

# Press release

For immediate release

## Malaysia Continues With Strong Business Event Wins For 2018

### Kuala Lumpur selected as host city for the 6<sup>th</sup> UIA Associations Round Table Asia-Pacific 2018

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**KUALA LUMPUR, 24 March, 2017:** More than 120 association member representatives of global research institute, the Union of International Associations (UIA) will converge in Malaysia for networking and knowledge-sharing. The event will be part of the UIA Associations Round Table 2018 to be hosted by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

During the event, scheduled to be held in Kuala Lumpur, Malaysia from September 26-27 2018, delegates will have the opportunity to learn practical skills and share experiences of association-related matters from management, administration, policies, regulations, values and vision.

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Initiated in 2007, the Round Table gathering is held twice a year in different locations across Europe and Asia. The meeting brings together professional societies, service organisations, charities, and other association professionals for knowledge exchange and case studies.

“The UIA Round Table comes at a time of rapid growth and increased global exposure for Malaysia’s meetings industry. The Malaysia association community has just recently announced the setting up of the Malaysian Society of Associations Executives (MSAE), which signifies the readiness of the Malaysian associations to grow professionally and to excel in the way they manage associations,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

“Bringing the UIA Associations Round Table to Malaysia is another milestone for Malaysia to grow the association conference market after hosting the highly successful 55<sup>th</sup> ICCA Congress last year in Kuching, Malaysia,” he added.

Business tourism is a highly competitive area and Malaysia has maintained its strong position globally. In 2016, MyCEB has secured a total of 153 events, which will bring 111,298 delegates and delivering an economic of RM 1.035 billion (USD 234 million) to the country. This continues to drive Malaysia’s positive momentum for the business events industry.

“We are delighted to bring in the 6<sup>th</sup> UIA Associations Round Table Asia-Pacific 2018 to Malaysia and we have long regarded MyCEB as the business events industry’s backbone and support, providing its local associations as an example of how to build and strengthen an association community,” said Nancy Carfrae, Coordinator, UIA Associations Round Table.

“UIA counts over 100 international associations with an office in Malaysia and over 2000 members in the country. In 2015, Malaysia hosted over 200 international association events. These numbers are proof of a vibrant and encouraging environment for association activity and the concerted efforts being made to position Malaysia as a premier business and tourist events destination,” Nancy continued.

Founded in 1907, UIA is a Brussels-based research institute and documentation centre whose goal is to maintain and provide up-to-date and accurate information on international associations and to support and facilitate the work of international associations through training and networking opportunities. Events such as UIA Associations Round Table will significantly grow Malaysia’s visitor economy for the benefit of the region in Asia and locally.

## ENDS

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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 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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB) and Twitter (@MyCEB).