

Press Release

FOR IMMEDIATE RELEASE

MyCEB APPOINTS SENIOR MANAGERS

- MyCEB Announces Two Senior Appointments to Support Strategic Growth Plans

Kuala Lumpur, 17 August 2010 – The Malaysia Convention & Exhibition Bureau (MyCEB) has announced the appointment of two Senior Managers for Corporate Affairs & Communications and Finance & Administration, to support the organisation’s strategic growth plans.

Helmed by Chief Executive Officer, Mr Zulkefli Hj Sharif, MyCEB’s staff resource is expected to be increased to 24 by mid-September. The team has also recently moved to a new office located in Kuala Lumpur’s central business district (<http://bit.ly/9haEkr>).



Senior Manager, Corporate Affairs & Communications

Appointed as the Senior Manager, Corporate Affairs & Communications, Ms Nuwal Fadhilah Ku Azmi will lead efforts to manage MyCEB’s strategic relationship with key stakeholders, particularly the government, and to develop corporate branding and communications. Previously Senior Assistant Director with Tourism Malaysia, Ms Nuwal specialised in bidding for association meetings, research and event servicing.



Senior Manager, Finance & Administration

A chartered accountant with 10 years of experience, Mr Selvakumar Krishnasamy is primarily responsible for the development and implementation of MyCEB’s business and financial plan. He will also ensure that adequate and effective resources are in place to support the strategic goals and objectives of the organisation.

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For more information and hi-resolution images, please contact:

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business events brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A not-for-profit organisation, MyCEB serves as a one-stop shop to assist meeting and event planners to bid for and stage regional and international business events in Malaysia and act as a conduit for national product development.

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