

Press release

Malaysia Business Events Registered Impressive Performance for 2014

- **For the period from January to December 2014, Malaysia recorded 261 business events and RM 1.5 billion in estimated economic impact for 2014**

Kuala Lumpur, 26 Feb 2015 – Malaysia business events recorded an impressive performance for 2014. During the year, Malaysia Convention & Exhibition Bureau (MyCEB) provided support for **261** business events, which accounted for **131,936 international** delegates with an estimated RM **1.5billion** in economic impact to the country.

“Malaysia’s successful mix of state-of-the art convention facilities and world class service, plus value-for-money proposition and the political stability are among the reasons for these wins,” explains Mr. Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

Events Supported

The breakdown for the 147 events supported is 130 association conferences, 112 corporate meetings/incentives and 19 exhibitions. Together, these events accounted for 131,936 international delegates with an estimated RM1.5 billion in economic impact.

| Business Events Supported | Intel`Delegates | Estimated Economic Impact (RM billion) |
|---------------------------|-----------------|--|
| 261 | 131,936 | 1.5 |

Table 2: Number of delegates and estimated yield for events supported from Jan-Dec 2014

Secured Wins

From January to December 2014, MyCEB together with industry partners have secured 152 bid wins, which will bring in 100,754 delegates to Malaysia between 2014 and 2021, an increase of 23% in delegate numbers compared to same period last year (2013). The bid wins will create an estimated economic impact of RM970 million.

| Events Secured/wins Jan-Dec 2014 | Delegates Jan-Dec 2014 | Estimated Economic Impact (RM million) |
|----------------------------------|------------------------|--|
| 152 | 100,754 | 970 |

Table 2: Number of delegates and estimated yield for events secured/bid wins for Jan-Dec 2014

Many Events a “First for Malaysia and Asia”.

Most of these events in 2014 are endorsed as a “First” for Malaysia and Asia. Among them are;

- 61st UICH Les Clefs d’Or International Concierge Congress 2014 (First in Malaysia)
- Million Dollar Round Table (MDRT) –(First in Malaysia)
- Meetings & Events Australia (MEA) Annual National Conference 2014.(First in Malaysia)
- Offshore Technology Conference Asia 2014 (OTC) (First in Malaysia and Asia)
- XXV FIG Congress 2014 (first in Malaysia and Asia)

Why Malaysia?



Malaysia’s strategic location is another attracting factor. Million Dollar Round Table (MDRT) Meeting Manager, Joel Egel commented *“As a conference destination, the Kuala Lumpur Convention Centre been one of the best we have had in terms of food, services, meeting expectations, and quality of audiovisual. The service has far exceeded our expectations.”* The organisers felt that Malaysia was expected to draw a notable turnout of attendees due to its strategic location and the convenience of language as English is highly spoken in the multicultural country.

Malaysia also has a good track record for hosting international conventions. Meetings & Events Australia, chief executive officer, Linda Gaunt has this to say;

“Choosing Malaysia to host MEA 2014 is very timely as Australia looks to strengthen its trade and economic ties with Asia. Malaysia is certainly an appropriate choice for MEA 2014 conference as it has an excellent track record for hosting international conventions. The fact that this year we are holding our annual conference in Southeast Asia has also presented some new and exciting opportunities which will benefit our members hugely. “

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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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