

Press release

For Immediate Release

MALAYSIA PLAYS HOST TO WORLD'S MAJOR LIVESTOCK AND POULTRY PRODUCER

Big Dutchman chose Kuala Lumpur, Malaysia as the starting point for their major conference on the poultry business

... **KUALA LUMPUR, 19 September 2016** – The world's major livestock and poultry producer, Big Dutchman's held its 6th International Agents' Meeting recently in Kuala Lumpur. The conference was held at Kuala Lumpur Convention Centre (KLCC) from 1st to 3rd August which brought together over 600 worldwide agents, distributors, partners and sales team from all over the world.

With strong support from the Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, the aim of the three-day conference was to provide detailed understanding and gather ideas about integrating into the future of the livestock, poultry business and swine production.

... The conference programme was also designed to encourage knowledge sharing and critical reflection among participants and the future challenges of the livestock industry. This includes growing customer demands, digital interconnectedness in all areas and the increasing requirements of animal welfare.

Moreover, the conference was held in conjunction with the inauguration of Big Dutchman's new 19-acre premise in Malaysia, which is located 5 km away from Bandar Bukit Raja, Klang. The state-of-the-art facility is expected to meet the needs of the livestock and poultry production for the entire Asian region.

"The line-up of speakers and the wealth of knowledge shared by the Big Dutchman's group in their first leg of the Asian road trip right here in Malaysia has provided a bigger picture of the need for increasing animal welfare in this region. With the population increase and protein demand in Asia, including Malaysia, it is evident why Big Dutchman has chosen Malaysia as the destination for their first major Asia conference as they position for the next thirty years of protein development in Asia," said Ho Yoke Ping, General Manager, Business Events of MyCEB.

Capitalising Malaysia's competitive advantages in the agriculture sector, Big Dutchman's presence in Malaysia marks as the first country that is majority Muslim. The interest in new information on poultry production has risen locally and to-date the progress of the National Key Economic Areas (NKEA) agriculture has recorded a RM9.68 billion in committed Gross National Income and RM7.81 billion in committed investments.

The conference saw a deluge of overseas participants in attendance with their spouses which led to a separate programme visit to the many prominent and cultural landmarks of Kuala Lumpur, followed by an evening of leisure activities to discover the city's nightlife. With Malaysia being one of the top markets

for corporate meetings, the Big Dutchman 6th International Agents' Meeting provided an avenue to showcase Malaysia's rich cultural heritage and food tradition beyond the areas of agricultural production.

"The response has been extremely positive with local and international participants gaining a greater understanding and appreciation for the Asian agriculture industry. We recognise that the conference offers great opportunities in the agricultural sector to Malaysia and opens up trade and investment, in order to develop these sectors and improve the skill and best practices for poultry production. This is the right way forward and certainly provides excellent opportunities for us to create a stronger community and form better business partnerships in the agriculture sector," added Ho Yoke Ping, General Manager, Business Events of MyCEB.

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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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