

Press release

For Immediate Release

MyCEB HEADS TO CHINA TO REINFORCE MALAYSIA'S POSITION AS ASIA'S GO-TO BUSINESS DESTINATION

Malaysia is fast gaining popularity as China's top market for incentive groups

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KUALA LUMPUR, 22 August 2016 - The Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, will be embarking on its 6th annual China Roadshow 2016, a face-to-face engagement event covering China's main capital cities beginning with Beijing (29th August); Shanghai (1st September); Chengdu (5th September) and Guangzhou (8th September).

Malaysia is rapidly gaining traction as Asia's prime global hub for business events and corporate incentives especially in the Chinese market. To sustain this position, MyCEB is robustly cultivating an even stronger strategic relationship with China's business events market through its annual interactive roadshows. To date, over 20 of MyCEB's industry partners comprising hotels, venue providers, destination management companies (DMC), event suppliers, airlines and convention center as well as state bureaus have confirmed their participation in this year's roadshow to China.

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"Malaysia has so far hosted a total of 26,240 delegates halfway through 2016 from various incentive groups in China that translates to over RM406 million in total economic impact to the country. This validates MyCEB's concerted efforts in continuously engaging China, which now represents 32.3% of the corporate meeting and incentive market since 2011 to maintain its keenness in contributing to the inflow of meetings and incentive trips in Malaysia," said Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

Malaysia has improved tremendously in the business events industry from China, positioning itself as the top-of-mind preferred destination among China event planners with professional DMCs dedicated to the need of event planners, a wide array of offerings, ranging from award-winning and world-class convention centres to international standard venues in various hotels as well as unique offsite venues.

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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.

••• For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.