

Press release

For Immediate Release

MyCEB SETS TO BOOST MALAYSIA'S BUSINESS EVENTS AT THE CHINA ROADSHOW 2016

*More than 20 industry partners committed to showcase Malaysia's unique offerings
at this year's China Roadshow*

BEIJING, 29 August 2016 - The Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, returns to China this year to embark on its annual roadshow. Kicking off its first roadshow today for one day in Beijing, MyCEB will continue its mission to Shanghai (1 September); Chengdu (5 September) and Guangzhou (8 September) to showcase Malaysia's unique offerings and validate its position as Asia's most preferred global hub for business events.

The delegation to Beijing is led by Datuk Zulkefli Hj Sharif, the Chief Executive Officer of MyCEB. One of the most much-awaited programme at this year's roadshow is the presentation of awards to the winners of Malaysia's Twin Deal X Awards. The award programme demonstrates MyCEB's commitment to reward dedicated event planners from China such as Shandong Hansheng International Travel Service, CITS International MICE Co Ltd (Beijing), Majestic Express Holidays Shanghai (Shanghai), Yi You Tian Xian International Travel Service Co. Ltd, Chongqing China International Travel Service Co Ltd (Chengdu), Gaeat Horse Holiday International Travel Agency and UMICE International Travel Service (Guangzhou) that continuously accelerate incentive travel group arrivals from China to Malaysia. To date, more than 10 winners from China with impressive achievements have been awarded since the award was first introduced in 2011. The roadshow will continue to further promote Malaysia Like Never Before campaign and a prize giving ceremony to the winners of the WeChat itinerary contest as well as winning case studies will also be presented. The contest which was kicked off in June 2016 features two categories namely 'Best Incentive Programme' and 'Best Corporate Meeting/Incentive Experience', designed to strengthen the ties between MyCEB and business events planners.

The China Roadshow 2016 will provide decision-makers and meeting planners in China an opportunity to view Malaysia's local offerings, ranging from award-winning and world-class convention centres to international standard venues in various hotels to international hotel venues and a rich multi-cultural experience as well as a ground to discuss prospect business collaborations.

This year, more than 20 industry partners comprising of hotels, venue providers, destination management companies (DMC), event suppliers, airlines and convention centre will offer new business propositions to Chinese corporate and incentive planners as well as buyers during the roadshows. These include renowned brands like **Berjaya Hotels, Sunway Lagoon, YTL Hotels, One World Hotel, Malaysia Airlines, Mayflower, Sabah Tourism Board and Langkawi Development Authority (LADA).**

"We are hoping that through these roadshows we are able to monetise our efforts in expanding our list of contacts and network with a broader pool of companies, stimulate interest amongst planners and decision-makers while securing new business potentials. China has been a pivotal

focus in MyCEB's diligence since the past years. This is because within half of this year, Malaysia has hosted almost 26,240 delegates from various incentive groups from China. This has translated to over RM406 million in total economic impact to the country," added Datuk Zulkefli Hj Sharif.

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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.