

Press release

For immediate release

MALAYSIA ASSOCIATION LEADERS HEADED FOR GROWTH AT MYNEXT 2017

The one-day event serves as a knowledge platform for local associations to get ahead in the association industry

••• **KUALA LUMPUR, 8 September 2017:** Malaysia becomes the focal point for local associations to convene and increase knowledge sharing of association management at the third Malaysia Association neXt (MyNext), set to be held on 14 September 2017 at One World Hotel Petaling Jaya.

Under the stewardship of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, the one-day event presents a niche nexus to access cutting-edge insights, exchange ideas, network, express thoughts and debate issues that impact the future growth sustainability of associations in Malaysia.

••• The MyNext 2017 programme is packed with inspiring and informative keynotes and roundtable discussions covering leadership, management and innovation, featuring well-known and reputable leaders that have impacted the future growth sustainability of the associations in Malaysia and globally, including Octavio 'Bobby' Peralta, President and CEO of Philippine Council of Associations and Association Executives (PCAAE); Jane Vong-Holmes, Senior Manager – Asia, GainingEdge; Vivian Tan-Higgs, Managing Director, PR and Social Lab, Geometry Global; and other prominent industry leaders.

To learn more about this year's MyNeXt, please visit www.mynext.com.my. Interested participants are encouraged to contact Hazeera +603 2264 3000 (Ext 3036) or Vera +603 2264 3000 (Ext 3042).

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