

# Press release

## Malaysia Stamps its Mark Internationally Again with World`s Largest Philatelic Event



**World Youth Stamp Exhibition 2014 (KLwyse) will be held for the first time together with 29<sup>th</sup> Asian International Stamp Exhibition from 1<sup>st</sup> to 6<sup>th</sup> December 2014 at Kuala Lumpur Convention Centre**

**Kuala Lumpur, Malaysia, 28 November 2014** – Malaysian stamp collectors and philatelic enthusiasts will be awash with excitement in anticipation of the World Youth Stamp Exhibition (KLwyse) and the 29<sup>th</sup> Asian International Stamp Exhibition which will run over six days beginning 1 December 2014.

This first-of-its kind event under the patronage of Federation Internationale de Philatelie (FIP) and Federation of Inter-Asian Philately (FIAP) targets 20,000 attendees comprising Malaysians and international visitors who will come together to celebrate the very best of philately. The event is estimated to generate MYR16.63 million (USD 5.15 million) in economic impact to the nation.

The exhibition is organised by the Philatelic Society Malaysia (PSM) and supported by Malaysia Convention & Exhibition Bureau (MyCEB), the Malaysian Communications and Multimedia Commission (MCMC) and POS Malaysia.

Over two million pieces of stamps and philatelic items are expected to be on sale and on show. The highlight of the event is a competition where some 300 participants from 34 countries will compete by submitting stamps, based on the themes selected. This is complemented by the showcases of rare stamps from Asia and around the world by invited non-competitor exhibitors.

Chief Executive Officer (CEO) of MyCEB, Zulkefli Haji Sharif, said, “The World Youth Stamp Exhibition and 29<sup>th</sup> Asian International Stamp Exhibition are the first and biggest philatelic event in Malaysia has hosted and it is no doubt a dream come true for Malaysian philatelists. Postage stamps in Malaysia have transcended their basic postal functions to being narratives of our cultural and historical heritage.

“This event will not only bring together a number of global experts and aficionados; it will also foster good relations amongst the philately communities and postal administrators from around the world and serve as an avenue for our youth to understand culture and history which are the cornerstone of philately.”

KLwyse aims to re-ignite the passion amongst philatelists to participate in international philatelic events, as well as to demonstrate and educate the general public, particularly the younger generation, about the historical, cultural and educational values of philately.

The event is also fitting tribute to celebrate 160 years of the postage stamps in Malaysia.

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**NOTE TO EDITORS**

**About Federation Internationale de Philatelie (FIP)**

Founded on 1926 in Switzerland, the Federation Internationale de Philatelie (FIP) was established to promote, establish and maintain close relations with the philatelic trade and postal administrations around the world.

The non-profit and non-political federation of philatelic federations in Asia and Australia, Federation of Inter-Asian Philately (FIAP) was formed by a group of enthusiastic philatelist from Asian and Australasian formed a philatelic federation in 1972. Malaysia, being part for the federation, hosted the 4th Asian Stamp Exhibition in 1992 for the first time. In present time, Malaysia 2014 will celebrate 160 years of postage stamps used in Malaysia, paying homage to Malaysia’s study of stamps and postal history.

### **About 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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