

# Press release

For immediate release

## The IEEE ICC 2016 Registers Largest-Ever Delegate Turnout of 1,800 Participants, Yielding RM18 Million in Economic Impact to Malaysia

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**Kuala Lumpur, 30 May 2016** – The recently-concluded Institute of Electrical and Electronic Engineers' International Conference on Communications 2016 (IEEE ICC) held here has been hailed eminently successful in bringing together keen participation by leading industry players and academicians to intensively collaborate and explore the depths of communications technology and accelerate its growth on a global level.

The event from 24 May 2016 to 27 May 2016 was officiated by the Chairman of the Malaysian Communication and Multimedia Commission, Dato' Dr Halim Shafie. Also present were the General Chair of the Organising Committee, Dato' Sri Jamaluddin Ibrahim of Axiata; ComSoc President, Mr Harvey Freeman; Organising Committee Executive Chair, Professor Dr. Borhanuddin Mohd Ali.

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The IEEE ICC 2016 represents a celebrated accomplishment for the Business Events division of the Malaysia Convention & Exhibition Bureau (MyCEB) as it places Malaysia firmly on the global map as the perfect environment for large-scale organisation of international events dedicated to the pursuit of technological advancement.

This year's convention was doubly significant for Malaysia since, it is the first ever IEEE ICC organised within the South East Asian region and it also registered largest-ever participation from various countries. The 3-day event, which normally yields an average of 1,200 to 1,400 attending delegates, saw an encouraging leap in participation of up to 1,800 delegates. Out of this total, 1,600 of them were international delegates. This locally translates to an economic impact of almost RM18 million.

With a history that spans over 50 years the IEEE ICC is a well-established global conference that focuses on varied advancements and breakthroughs in Communications Technology. One of the more better known inventions announced at the IEEE ICC were Turbo Codes in 1993 that made 3G and 4G bandwidth capacity possible today.

IEEE ICC is dedicated to the research, advancement and implementation of the next wave of wired and wire line technologies. The need to further dwell into this area of focus is to accommodate and capitalise on its exponential potential within a world so dependent on growing data flow from one point to another.

Aptly themed, *Communications for All Things*, the main participants included corporations from the communications industry and academicians. IEEE ICC is designed to be a dynamic educational platform driven to benefit people in the advancement of telecommunications technology.

The event featured symposia, industry forums, workshops, technical presentations, panels and keynote speeches from renowned academic and industry names such as John Goffi, the Chairman of ASSIA Inc; Seizo Onoe of NTT Docomo; Henning Schulzrinne, a Levi Professor from Columbia University who is the technical advisor to the Federal Communications Commission (FCC); Prof. Mischa Dohler of King's College London; and Mr San Qi Li, Chief Technical Officer of Products and Solutions at Huawei Technologies.

The IEEE ICC 2017 will be held in Paris, France.

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### About MyCEB

MyCEB was established in 2009 by the 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.

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.

Malaysia Major Events (MME), 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.

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