

Press release

Malaysia's Industry Champions Feted at KESATRIA Gala Evening

A gala evening themed 'A Knight to Remember' was staged in honour of industry champions who are part of Malaysia Convention and Exhibition Bureau's (MyCEB) Kesatria 1Malaysia Programme.



Kuala Lumpur, 10 Feb 2015 – Champions of Malaysian industry gathered for 'A Knight to Remember' gala dinner at the Kuala Lumpur Convention Centre (The Centre). The event was graced by Datuk Rashidi Hasbullah, Deputy-Secretary General of the Ministry of Tourism and Culture, Malaysia who represented the honourable Dato Seri Nazri Aziz, the Minister of Tourism and Culture, Malaysia and also the Chief Patron of the Kesatria 1Malaysia programme. The gala dinner was held to celebrate the contributions of Malaysian industry champions known as Kesatria and to welcome the newly-appointed Kesatria.

Organised by Malaysia Convention and Exhibition Bureau (MyCEB), the gala dinner held at The Centre was attended by senior officials from the Ministry of Tourism and Culture Malaysia, board members of MyCEB, past and present Kesatria, association leaders, and business events industry players.

In his speech read by Datuk Rashidi Hasbullah, the Chief Patron said he was confident the Kesatria would bring Malaysia to greater heights. *“I am confident our Kesatria will continue to spur their industries to greater heights. Accordingly, their efforts will not only profile their member organisation but raise Malaysia’s standing on a global scale and contribute to our business tourism target of RM 3.9 billion in Gross National Income while establishing over 16,700 additional jobs for Malaysians by 2020.”*, YB Dato Seri Nazri Aziz.

About Kesatria 1Malaysia Programme

Launched in 2012, the Kesatria 1Malaysia Programme consists of industry leaders and presidents or past presidents of national associations who are tasked with attracting global meetings and conferences to Malaysia. Going by the belief of promoting success, stimulating growth, and generating wealth for the industry and the nation, the programme aims to provide Kesatria a platform to discover new, dynamic and productive opportunities to develop in their respective fields.

Through the Kesatria 1Malaysia Programme, MyCEB has generated 71 business events leads, attracting an estimated 124,958 delegate and contributing an estimated RM 1.4 billion in economic impact to the country. Of these, 39% of bids were won and supported with 28 events secured, amounting to approximately 39,000 delegates and RM 371 million in economic impact.

Zulkefli Haji Sharif, Chief Executive Officer of MyCEB, highlighted the central role played by Kesatria in attracting business events and expressed confidence that the Kesatria would continue to help raise the country’s profile globally.

“We celebrate the contributions of our distinguished Kesatria in securing international association conferences. Above all, we will never stop challenging ourselves to do everything we can in order to strengthen the country’s business tourism industry. That’s the key objective of the Kesatria 1Malaysia Programme and it is such an important part of MyCEB,” he said.

Newly-Appointed Kesatria

Among the highlights of the gala evening was the introduction of six-newly appointed Kesatria for the 2015-2016 term. They were;

- Prof. Dato' Sri Dr. Abu Hassan Asaari bin Abdullah from Malaysian Society for Traumatology and Emergency Medicine,
- Dato' Dr. Ir. Andy Seo from The Institution of Engineers Malaysia,
- Dato' Dr. Faraizah bt. Dato' Abd. Karim from Hemophilia Society of Malaysia,
- Mr. Ho De Leong from Waste Management Association of Malaysia,
- Dr. K. Raveendran from International Society of Orthopaedic Surgery and Traumatology,
- Prof. Dr.-Ing.Ir. Renuganth Varatharajoo from Committee on Space Research, COSPAR Malaysia.

Upcoming World Conferences

Examples of upcoming international association conferences and events secured with Kesatria involvement for 2015 and right up to 2020 include; International Harm Reduction Conference 2015, FIABCI 66th World Real Estate Congress 2015, International Federation of Freight Forwarders Associations World Congress 2017, International Congress of the Asian Society for Vascular Surgery 2017, World Federation of Hemophilia World Congress 2020, Biennial Scientific Meeting of the Asia Pacific Paediatric Endocrine Society 2020.

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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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