From January – July 2014, MyCEB recorded 156 business events in collaboration with industry partners. These amount to an estimated 120,000 international delegates with an economic impact of RM1.5 billion, a 7% increase compared to the corresponding period in the previous year.



Prior to the launch, workshops were held on 14 August during the BE Future Leaders' Day, an initiative to educate students and create awareness on career opportunities within the industry as well as to advance the talent pool of business events specialists in anticipation of significant growth. Two days of workshops were also held on 15 and 16 August, where participants gained skills to effectively bid for and secure major international events.

From 18 – 20 August, attendees will get the opportunity to expose themselves to specialized dialogue sessions with private and government sectors to identify challenges and opportunities that they face and how best to address them. The *Teh Tarik & Roti Canai* platform will also make its debut akin to the speakers' corner in London where one may speak about their own issues and share valuable experiences with other delegates.

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**MBEW** is open to professional conference organizers, destination management companies, exhibition organizers, venue owners, event management companies, hotels, government ministries, national associations, convention bureaus and regional tourism offices and suppliers of products and services relevant to the industry.

For enquiries on registration or further information on the inaugural MBEW, participants may e-mail the Secretariat at [bew@myceb.com.my](mailto:bew@myceb.com.my) or visit [www.mbew.com.my](http://www.mbew.com.my).

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## **NOTE TO EDITORS**

### **About the Malaysia Convention & Exhibition Bureau (MyCEB)**

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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB) and Twitter @MyCEB.

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