

Press release

For immediate release

MyCEB STRENGTHENS ITS MARKETING & COMMUNICATIONS TEAM

Marketing & Communications Division expands its team's core capabilities in promoting Malaysia as a preferred business destination

KUALA LUMPUR, 2 October 2017: Malaysia Convention & Exhibition Bureau (MyCEB) has announced the promotion of Ms. Tan Mei Phing as Senior Manager, Marketing & Communications, and Mr. Izad Ismail Abdullah as Manager, PR & Communications.

Ms. Mei Phing will oversee the whole spectrum of the Marketing & Communications Division, which will include Marketing & Branding, Industry & Product Development, PR & Communications, as well as Market Research. She will report directly to the Chief Executive Officer of MyCEB, Datuk Zulkefli Hj. Sharif. Meanwhile Mr. Izad will be responsible to manage and implement a comprehensive brand awareness and PR & Communication strategy plan for MyCEB's Business Events and Malaysia Major Events divisions in addition to Digital Marketing activation. He will report directly to the Senior Manager, Marketing & Communications, Ms. Mei Phing.

"With vast experience in managing numerous major international conferences held in Malaysia, Ms. Mei Phing is well-positioned to drive Malaysia's marketing and communications in the business events industry. Her knowledge of tourism and marketing communications is pivotal to the continued success of the business events industry," said Datuk Zulkefli Hj. Sharif, CEO of Malaysia Convention & Exhibition Bureau, an agency under the Ministry of Tourism and Culture Malaysia.

"We are also glad to have Mr. Izad as the new Manager. With his experience and knowledge in the media, we are confident that he is best suited to lead this challenging but rewarding position. We strongly believe that he is capable of enhancing our organisation's communication strategy at an incredibly exciting time as Malaysia charts its business events journey to greater heights," he added.

Prior to her new role, Ms. Mei Phing was the Event Support Manager for MyCEB Business Events, overseeing the Event Support Department and managing the provision for all confirmed events from both the Association Conferences and Corporate Incentive business segments. Subsequently, she joined MyCEB as a Project Consultant in 2011 to oversee the Corporate & Incentive Department for an interim period

Mei Phing started her career in the Meetings, Incentives, Conferences, and Events (MICE) industry with an international DMC and later progressing into the role of a professional

conference organiser where she was involved in bidding and managing numerous major international conferences held in Malaysia.

Prior to joining MyCEB, Mr. Izad has held roles at Sime Darby Berhad and Astro. Mr. Izad first joined the bureau in 2015 as Assistant Manager for PR, Communications and Digital. In his new role, Mr. Izad will now be responsible for the bureau's communications, media relations and digital marketing efforts.

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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

