

# Press Release

*FOR IMMEDIATE RELEASE*

## **ASSOCIATION MEETINGS HIT RECORD ATTENDANCE IN MALAYSIA**

*– MyCEB and Industry Partners Go All Out to Bid for and Stage World-class Business Events*

**Kuala Lumpur, 16 August 2011** – Malaysia’s growing profile in bidding for and staging international association meetings with record attendances underscores the Malaysia Convention & Exhibition Bureau (MyCEB) and its industry partners’ expertise, experience and strong teamwork in ensuring successful business events are hosted in the country.

Established in 2009, MyCEB acts as a central hub to assist meeting and event planners to bid for and secure international business events for Malaysia. The ultimate goal is to assist meeting and event planners deliver successful events held in Malaysia as well as spearhead product innovation and development in the industry.

Last year in November (2010), the 18<sup>th</sup> World Congress of Accountants hosted by International Federation of Accountants (IFAC) at the Kuala Lumpur Convention Centre attracted a record attendance of over 6,000 delegates. Other business events held in Malaysia which scored record attendance include the Asian Attractions Expo & Conference 2010 (4,750 trade visitors) and the 16<sup>th</sup> World Congress of Information Technology 2008 (3,300 delegates).

According to Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB, “Malaysia’s strong track record and reputation in hosting successful conventions with record attendances have opened up many opportunities for the country to host international association meetings.”

Further strengthening the country’s profile as the choice destination for association meetings, Malaysia was the proud host of the recently concluded 70<sup>th</sup> Internal Auditors Conference (IIA) in July

2011. Florida-based Mr Augusto Baeta, manager of global professional development, said, “With members in 165 countries, Malaysia’s diversity and cultural richness provides a perfect background for our conference. Malaysia is an affordable – yet still a world-class destination in the middle of a growing Asian market, which makes it very attractive to conference of our size.” A first in Asia since the IIA’s incorporation in 1941, the IIA 2011 attracted over 2,200 delegates and generated an estimated RM24.5 million in economic impact to the nation.

In 2013, the Borneo Convention Centre Kuching will play venue host to the World Clown Association Annual Convention (WCAC). The first time the event will be held outside North America, it is expected to attract 200 professional clowns. Full of praise for government support, Dr Richard Snowberg, Chairman for WCAC 2013 and inductee to the International Clown Hall of Fame commented, “We are very excited at hosting the convention in Kuching, Sarawak as there has been exceptional government support, as well as interest among our members worldwide in this exotic destination.”

Malaysia leaped a notable three spots to the 28<sup>th</sup> position in the latest ICCA, International Congress and Convention Association country rankings (2010). The number of meetings hosted grew 24 percent, from 96 (2009) to 119 meetings (2010). Malaysia retained its position as one of the top 10 meeting destinations in Asia Pacific.

The ICCA rankings cover meetings organised by international associations which has a minimum of 50 attendees, take place on a regular basis and rotate between a minimum of three countries.

#### Previous Key Association Meetings Hosted in Malaysia

Year	Event Name	Host City	Delegates/Visitors
2010	18 <sup>th</sup> World Congress of Accountants	Kuala Lumpur	6,050*
2010	Asian Attractions Expo & Conference	Kuala Lumpur	4,750*
2008	16 <sup>th</sup> World Congress of Information Technology	Kuala Lumpur	3,300*
2008	13 <sup>th</sup> International Congress on Infectious Diseases	Kuala Lumpur	3,200

*\*Record attendance*

#### Upcoming Association Business Meetings in Malaysia

Year	Event Name	Host City	Expected Delegates	Estimated Economic Impact (RM)
2011	18 <sup>th</sup> Asian Pacific Congress of Cardiology	Kuala Lumpur	3,000	20.3 million
	16 <sup>th</sup> Teochew International Convention	Genting Highlands	3,000	13 million
2012	9 <sup>th</sup> World Congress of Chinese Medicine	Kuching, Sarawak	1,000	4.7 million

Year	Event Name	Host City	Expected Delegates	Estimated Economic Impact (RM)
2013	7 <sup>th</sup> International Aids Society (IAS) HIV Conference in Pathogenesis, Treatment and Prevention 2013	Kuala Lumpur	5,000 – 6,000	78 million
	4 <sup>th</sup> World Conference in Science and Technology Education	Kuching, Sarawak	1,000	3.5 million
2014	14 <sup>th</sup> International Federation of Surveyors (FIG) Congress & General Assembly 2014	Kuala Lumpur	3,000	26.4 million
	Asia Pacific Regional Conference of the World Organization of Family Doctors (WONCA)	Kuching, Sarawak	1,000	7.8 million
2015	Human Genome Meeting	Kuala Lumpur	1,000	4.1 million
2016	The Asia Pacific Congress of Allergy, Asthma and Clinical Immunology	Kuala Lumpur	1,500	7.5 million

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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 ICCA<sup>1</sup> 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](http://www.myceb.com.my)

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<sup>1</sup> International Congress and Convention Association