

# Press release

For Immediate Release

## MALAYSIA REACHES OUT TO KOREAN INCENTIVE TRAVEL MARKETS

*Malaysia is expected to entice attendees and planners at the Korea Sales Mission 2017 with its latest product offerings and newly refreshed marketing campaign.*

... **SEOUL, SOUTH KOREA, 8 MARCH 2017** – Malaysia has embarked on a business events mission to South Korea aimed at the outbound corporate and incentive market during the Korea Sales Mission 2017. In its sixth consecutive year, the Korea Sales Mission led by Datuk Zulkefli Hj Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB) will be promoting Malaysia's latest product offerings and to secure more potential leads for corporate meeting and incentive travel groups.

In 2016, Korea was Malaysia's seventh largest inbound market for visitor arrivals with a total number of 444,439. To date, Malaysia has attracted more than 100 corporate meeting and incentive groups with over 20,000 Korean participants.

... "We are working closely with Korea, which now represents 12.4% of the corporate meeting and incentive market since 2012, to maintain its keenness in contributing to the inflow of business events to Malaysia. After all, Malaysia has been recognised as Asia's top travel destination and this has served as a prime opportunity for us to ride the wave of being a major business events destination," said Datuk Zulkefli Hj Sharif.

This year's Korea Sales Mission includes an appreciation dinner to acknowledge the Korean meeting planners for their efforts, support and dedication towards MyCEB's initiatives in promoting Malaysia as the preferred destination for corporate meeting & incentive. This will be followed by the much-awaited award ceremony for the top achievers of Malaysia Twin Deal X (MTD X) 2015/2016. The awards went to Hana Tour INC and Redcap Tour Co., Ltd.

Due to the overwhelming response towards MTD X programme, MyCEB has embarked on a new marketing initiative by offering an enhanced reward programme Malaysia Twin Deal XP (MTD XP) where corporate meeting planners will be able to reap additional experiential benefits in the form of rewards by bringing in more groups to Malaysia.

The MTDXP Programme allows event planners the opportunity to reap benefits in the form of rewards by bringing in more incentive travel groups to Malaysia. Through Deal 1 and Deal 2, both participating companies and planners who have managed to bring over 500 participants will be awarded with a grand prize holiday package to Malaysia for up to two corporate clients.

Tapping into Malaysia's key business event offerings, MyCEB introduced the '**Malaysia Like Never Before**' campaign in 2015 which highlights the unique features of five key Malaysian destinations for event planners: namely Langkawi, Georgetown, Kuala Lumpur, Kota Kinabalu, and Kuching. Though already familiar to regulars of the business events circuit, the campaign has reimagined these destinations, guaranteeing a fresh and memorable experience to visitors.

This appreciation dinner provides a good platform for Malaysia to engage with Korean meeting planners as an encouragement for them to bring in more corporate meetings and incentives group to Malaysia.

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### About MyCEB

MyCEB was established in 2009 by 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 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 existing events and delivering an estimated economic impact of 8.8 billion ringgit in the past seven years, 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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB) and Twitter (@MyCEB).

