

Press release

For immediate release

Malaysia hosts 3,500 delegates from China's leading direct-selling company

Perfect China makes 5th visit to Malaysia and expected to generate estimated RM39.8 million in economic impact

KUALA LUMPUR, 8 June 2017: Malaysia welcomed 3,500 delegates from China's leading health food, household and beauty and skin care product company, Perfect China Company Ltd for its corporate achiever seminar for the fifth time between 3 to 11 June 2017. Supported by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, the event serves as Malaysia's continuous effort to remain as the top-of-mind destination for corporate meeting and incentive groups for China's market.

The seminar follows the hugely successful Perfect China Leadership Seminar 2016, which generated RM242 million in estimated economic impact with a record breaking of 12,000 delegates in attendance. This year, the seminar is expected to generate RM39.8 million in estimated economic impact. The delegates will be split into three groups where they will be traveling to various touristic spots in Malaysia such as Sabah, Penang, Melaka, Bentong and Kuala Lumpur. This will include an immersive cultural experience, site visits and slice of life experiences.

The opening ceremony and dinner was officiated by Dato' Seri Mohamed Nazri Bin Abdul Aziz, Minister of Tourism and Culture Malaysia at the Kuala Lumpur Convention Centre together with the presence of Tan Sri Dato' Koo Yuen Kim, Founder and Chairman of Perfect China Co Ltd, a Malaysia-born entrepreneur, His Excellency Huang Hui-Kang, the Ambassador of the People's Republic of China to Malaysia, and Datuk Zulkefli Hj. Sharif, the Chief Executive Officer of MyCEB.

"In 2016, Malaysia received 2.1 million tourists from China. This year, we are looking forward towards achieving 3 million in tourist arrivals from China. The initiative in having Perfect China 2017 Achievers Seminar here in Malaysia is in line with the government's aspiration under the National Key Economic Areas (NKEAs) to position Malaysia as a preferred Business Events (BE) or Meeting, Incentives, Conventions & Exhibitions (MICE) hub and a choice destination in the region to complement the target of achieving 36 million tourist arrivals and RM168 billion in revenue by 2020," said Dato' Seri Mohamed Nazri Bin Abdul Aziz.

Since 2011, Perfect China delegations have visited Kuala Lumpur and other states throughout Malaysia reaching out to international business opportunities and cultural exposure as well as exploring the great places in Malaysia, tapping on the various choices of food, shopping, leisure and entertainment experiences like never before.

“For many years now, Malaysia has welcomed and hosted an impressive number of corporate meeting and incentive groups from China. To date, we have generated a staggering RM1.29 billion in estimated economic impact and around 93,540 delegates from China. The support we have received is a testimony that Malaysia is one of the preferred destinations of choice for corporate meeting and incentive groups from China,” said Datuk Zulkefli Hj. Sharif.

“In terms of the Business Tourism, China is number one in the market and represents 25% of the total incentive travel market and we hope to see continued growth in China and the corporate meeting and incentive groups market moving forward.”

This year’s group of delegates will experience the uniqueness of Penang, Melaka, Bentong and Sabah’s culture including the sights and exotic mix of delicious cuisines. The group will make its final tour in Kuala Lumpur city for food hunt, entertainment and shopping experience.

ENDS

For more information, please contact:

Ms. Farah Annesa

PR & Communications

Malaysia Convention & Exhibition Bureau (MyCEB)

T: +603 2264 3000 ext 3059

F: +603 2276 4092

M: +6012 217 7611

E: annesa@myceb.com.my **W:** www.myceb.com.my #myceb

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).