

Press Release

FOR IMMEDIATE RELEASE

INTERNAL AUDITORS CELEBRATE 70TH ANNIVERSARY IN KUALA LUMPUR WITH RECORD-BREAKING ATTENDANCE

- Resounding Success of Asia's First "2011 IIA International Conference" Indicative of Malaysia's Credibility

Kuala Lumpur, 7 October 2011 – The commitment and formidable efforts of The Institute of Internal Auditors (IIA) Malaysia in hosting and delivering a good show in the recently concluded 70th IIA International Conference 2011 has certainly been nothing short of phenomenal.

Setting a milestone in the Florida, USA-based Global IIA's history, the world class IIA 2011 conference was the first in Asia and registered a record-breaking attendance of over 2,200 delegates for a conference held outside the USA. It also provided a platform to celebrate The IIA's 70th anniversary on a high note.

Commenting on Malaysia's triumph in hosting the congress, Mr Augusto Baeta, Director of International Conferences for the IIA said, "Our partnership with the IIA Malaysia has made this event possible and a success. Their resources on the ground provided a high level of professionalism.

He continued, "From a meeting planner's perspective, the local vendors were of high quality. Hosting the event at the Kuala Lumpur Convention Centre was also a key to our success. Not only it is a world-class facility, the staff support was outstanding. Furthermore, the support from the Malaysian government also played a large role in the success by helping to promote the event and to bring stature to the programme by attending and participating as key speakers."

According to Mr Wee Hock Kee, the Organising Chairman of the IIA 2011, "It was the world's largest gathering of 2,200 internal audit practitioners, featuring more than 106 speakers from 93 countries. It was a timely opportunity for IIA Malaysia, as the country host, to promote Malaysia as a world-class

destination for international business events. The premier event had helped generated business opportunities and tourism revenue besides offering a global showcase for Malaysia's expertise, capabilities and skills to our 165-strong country member base."

As the first business event to be held with subvention support from the Malaysia Convention & Exhibition Bureau (MyCEB), Chief Executive Officer, Mr Zulkefli Hj Sharif said, "We are very pleased with IIA's achievement and the 'Malaysia Boleh' (can do) spirit shown by our local team including IIA Malaysia, Malaysia Airports Holdings Berhad, Kuala Lumpur Convention Centre plus other strategic partners in ensuring a successful congress. This is a real testament of our mission to be recognised as Asia's hub for business events, providing the leading edge in terms of professionalism and best practices".

As its contribution to greening the environment, the delegates of the IIA 2011 International Conference have whole heartedly responded to MyCEB's proactive eco-action to green the earth as part of the Malaysia Business Tourism Green Programme. Delegates were given the opportunity to contribute a minimum RM30 (USD10, EUR7, AUD10) to the tree planting activity and a total of RM25,000 (USD7,842, EUR5,762, AUD8,010) was raised to plant 250 trees at the Forest Research Institute Malaysia (FRIM).

Themed 'Standing Tall', Malaysia definitely gives a unique touch to the organisation of the IIA 2011 International Conference. As lauded by Mr Baeta, "We were looking for a central destination in Asia that could attract delegates from other continents. Delegates from 93 different countries attended the conference. Malaysia's diversity and international flavour have made everyone feel at home. The Malaysian hospitality is second to none. We had high expectations regarding our event and Malaysia was able to meet all of them. We would certainly recommend Malaysia to other international associations and meeting planners".

###

For more information, please contact:

Phang Wei Yin (Ms)

Public Relations Manager

Tel : +603 2034 2090

Fax : +603 2034 2091

Email : 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 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 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

About The Institute of Internal Auditors Malaysia (IIA Malaysia)

Set up in 1977 and serving more than 3,000 members nationwide, IIA Malaysia is today the recognized professional body, principal educator and acknowledged leader in certification, research and technological guidance for the profession nationwide.

IIA Malaysia is affiliated to The Institute of Internal Auditors Incorporation (Global IIA), an international professional association located in USA with a wide member base of 170,000 worldwide from 165 countries.

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

OCTOBER 2011