

Press release

For Immediate Release

MALAYSIA WINS BID TO HOST UFI ASIA PACIFIC CONFERENCE 2018

Kuala Lumpur selected as a hub for global industry players to congregate and create business opportunities as well gaining knowledge and latest trends

... **KUALA LUMPUR, 10 MARCH 2017** – The association of the world’s leading tradeshow organisers and exhibition centres, UFI announced that Malaysia will play host to the 13th UFI Asia Pacific Conference. The announcement was made at the 12th UFI Asia Seminar, held in Singapore recently.

The Malaysian delegation led by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture and co-organisers, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) were given the honour to showcase the nation’s expertise and thriving business opportunities after working together to successfully secure the bid for 2018.

... As the leading global association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. It directly represents approximately 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional associations members in 84 countries.

With over 900 international trade fairs who proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike, the 13th UFI Asia Pacific Conference in 2018 will be Malaysia’s second successful time after hosting the event a decade ago in 2009. The seminar is expected to be an immense opportunity for Malaysia to create business opportunities by attracting global decision makers and leaders of the industry, while increasing awareness in the potential exhibition market.

With an average GDP growth of 5 per cent, Malaysia is already a fast-emerging economy in the ASEAN region, which has a combined population of 622 million and a GDP of USD 2.31 trillion. The 13th UFI Asia Pacific Conference is expected to generate RM1.8million in economic impact to the country and fully demonstrate the country’s growth potential to become the preferred exhibition platform within South East Asia region.

“Hosting the 13th UFI Asia Pacific Conference will be an excellent opportunity for us to promote Malaysia and showcase our country given the accelerated pace of infrastructure developments taking place. The event will also provide a platform for our local industry players to engage and

learn from experts in the industry as we discuss growth and challenges that impact the exhibition industry.

“Malaysia has already raised its profile internationally for conventions and meetings and having the UFI Asia Pacific Conference here will further support our goals to expand the exhibition market share, an important segment of our business. Business events have been recognised as one of the key contributors towards Malaysia’s Economic Transformation Programme to reach developed nation status by 2010” said Ho Yoke Ping, General Manager of Business Events, MyCEB.

Mark Cochrane, UFI’s Regional Manager in Asia Pacific, commented, “UFI is pleased to bring this event back to Kuala Lumpur in 2018. The last time we held this event in Kuala Lumpur was in 2009 and since then market in Malaysia has gone from strength to strength. We expect that the 13th edition of the UFI Asia Pacific Conference will, yet again, offer the exhibition industry in Asia a powerful platform to learn about the latest trends and to network with industry leaders from across Asia. We look forward to working with the team at MyCEB and MACEOS in the months ahead!”

ENDS

For more information, please contact:

Noor Nazatul Janah Binti Mahmood
PR & Communications Manager
Malaysia Convention & Exhibition Bureau (MyCEB)

T: +603 2034 2090 ext 125

F: +603 2034 2091

M: +6019 3388 059

E: nazatul@myceb.com.my **W:** www.myceb.com.my #myceb

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 and follow us on www.facebook.com/MyCEB and Twitter (@MyCEB).