

Press release



MALAYSIA TO WOO MORE BUYERS AT EIBTM 2014

– Discover More Updates, Refreshing Ideas and More Value Deals from Malaysia at EIBTM 2014



THE GLOBAL MEETINGS &
EVENTS EXPO
18-20 November 2014 • Barcelona, Spain

Barcelona, 18 November 2014 - Malaysia Convention & Exhibition Bureau (MyCEB) is leading the Malaysian delegation at The Global Meetings & Expo 2014 (EIBTM 2014) which is being held Fira Gran Via, Montjuic 2 Exhibition Centre in Barcelona, Spain from 18-20 November 2014. The Chef de Mission, Mr. Zulkefli Haji Sharif, Chief Executive Officer, MyCEB said this is the fourth consecutive year Malaysia is participating in this prestigious event. *"We are pleased to participate in EIBTM again to showcase our combination of rich heritage and culture with Malaysia's capability and experience in managing world class events,"* said Zulkifli Haji Sharif, CEO, MyCEB

The delegation size of 10 industry partners indicates Malaysia's serious commitment in offering events and meetings services to meeting planners, exhibitors and tradeshow organizers. Among the delegation breakdown includes; destination marketing companies (DMC), hotel operators and convention centres (Kuala Lumpur Convention Centre and Putrajaya International Convention Centre).

A Media Conference (18 Nov) and a Networking Cocktail (19 Nov)

A Buyers meet Sellers **networking cocktail** will be held on **19 November (6pm-7pm)** at the Malaysia booth (H60), while a **media conference** announcing venue updates and upcoming developments and bid wins initiatives will be held earlier on **18 November 2014, at 3.30pm at the Fira Gran Via, Montjuic 2 Exhibition Centre in Barcelona .**

Malaysia's participation at EIBTM 2014 will strengthen Malaysia's presence in the European market and increase awareness on the diverse products and attractions available in Malaysia, thus making it an ideal leisure and business events destination.

••• *All EIBTM 2014 delegates are invited to a preview of fascinating Malaysia at Booth H60*

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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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