

Press release

For immediate release

MALAYSIA TO HOST 16th ASIA PACIFIC LIFE INSURANCE CONGRESS (APLIC) 2017

Genting Highlands to welcome over 5,000 insurance professionals and financial advisors to the largest financial services congress in the region

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KUALA LUMPUR, 16 March, 2017: The National Association of Life Insurance and Family Takaful Advisors (NAMLIFA) is organising the 16th Asia Pacific Life Insurance Congress (APLIC) to honour the industry's best insurance professionals and financial advisors from the 17th to 19th, May 2017 at Resorts World, Genting Highlands. This is the third time Malaysia is playing host to APLIC since 1993 and 2005.

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The congress is a biennial event that will be co-hosted by member countries of the Asia Pacific Financial Services Association (APFinSA) together with support of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia. The event is also sponsored by Sun Life Financial as a Titanium Sponsor while Zurich Insurance comes in as the Platinum Sponsor.

Themed, *"Together As One"*, the 16th APLIC aims to promote the business development and productivity of financial services professionals and to reflect the coming together of participants from different countries, background, cultures and languages.

More than 5,000 life insurance practitioners from 13 countries including Singapore, Thailand, Indonesia, Philippines, Vietnam, India, Sri Lanka, Hong Kong, Macau, Japan, Australia, China and Malaysia will attend the bi-annual event, making it the largest financial services congress in the region.

"The 16th APLIC being an international event, is set to promote Malaysia as an international Meetings, Incentives, Conventions & Exhibition destination in Asia. As we target at least 60% of foreign participation, the inflow of foreign participants will also boost the tourism industry in Malaysia that will have a direct and spillover effect on the local economy," said Mr Tang Kia Sing, Organising Chairman of the 16th APLIC.

"We are creating a one-stop event for practitioners to come together to seek information and operate more efficiently in 2017. We believe the increased inbound foreign participants would also help to stimulate tourism and contribute positively towards the local economy in an exciting way, besides building friendships and relationships," he added.

“Our working committee members consist of approximately 300 volunteers who are members of NAMLIFA and through this we hope to seek opportunities to network with industry participants from virtually every country,” said Mr. James Bong, the President of NAMLIFA.

With the strong support from MyCEB, the 16th APLIC event is expected to receive almost 3,500 foreign participants who would directly contribute to the local tourism development.

“Malaysia’s hosting of this important and highly-anticipated industry event is testament to the efforts being made to position our country as a premier destination for business events,” said Datuk Zulkefli Haji Sharif, the Chief Executive Officer of MyCEB.

“We are very much looking forward to showcasing our remarkable country to the thousands of delegates who will be attending. From a wide choice of newly completed state-of-the-art convention facilities and venues to award winning, world class shopping, dining and entertainment facilities, magnificent nature and scenery, Malaysia is well-suited to provide momentum to the visitor economy and position itself as a tourist and business destination of par excellence,” he continued.

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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 RM8.8 billion 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).