

## Press Release

### 马来西亚会展局新闻稿

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## MyCEB spreads its wings to China market

Tapping on the China market through roadshows at four states cities

### 马来西亚会展局举办四地路演，拓展中国市场

**CHINA, 27 July 2015** – The Malaysia Convention & Exhibition Bureau (MyCEB) is bringing its roadshow back to China for the fifth time which will be kicked off from 3 to 14 August 2015. The roadshow will cover four states throughout China which include Guangzhou (3 August 2015), Chengdu (6 August 2015), Shanghai (11 August 2015) and Beijing (14 August 2015).

**2015年7月27日，中国**——马来西亚会展局（MyCEB）将于2015年8月3日至14日开展在中国举办的第五次路演活动。本次路演将在中国四个城市举办，分别是广州（8月3日）、成都（8月6日）、上海（8月11日）及北京（8月14日）。

MyCEB together with its industry partners will make their presence at the respective locations in order to provide visitors and potential clients a better understanding and clearer picture of Malaysia's unique offerings. This year, MyCEB is driving its WeChat campaign to

boost followers in order to further promote “Malaysia Like Never Before” (MLNB) and other initiatives organised under MyCEB’s brand via social media.

马来西亚会展局及其旅业合作伙伴都将出席四地路演，从而让游客和潜在客户更好地理解了解马来西亚独特的旅游资源。今年马来西亚会展局发起了微信活动来增加粉丝数量，进而更好地推广“前所未有的马来西亚”（MLNB）及马来西亚会展局官方社交媒体平台的其他活动。

During this roadshow, MyCEB will be launching its “Malaysia Like Never Before” (MLNB) campaign and the MNLB’s microsite in Chinese language, in which these are the two key highlights of the visit to China.

今年的路演，马来西亚会展局将推出“前所未有的马来西亚”（MLNB）活动，并发布 MLNB 的中文微网站，这是马来西亚会展局此次中国之行的重点。

“Malaysia Like Never Before” is tailored to the incentives market. The campaign highlights five key Malaysian destinations for event planners: Langkawi, Georgetown, Kuala Lumpur, Kuching and Kota Kinabalu. Though already familiar to regulars on the business events circuit, the campaign has re-imagined these destinations, guaranteeing a fresh experience to visitors.

“前所未有的马来西亚” 专为企业奖励旅游市场而定制，为会奖策划员重点推出马来西亚四个主要会议举办地：兰卡威、乔治城、吉隆坡和古晋。虽然这些目的地早已为大众熟知，但此次推广重新定义了四大目的地，加入了创新元素，将带给游客不一样的新鲜体验。

A value-added scheme, Malaysia Twin Deal X continues from the Malaysia Twin Deal ++ programme launched in 2014, which comprised two programmes offering support and rewards for visiting meeting and incentive groups. Larger groups stand to gain more, with partial sponsorship for dinners, cocktails and cultural performances on offer,

depending on the size of the group. Cumulative rewards for planners include an iPad mini, a holiday for two to Kuala Lumpur and familiarisation trips for up to ten corporate clients. Malaysia Twin Deal X is valid for groups booking.

除此之外，今年马来西亚会展局继续推出增值优惠项目——马来西亚双重优惠 X 计划（MTDX），该政策在 2014 年的双重优惠++的基础上升级，带给会议奖励旅游团队更多支持与奖励。规模更大的团队会获得更多支持，如晚餐赞助，鸡尾酒赞助，文化表演等。累积奖励包括 iPad mini，吉隆坡双人游和多达 10 人的企业客户考察团名额。马来西亚双重优惠 X 专门为会奖团队提供，机不可失。

The corporate incentive trips to Malaysia have become some of the most prominent activities in China's business circles. This year alone, Malaysia hosted two huge incentive groups from China who visited Malaysia recently – Infinitus and Perfect China companies.



到马来西亚的企业奖励旅游已经成为中国一些商务圈中最重要的活动。单今年，马来西亚近期就接待了两个大型会奖团队——分别是来自中国的无限极和完美中国集团。

“The business tourism relationship between Malaysia and China is rapidly increasing due to the strong bilateral ties of both countries in growth areas. With the frequent direct flights from China to Kuala Lumpur, we see the need to intensify our efforts to assist the Chinese incentive planners who are looking for new and unique programmes in Malaysia,” said Datuk Zulkefli Haji Sharif, Chief Executive Officer of MyCEB.

“由于中国和马来西亚双边关系不断增强，两国的商业旅游联系日益密切。随着中国-吉隆坡直飞航线的频繁往来，为了让中国企业奖励旅游策划人能在马来西亚找到新的特色项目，我们需要更加努力。”马来西亚会展局 CEO Datuk Zulkefli Haji Sharif 如是说。

“We believe tourists flown from China are expected to achieve a higher benchmark following the dynamic tourism promotions being carried out in both countries. And China is among the

top 3 markets for corporate incentive groups. This is a great platform for potential investment and collaborative opportunities,” he added.

