

Press release

For immediate release

MALAYSIA VALIDATES ITS POSITION AS ASIA'S PREFERRED DESTINATION FOR BUSINESS EVENTS IN CHINA

MyCEB's annual China Roadshow once again draws strong interest from China's meeting and incentive planners

●●● **BEIJING, 18 April 2017:** The 7th China Roadshow 2017 kicks off today in Beijing, and will continue to other major cities including Shanghai (20 April), Chengdu (24 April) and Guangzhou (27 April) to promote Malaysia as a preferred corporate meeting and incentive destination to the China market.

The China Roadshow is expected to further intensify the Ministry of Tourism and Culture's on-going efforts to tap into the lucrative China outbound market, which contributes significantly to tourist arrivals in Malaysia.

●●● The mission is led by Datuk Zulkefli Hj. Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB) and supported by a strong delegation of 26 industry partners comprising of Penang Convention & Exhibition Bureau (PCEB), Sabah Tourism Board (STB), hotels, state bureaus, unique venues, destination management companies, event suppliers and convention centres. **(For a full listing of accompanying industry partners, please refer to the list at the end of the press release.)*

The roadshow will pitch and showcase the best and latest of Malaysia's unique offerings to attract even more corporate and meeting groups from China.

"Throughout the past 7 years, we have seen continued growth in the corporate meeting and incentive tourism segment from China. In 2016, China emerged as Malaysia's biggest source market bringing in 29,931 participants from the corporate meeting and incentive sector and contributing RM436 million in economic impact to the country," said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

"Malaysia's unique offerings including state-of-the-art convention venues, wide choice of 4 and 5 star hotels, stunning scenery, impeccable service, world-class dining, duty-free shopping, diverse culture and rich heritage are a strong attraction for the Chinese. I am pleased to see the continued positive and overwhelming response from China's corporate meeting and incentive planners," continued Datuk Zulkefli Hj. Sharif.

Tapping into Malaysia's key business event offerings, MyCEB introduced the **Malaysia Like Never Before (MLNB)** campaign which highlights the unique features of five key Malaysian destinations: namely, Kuala Lumpur, George Town (Penang), Langkawi, Kota Kinabalu (Sabah) and Kuching (Sarawak). Although already familiar to regulars of the business events circuit, the campaign has reimagined the destinations further ensuring a fresh and memorable experience to visitors.

To further strengthen its market presence, MyCEB launched a new edition of the highly attractive **Malaysia Twin Deal XP (MTD XP)** programme designed to add more value to clients and corporate incentive and meeting planners. Participating corporate meeting and incentive planners will get to interact with Malaysian partners and stand a chance to win lucky draw prizes including a four days and three nights (4D3N) trip to Malaysia.

Apart from facilitating B2B engagements between the participating industry players, there will be destination workshop featuring new developments and product offerings and experiences in Kuala Lumpur, Penang, Langkawi, Sabah and Sarawak during the roadshow.

ENDS

*ACCOMPANYING INDUSTRY PARTNERS – CHINA ROADSHOW 2017

1. State Bureau & Local Authorities

- Malaysia Convention & Exhibition Bureau
- Penang Convention & Exhibition Bureau
- Sabah Tourism Board

2. Destination Management Companies

- Asian Overland Services Tours & Travels Sdn Bhd
- HTC Travel Services (M) Sdn Bhd
- Majestic Express Holidays Sdn Bhd
- Mayflower Holidays Sdn Bhd
- Pearl Holiday (M) Tour & Travel Sdn Bhd
- Rainbow Leisure Sd Bhd
- Sunflower Holidays

3. Event Supplier

- DOREMI Services and Rental Sdn Bhd

4. Venues & Accommodation

- Borneo Convention Centre Kuching
- Club Med Cherating
- Eastin Hotel (Kuala Lumpur)
- Eastin Hotel (Penang)
- Genting Malaysia Berhad
- Hard Rock Hotel Penang
- Kerjaya Hotel & Residences
- Lexis Hotels & Resorts Sdn Bhd
- One World Hotel
- Putrajaya International Convention Centre
- Shangri-la's Rasa Sayang Resort & Spa Penang
- Sunway Lagoon Malaysia
- The Zenith Hotel Sdn Bhd
- Themed Attractions Resorts & Hotels Sdn Bhd

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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.