

Press release



MyCEB at IT&CM Shanghai

MyCEB to woo more incentive travellers to Malaysia.

Shanghai, 14 April 2015 – The Malaysia Convention & Exhibition Bureau (MyCEB) is participating at the IT &CM Shanghai, China with a mission to network support and woo more incentive travelers to Malaysia. The event which runs from 14-16 April 2015 is held at the Shanghai Convention & Exhibition Centre of International Sourcing.

China is one of the fastest-growing industries in the world today; the business events sector. A total of 16 co-exhibitors from Malaysia will be participating at the IT&CM China this year.

China is among the top three markets for meetings and incentives and Malaysia has often been chosen as a preferred host destination. Last year, several incentive groups from the mainland chose Malaysia as the host venue for their incentive group meetings and visits. One such group is the Perfect China incentive group (3,500 delegates).

Besides Perfect China, other high-profile China-based organisations also made debut in Malaysia. They were; a renown pharmaceutical annual sales conference 2014, the 2013 International Dragon Award (IDA) Annual Conference, a Chinese life insurance and financial services industry event attended by over 5,000 attendees and the Crador Global Network Conference that saw some 13,000 participants from nine countries converged in Kuala Lumpur

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MyCEB will also introduce the “Malaysia Like Never Before” campaign and MTD-X promotion for corporate meetings and incentives planners at the IT &CM 2015.

Malaysia Like Never Before –

Tailored to the incentives market, the “Malaysia Like Never Before” campaign highlights the unique and unheard features of five key Malaysian destinations for event planners: Langkawi, Georgetown, Kuala Lumpur, Mount Kinabalu, and Kuching. Though already familiar to regulars of the business events circuit, the campaign has reimagined these destinations, guaranteeing a fresh experience to visitors.

Malaysia Twin Deal X (MTD X)

Along with Malaysia Like Never Before, MyCEB introduced the Malaysia Twin Deal X (MTDX) Programme, a continuation of its popular Malaysia Twin Deal ++ (MTD++) programme in 2014. Similar to its predecessor, MTDX comprises two programmes, namely Deal 1 and Deal 2, which provides value added support for international corporate meeting and incentive groups and incentive rewards for international corporate meeting and incentive planners respectively depending on group size.

Business events organisers and event planners can visit www.likeneverbefore.my to find out more about these new initiatives. The website also features an event proposal generator to help organisers get started on their journey to Malaysia.

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NOTE TO EDITORS

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 130 associations, 112 corporate incentive groups and 19 exhibitions. Together, these accounted for 131,936 delegates with an estimated economic impact of RM1.5 billion to the country.

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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April 2015