“我们相信，在中马两国旅游不断推广下，中国到访马来西亚的游客将达新高峰。中国在企业奖励旅游市场中名列前茅，是一个投资潜力大且合作机遇多的巨大平台。” Datuk Zulkefli Haji Sharif 补充道。

MyCEB’s China Roadshow is part of the Bureau’s endeavour to proactively support the Ministry of Tourism and Culture Malaysia’s 2015 campaign ‘MyFest’ as the country look towards welcoming the targeted increase of 8% tourists into Malaysia by year 2020.

马来西亚会展局中国区路演是马来西亚会展局支持马来西亚旅游文化部举办的“马来西亚2015节庆年”的一部分，期待实现到2020年增加8%游客量的目标。



The Malaysia Year of Festival – MyFEST 2015 will see a host of events and festivals throughout the country. Themed ‘Endless Celebrations’, it aims to boost Malaysia’s tourism industry by encouraging visitors to stay longer to enjoy festive offerings throughout the year. The initiative honours Malaysia’s celebrations of festivals and events born from its rich and diverse cultural heritage.

“2015 马来西亚节庆年(MyFest 2015)”将在马来西亚全国举办一系列活动和节庆。以“无尽的庆祝”为主题，目的是通过鼓励游客在马来西亚停留更多的时间享受丰富的节庆活动，促进马来西亚旅游业的发展。马来西亚庆祝节庆和活动的习俗最初源于其丰富多样的文化遗产。

“MyFEST 2015 is to make Malaysia the ideal go-to destination. Business visitors can extend their stay to experience one of our many cultural celebrations and festivals, there is always one right around the corner. Not to forget the shopping experience and sumptuous local food that will definitely suit your tastebud,” added Datuk Zulkefli Haji Sharif.

“2015 马来西亚节庆年(MyFest 2015)目的是将马来西亚打造成一个完美的旅游目的地。商务旅客可以延长在马来西亚的停留时间来体验我们丰富的节庆，无论何地都能找到欢庆的活动。当然，别忘了购物体验 and 让人味蕾绽放的美食探寻。” Datuk Zulkefli Haji Sharif 说道。

Malaysia continues to attract more business events and meetings recorded an impressive performance for the first quarter of 2015. For the period from January to March this year, Malaysia provided support to 25 business events accounting for 13,407 delegates with an estimated economic impact of RM 178 million to the Gross Domestic Product (GDP).

马来西亚不断吸引着更多的商务活动及会议，并在 2015 年第一季度表现非凡。今年 1 月至 3 月期间，马来西亚为 25 个商务活动，共计 13407 位代表提供了支持，为马来西亚国内生产总值（GDP）带来了约 1.78 亿马币的经济收益。

Malaysia notched 7<sup>th</sup> place in the International Congress and Convention Association (ICCA)'s 2014 Statistics for Meetings Organised. The good referrals and the roll call of prestigious international events hosted is indeed testament of Malaysia as a world-class business events destination.

马来西亚在国际会议协会（ICCA）2014 年会议组织统计数据中排名第七。良好的口碑和有声望的国际会议协会的榜单都证明了马来西亚确实是一个世界级的商务活动目的地。

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## NOTE TO EDITORS

编者注

### About the Malaysia Convention & Exhibition Bureau (MyCEB)

#### 关于马来西亚会展局 (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.

●●● 马来西亚会展局 (MyCEB) 于 2009 年由马来西亚旅游文化部建立，旨在进一步加强马来西亚在国际商旅活动中的地位和品牌形象。马来西亚会展局是一个非盈利性组织，职责是协助会展活动策划方竞标，并在马来西亚举行国际商旅活动，同时也是国内产品展示的渠道。其目标是提升马来西亚在国际会议协会 (ICCA) 中国际会议目的地的排名，并增加赴马商务旅游的人数。

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.

2011 年 11 月，马来西亚会展局公布了其商业活动标语，“马来西亚——亚洲的商务活动中心”，旨在使马来西亚成为亚洲会议的门户——一个可以代表亚洲多元文化、语言以及生活方式的国家，并拥有悠久的贸易和会议历史。

Malaysia Major Events, previously known as International Events Unit (IEU) is a 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.

马来西亚大活动部（前身为国际活动单位（IEU））是马来西亚会展局（MyCEB）的另一下属分支，致力于参与和支持大型活动的投标，包括体育，艺术，生活和娱乐活动。同时，也协助本土主办的活动及能增加马来西亚在全球范围内作为国际性活动目的地的吸引力的其他集会活动。

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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