

MORE INTERNATIONAL EVENTS SECURED FOR MALAYSIA BUSINESS TOURISM

••• **BARCELONA, 18 November 2015** – Malaysia Convention & Exhibition Bureau (MyCEB) has secured a total of 109 international events for the period Jan until Sept 2015, which is expected to bring in 64,810 delegates and deliver an estimated 144.3 million euro economic impact to the country's business events industry.

••• With the number of bids won, Malaysia is ready to play host to several notable events such as the WTM Connect Asia 2016, World Cancer Congress 2018, World Urban Forum (WUF 9), ISI World Statistics Congress - ISI2019 and the World Federation of Haemophilia World Congress 2020.

“2015 has been a successful year for Malaysia. These positive business statistics demonstrate the continued success of Malaysia as a business events destination. Covering a number of industry sectors, this underlines Malaysia’s growing appeal in attracting international world conferences”, says Ho Yoke Ping, General Manager of Business Events, MyCEB.

Malaysia currently ranked number 30 in the World Ranking and number 7 in Asia Pacific according to the International Congress & Convention Association (ICCA), attracting 133 meetings to its shores with a total of 71,157 delegates. It also recorded a higher average size of 535 delegates per meeting. Malaysia will again add another milestone as it will be hosting the 55th ICCA Congress, expected to be held in Kuching, Sarawak from 12 - 16 November 2016.

This year marked MyCEB's fifth year participation in IBTM to further promote Malaysia in the European business events market. By participating in IBTM World 2015, it hopes to strengthen MyCEB's presence in the European market and increases Malaysia's visibility as a preferred business events destination.

MyCEB will showcase its newly launched corporate incentive campaign "Malaysia Like Never Before" at the Malaysia Pavilion. Visitors are invited to visit the Pavilion at booth H60.

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NOTE TO EDITORS

About Malaysia Convention & Exhibition Bureau (MyCEB)

A non-profit organisation established in 2009 by Ministry of Tourism & Culture, to further strengthen Malaysia's business tourism brand and position for the international business events market. Being the 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.

MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' in November 2011, 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. From the previous year's Business Events Division has supported 42 associations and 91 corporate incentive groups representing 81,350 delegates to organize their events in Malaysia and hosted 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, and 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 instagram

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