

Press Release

FOR IMMEDIATE RELEASE

MyCEB INAUGURAL MICE ROADSHOW ON ITS WAY TO CHINA

- Chinese Buyers to Explore Opportunities at Inaugural Malaysia Business Events Roadshow

Kuala Lumpur, 8 August 2011 – The Malaysia Convention & Exhibition Bureau (MyCEB) with its industry partners are gearing up for the upcoming Malaysia Business Events Sales Mission in China, in early September this year. Targeting meeting planners and incentive agents, MyCEB's inaugural roadshow will cover three cities namely Beijing, Shanghai and Guangzhou.

This cornerstone initiative by MyCEB aims to promote Malaysia as a meetings and incentive destination to the outbound Chinese corporate and incentive market; and to identify new business potential for Malaysia. Among the programme lined up include a business presentation and a buyer-meet-seller session.

“China is viewed as one of the most promising markets in Asia and the roadshow will provide an opportunity for Chinese buyers to meet and engage with our Malaysian business event providers. We will also be launching MyCEB's event support programme for meetings and incentives held in Malaysia. This programme demonstrates our commitment to accelerate the business growth from China as well as globally,” said Mr Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

He added, “Malaysia offers a unique cultural experience, exotic locations and is one of the world's best value destinations for business events. We believe that our strong track record and expertise in handling large-scale international events would be valuable for meeting planners here.”

At least 10 Malaysian business event products and service providers are expected to participate in the roadshow. Prior to the roadshow, MyCEB will be leading the Malaysian delegation to the China Incentive, Business Travel and Meetings Exhibition (CIBTM) tradeshow in Beijing, from 30 August to 1 September 2011.

To participate in the roadshow, meeting planners and incentive agents are invited to contact MyCEB on Tel +603 2034 2090 or Email annie@myceb.com.my.

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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 tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) 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 ICCA¹ and to grow business tourism arrivals to Malaysia.

As a measure to further develop the international events industry, MyCEB has launched a specialist unit known as the International Events Unit (IEU) which focuses on identifying and supporting international event bids including sports, art and culture and lifestyle events. The IEU's goal is to identify and assist homegrown events with the potential to attract international publicity and international attendances.

For more information, please visit www.myceb.com.my

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¹ International Congress and Convention Association