

Press release

For immediate release

Malaysia's Association Industry Forges Ahead with Launch of MSAE at 3rd MyNext Conference Malaysia Association neXt 2017 gathered thought-leaders to transform the association industry

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KUALA LUMPUR, 14 September 2017: Malaysian Society of Association Executives (MSAE) was officially launched during the Malaysia Association neXt (MyNext) 2017 conference, hailed as a strategic move aimed at growing Malaysia's association community in the country's bid to have the most professional, successful and sustainable business events industry in Asia, as outlined in the Malaysia's Business Events Roadmap.

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MSAE was first mooted by association representatives during the inaugural MyNext conference in November 2015. Its establishment is devoted to help association professionals by nurturing the members in enhancing growth, development and professionalism. The society will lead in creating a dynamic environment in Malaysia, in which Association Management is duly recognised and appreciated as a profession.

Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, encouraged and facilitated the establishment of MSAE, together with several renowned association leaders. MSAE is similar to the American Society of Association Executives (ASAE), Australasian Society of Association Executives (AuSAE) and Philippine Council of Associations and Association Executives (PCAEE).

Chief Executive Officer of MyCEB, Datuk Zulkefli Hj. Sharif said, "The establishment of the MSAE comes in at a time to complement our efforts in positioning Malaysia as Asia's Business Events Hub and we look forward to further advance the industry professionalism and development of associations in Malaysia. Leading the way with knowledge and information sharing to enhance the business events industry, we are glad to host MyNext 2017 with MSAE."

President of MSAE, Dato' Dr Zaliha Omar said, "Our mission is to advance the stature and professionalism of associations in Malaysia through advocacy, education and advisory services. Among our objectives are to promote the profession of association management, to accord networking platform for our members, and to conduct educational and training courses to uplift our members' knowledge, skills and standards. I would also like to urge and encourage our fellow association members to become MSAE members and connect with other like-minded professionals in the association management industry."

Regional Director Asia Pacific, International Congress and Convention Association (ICCA), Noor Ahmad Hamid said, "The initiatives to set up the MSAE are indeed a significant move for

Malaysia to capitalise on the power of association. More importantly, it represents a platform where local association leaders and executives can exchange knowledge and know-how to build efficient and sustainable associations. We applaud this effort and congratulate MSAE on achieving this milestone.”

... This year’s MyNext, which saw the presence of 124 local association experts and thought leaders, gave delegates the opportunity to learn and discuss the latest insights and best practices in the association management industry, as well as access to cutting-edge insights, exchange ideas, network, express thoughts and debate issues that impact the future growth sustainability of associations in Malaysia.

... During the one-day event, the association industry leading executives took to the stage to discuss both the opportunities and the challenges facing the current associations and meeting industry. Other topics such as *Transformation in Association, Dare to Think Big: Impact of Globalisation on Your Association, Leadership in Association Management, Managing Events with Limited Budget, and Creating Legacy to the Destination*, among others. Speakers include Octavio Peralta, Chief Executive Officer/Founder, Philippine Council of Associations and Association Executives (PCA AE); Datuk Ir (Dr) Abdul Rahim Hj Hashim, FASc, Vice Chancellor, Universiti Teknologi PETRONAS; Datuk Dr Abd. Aziz Yahya, Consultant, Obstetrics & Gynaecology, Gleneagles Kuala Lumpur & Prince Court Medical Centre; Dr Saunthari Somasundaram, President and Medical Director, National Cancer Society Malaysia (NCSM); to name a few.

Chief Executive Officer/Founder, Philippine Council of Associations and Association Executives (PCA AE), Octavio Peralta said, “It is definitely an amazing and knowledgeable event that MyCEB has put together which has successfully been running for the third time this year. Through MyNext, associations would have a better and clearer understanding of the purpose and objective of their associations to be more relevant to their target audience.”

Secretary General, Association of Development Finance Institutions of Malaysia (ADFIM), Sabaruddin Hj. Ismail said, “Through this event, we are able to gather and meet different associations from all walks of life to share their current developments which can act as a benchmark for our own association. We noticed that there are multiple events conducted by different associations, which enables us to gain insights from, to further make comparisons and better improve the existing event and programme that we have presently, as well as for the future.”

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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 1691 events for the past seven years and delivering an estimated economic impact of RM8.66 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.

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