

# Press release

## MyCEB's Overseas Representatives Converge in Kuala Lumpur for Annual Meeting and Product Updates

– Malaysia Optimistic Business Events to Achieve More Growth.



Overseas representatives and MyCEB staff get a “Catisfying” warm welcome at Kuching International Airport

**Kuala Lumpur, 31 Jan 2015** – The Malaysia Convention & Exhibition Bureau’s (MyCEB) overseas representatives were here in Kuala Lumpur recently for the annual sales and marketing meeting. The 5-day event, which began on 26 January kicked-off with a series of impactful meetings, presentations and product updates.

The objective of this annual meeting was to discuss on the market performances and also the Business & Marketing Strategic Plans for 2015. The overseas representatives are;

### **North America Representatives – Marketing Challenges International - NYC**

- 1) Mr Michel Couturier - President
- 2) Ms Emilie Jacquel - Business Development Director

**Aus/NZ Representatives – Gaining Edge**

- 1) Ms Faye Langley - Business Development Manager, Sydney
- 2) Ms Jackie Caldwell – Business Development Director, Melbourne

**China Representatives – TLM (Travel Link Marketing)**

- 1) Ms Brenda He – Managing Director, Beijing
- 2) Ms Freda Hua – Manager, Chengdu



Overseas representatives at the annual meeting and networking sessions.

Programmers during the Annual Meeting 2015 include proactive sessions and meetings with the major industry members and partners. A networking high-tea with other members and industry partners was held on 27 January at the Intercontinental Hotel Kuala Lumpur. After the event, the overseas representatives embarked on a product update trip to Sarawak Borneo before returning back to their respective countries on Saturday 30 January 2015.

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**For more information, please contact:**

**RITZERAYNN RASHID**

Manager – Public Relations and Communications

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090

• Fax: +603 2034 2091

•Email: [ritz@myceb.com.my](mailto:ritz@myceb.com.my)

## **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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