

# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB LEADS MALAYSIA AT AIME 2011**

***- A Record 34 Malaysian Exhibitors to Target the Australian and New Zealand Meetings Market***

***Kuala Lumpur, 8 February 2011*** – The Malaysia Convention & Exhibition Bureau (MyCEB) will be leading a record of 34 Malaysian industry partners at the 19<sup>th</sup> Asia Pacific Incentives & Meetings Expo (AIME) in Melbourne from 15 – 16 February 2011 to generate and secure business opportunities for Malaysia.

Malaysia's increased presence at AIME is part of MyCEB's new strategy to increase Malaysia's profile and penetration of the international business tourism<sup>1</sup> market. AIME is a key promotional platform for Asia Pacific being the largest events of its kind in the region.

A key initiative in MyCEB's annual sales and marketing calendar, participating industry partners at AIME 2011 include conference venues, hotels, Professional Conference Organisers (PCOs) and Destination Management Companies (DMCs).

Commenting on Malaysia's major presence at AIME, head of delegation Mr Zulkefli Hj Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau said, "Australia and New Zealand are among our key target markets for meetings and incentives. Our participation at AIME allows MyCEB and the Malaysian partners to have direct contact with potential clients, generate leads and secure business events for Malaysia, as well as raising the country's profile as a the preferred destination for business tourism in the region.

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<sup>1</sup> Business tourism refers to meetings, incentives, conventions and exhibitions

Malaysia's success in securing numerous upcoming conferences hosted by Australia-based organisations including the 5th Pacific-Asia Regional CINP Meeting 2011 (600 delegates), ASEAN Australian Engineering Congress (AAEC) 2011 (600 delegates) and the Royal Australasian College of Surgeons Annual Scientific Congress (ASC) 2012 (2,000 delegates) can be attested to its great value for money, ease of access as well as the diversity of cultures and natural experiences.

Mr Craig Mayne, Events Manager, Debbie Does Pty Ltd who organised the Terry White Chemists Annual Conference 2010 summed it up perfectly, "We were very satisfied with Malaysia as a destination. The most impressive part of using Malaysia as a conference destination was the ability to expose our delegates to numerous cultural influences all in one location. We would definitely recommend Malaysia as a conference destination to other meeting planners."

A regular participant at AIME, Ms Sadie Yeoh, Area Manager – Penang & Langkawi, Pacific World Destination East Sdn Bhd said, "Australia is a key source market for corporate meetings and incentives, hence it is important for us to participate in this tradeshow."

According to Mr Paul D'Arcy, the newly appointed Chief Executive of the Borneo Convention Centre Kuching (BCCK), "We will participate in the educational events and industry updates and will also benefit from the pre-scheduled appointments. As a relatively new convention centre, we will continue to build awareness for our product and target future international business."

Other Malaysian participants at AIME 2011 include the Sarawak Convention Bureau, Kuala Lumpur Convention Centre, Shangri-La Hotel Kuala Lumpur and Tour East (2009) Sdn Bhd.

*\*Do not miss the tea-pulling ("teh tarik"), Chinese calligraphy and batik-painting demonstrations at the Malaysian stand (2412) during AIME.*

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**For more information, please contact:**

Ms Phang Wei Yin  
Public Relations Manager  
Tel : +603 2034 2090  
Fax : +603 2034 2091  
Email : [weiyin@myceb.com.my](mailto:weiyin@myceb.com.my)

**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 tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A not-for-profit organisation, MyCEB serves as a one-stop centre 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.  
[www.myceb.com.my](http://www.myceb.com.my)

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