

# Press release

For Immediate Release

## MyCEB Charts Malaysia's Journey with Business Events Roadmap Launch

*Business events is set to be a leading driver of Malaysia's economic transformation across all key sectors.*

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**KUALA LUMPUR, 21 NOVEMBER 2016** – Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia has mapped out the way forward for Malaysia in business events with the launch of **'Malaysia's Business Events Roadmap: Charting Malaysia's Journey to 2020 and Beyond'**.

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With a total of 654 events secured for the past five years, delivering an estimated RM4.1 billion economic impact to the country, Malaysia is on track to drive positive momentum for the business events industry heading towards 2020 and beyond.

“Our future success will depend on how effectively we engage partners and stakeholders. It is not just to get them on board our high speed business events train, but to make them as active passengers too,” said Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

The specific convention targets relating to each ministry's National Key Economic Area (NKEA) under the Economic Transformation Programme (ETP) will further incubate sector innovation around NKEA's priority goals and gaps and drive a positive change for the country. Achieving the government driven targets is expected to contribute to RM3.9 billion in incremental GNI and 2.9 million business events visitors by 2020.

To power Malaysia's knowledge and creative economy, the business events roadmap will lay the groundwork, set up and manage the platforms for collaboration and support the development of strong local hosts. MyCEB will empower and energise Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and the newly formed Business Events Industry Council of Malaysia, in order to become strong advocates of the business events sector needs.

In ensuring the business events industry forges ahead, the roadmap has underlined five key goals. The five key goals are; to significantly increase Malaysia's market share of conventions and exhibitions taking place in South East Asia; that business events will play a critical role in achieving the 2020 goals of every government ministry; Malaysia will have Asia's most professional, successful and sustainable business events industry; significantly increase Malaysia's direct contribution to GDP, jobs and tax revenue and to help Malaysians expand their global investment, trade and professional networks.

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### About MyCEB

MyCEB was established in 2009 by the Ministry of Tourism & 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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