

Press release

For immediate release

Malaysia Honours the Best in Business Events Industry rAWr Awards 2017 showcases the country's burgeoning expertise and credibility in the global business events market

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KUALA LUMPUR, 16 May 2017: Malaysia launched the call for nominations for the rAWr Awards 2017 from the business events and MICE industry practitioners last night at the Hilton Kuala Lumpur. The prestigious awards programme recognises talents who demonstrate excellence and extraordinary leadership in the business events industry, and is a joint initiative between Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS).

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rAWr (**R**ecognising **A**ward **W**inning **R**esults) Awards are open to all business event products and suppliers, registered as members of either MyCEB and/or MACEOS as well as event owners such as national associations or corporations that may not be members of either organisation. Applicants must be Malaysian registered companies operating in the country and shall apply for events and/or business activities that took place from 1 January 2015 to 31 December 2016.

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Held biennially, this year's rAWr Awards Night is scheduled to take place on November 9. Submission for the award is open from July 3 until September 4, 2017.

"Winning the rAWr Award seals one's reputation as an event professional, instilling a sense of awe and respect for your company and individuals who are game-changers, challenging boundaries and continuously adding value to clients and the industry," said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

"Business events in Malaysia form a segment with an exponential potential growth for the tourism industry. We are on track with the government's aspiration under the National Key Economic Areas (NKEA) to position Malaysia as a preferred Business Events (BE) or Meeting, Incentives, Conventions & Exhibitions (MICE) destination in the region to complement the target of Ministry of Tourism and Culture of achieving 36 million tourist arrivals by 2020," added Datuk Zulkefli.

For the past five years, MyCEB together with its strategic partners have secured 654 international business events comprising of international conferences, corporate meetings, incentive travels and trade exhibition events which will essentially add an estimated RM4.1 billion into Malaysia's reserves.

"By collaborating with MyCEB, we are able to create a larger platform and pool of opportunities for the business events industry. This enhances every party within the exhibitions and events value chain to be associated with rAWr or "ROAR" and become part of the growing voice and

recognitions amongst the private and public sector,” said Dato’ Vincent Lim, President of MACEOS.

In line with rAWr’s strong focus of growth, knowledge sharing and credibility within the business events industry, MyCEB and MACEOS encourage participants to submit nominations for all five key categories covering Venues and Events; Conventions; Exhibitions; Incentive Travel and Special Award, spanning a total of 32 awards.

For more information on the rAWr Awards 2017, kindly visit www.rawrwards.com.my

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About MyCEB

MyCEB was established in 2009 by 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 December 2016, MyCEB 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’**. In helping 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. The country has also played host to 65 associations and conventions, 28 exhibitions and 283 corporate meeting and incentive groups in 2016.

With a total of 1726 events for the past seven years and delivering an estimated economic impact of RM8.8 billion, Malaysia is on track to drive positive momentum for the business events industry.

Malaysia Major Events, 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.

... **About MACEOS**

... MACEOS, The Malaysian Association of Convention and Exhibition Organisers and Suppliers formed in 1990, started its life with the objective of developing and raising standards within the MICE industry nationwide. Over steady organic growth the membership has steadily grown close to 120 companies encompassing exhibition organisers, conference organisers, destination management and event management companies, venue owners, hoteliers, IV/AV suppliers, stand contractors including freight forwarders, to name but a few. MACEOS is now being recognised as the voice of the M.I.C.E. and Business Events industry in Malaysia with renewed focus on education to build human capacity for the industry.

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