

# Press release



## MALAYSIA TO WOO MORE BUSINESS EVENTS FROM USA AT IMEX AMERICA 2014

*– Malaysia's participation at the at IMEX America 2014 is set to attract more business events and delegates to Malaysia*



**Las Vegas, 14 October 2014** - Malaysia Convention & Exhibition Bureau (MyCEB) is leading the Malaysian delegation at IMEX America 2014 which is being held in Las Vegas from 14-16 October 2014. Malaysia's participation will strengthen Malaysia's presence in the American market and increase awareness on the diverse products and attractions available in Malaysia, thus making it an ideal leisure and business events destination.

The Chef de Mission, Mr. Zulkefli Haji Sharif, Chief Executive Officer of the Bureau said this is the fourth consecutive year Malaysia is participating in this prestigious event.

*"We are pleased to participate in IMEX America for the fourth time. The American market is one of the major markets for business events and IMEX America is an ideal platform to promote Visit Malaysia Year 2014 and the Malaysia Year of Festival 2015. This year, Malaysia was chosen as the host venue for two of America's well-known conferences. We had the Million Dollar Round Table (MDRT) and the Offshore Technology Conference Asia 2014, each with huge turnout of delegates and attendees"* said Zulkefli Haji Sharif, Chief Executive Officer, MyCEB.



The delegation from Malaysia is made up of six industry partners. Among the delegation breakdown includes; Sarawak Convention Bureau, Kuala Lumpur Convention Centre, Berjaya Hotels & Resorts, Discovery Overland Holidays, Borneo Adventure and CPH Travel Agencies.

### **Malaysia Booth No 3237**

Other than providing delegates the prospect to meet up with Malaysian business organizations for potential business opportunities, the Malaysia booth (3237) at the Sands Expo and Convention Centre will also give visitors an insight to the many exciting packages and calendar of events plus a cross section of the Malaysian cultural heritage, exotic destinations and other products and services that awaits the delegates in Malaysia. All IMEX America 2014 delegates and media are invited to catch the latest in sights and sounds of fascinating Malaysia at Booth **No 3237**.

(Note: All media interviews will be at the Malaysian booth.)

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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](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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