

Press release

For immediate release

MyCEB OUT TO LEAVE BIG MARKS AT AIME 2016

Malaysia Convention & Exhibition Bureau (MyCEB) aiming to build on its 2015 achievements at AIME 2016

MELBOURNE, 23 February 2016 – Malaysia Convention & Exhibition Bureau (MyCEB), a government agency under the Ministry of Tourism and Culture Malaysia, has spurred the catalytic growth of the country's business events industry in 2015 by supporting a total of 214 business events, which delivered an estimated economic impact of 438 million dollar (AUD) and attracted 108,105 international delegates.

Further continuing its promotion of Malaysia as the preferred business events destination, MyCEB is taking part in the 24th Asia-Pacific Incentives and Meetings Expo (AIME) 2016 in Melbourne, Australia. This marked MyCEB's sixth consecutive year of participation at the esteemed event, this year at the Melbourne Convention and Exhibition Centre, Australia from 23 - 24 February 2016.

Boasting a delegation size of 17 industry partners ranging from hotels and state bureaus, including Malaysia's latest convention centre, Langkawi International Convention Centre, this effort underlines Malaysia's continuing commitments in offering an unparalleled business events environment filled with catalysts for success.

"In 2015, MyCEB has supported 112 corporate incentive groups, 78 conferences, and 24 exhibitions, demonstrating Malaysia's expertise and capabilities in hosting a dynamic range of international events from various industry sectors," said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

Malaysia is currently ranked 30th in the World and seventh in Asia Pacific, according to the International Congress & Convention Association (ICCA), and will be adding another notable feather to its cap with the hosting of the 55th ICCA Congress, which is expected to be held in Kuching, Sarawak from 12 – 16 November 2016.

Ranked 2nd in Asia Pacific in the English Proficiency Index 2015, Malaysia also moved one ranking up from 29th to 28th in the Global Peace Index 2015. Other accolades include World Bank's 'Ease of doing business' Report 2016 (no. 18), Forbes' The World's Most Reputable Countries 2015 (no. 32) and Global Competitiveness Index 2015-2016 by World Economic Forum (no. 18).

To find out more about Malaysia and its multitude of offerings at AIME 2016, visit the Malaysia Pavilion at stand no. 2714.

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About Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism and 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.

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.

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, Twitter (@MyCEB) and www.instagram.com/myceb.

#myceb #mymajorevents

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APPENDIX 1

LIST OF PARTICIPATING INDUSTRY PARTNERS

1. Sabah Tourism Board
2. Sarawak Convention Bureau
3. Borneo Convention Centre Kuching
4. Kuala Lumpur Convention Centre
5. Langkawi International Convention Centre
6. Putrajaya International Convention Centre
7. Eastern & Oriental Hotel
8. Fraser Residence Kuala Lumpur
9. Hotel Equatorial Group
10. Lexis Hotels & Resorts
11. One World Hotel
12. Renaissance Kuala Lumpur Hotel
13. Shangri-La Hotel Kuala Lumpur
14. Starwood Hotels & Resorts Malaysia
15. The Saujana Hotel Kuala Lumpur
16. Asian Overland Services Tour & Travel
17. Destination Asia Destination Management