

Press Release

FOR IMMEDIATE RELEASE

MALAYSIA – THE WORLD’S FRIENDLIEST CONFERENCE DESTINATION

- Malaysia Impresses Australia’s Terry White Chemists Annual Conference 2010

Participants

Kuala Lumpur, 11 March 2011 – Malaysia’s growing reputation as an appealing conference destination by international meeting planners has been recognised with the recent success of the Terry White Chemists Annual Conference 2010. Feedback from participants, sponsors and staff has been overwhelming and positive.

With over 150 franchises in Australia, the pharmacy group’s conference is held annually, where on alternate years, the conference travels internationally. Over 320 participants comprising pharmaceutical agents, sponsors, chemists and their spouses took part in the 3-day programme in Kuala Lumpur.

The entourage stayed at the five-star Shangri-La Hotel Kuala Lumpur where the plenary sessions and gala dinner were held. Thereafter, they were treated to the sights and sounds of Kuala Lumpur.

Organised by Brisbane-based Debbie Does Pty Ltd, Events Manager, Mr Craig Mayne said, “Our delegates had a wonderful time exploring the nooks and crannies of Kuala Lumpur and immersed themselves in lots of local activities. For organised social events, there is a lot on offer to suit all tastes and interests. Our participants particularly enjoyed the interactivity of making their own pewter bowl at the Royal Selangor School of Hard Knocks.”

Participants were treated to contrasting experiences, from a welcome reception at the rooftop Skybar of Traders Hotel overlooking the PETRONAS Twin Towers to a themed event in the lush rainforest of Tanarimba in Janda Baik, complete with police escorts to the venue.

Appointed as the Destination Management Company for the conference, Pacific World Destination East Sdn Bhd's General Manager – MICE, Ms Catherine Chong said, "We are pleased to have discovered and created a successful offsite evening dinner for Terry White in Janda Baik. Hawker stalls offered a variety of Malaysian cuisines and participants were entertained with cultural dance performances, as well as a Bhangra troupe and a local drum symphony."

"We turned the space into a local night market, offering myriad foods and activities. A fantastic night with amazing entertainment," Mr Mayne added.

Malaysia Convention & Exhibition Bureau (MyCEB) Chief Executive Officer, Mr Zulkefli Hj Sharif said, "We are delighted with the success of this conference from Australia. We aim to continue refreshing our incentive programmes to increase interest in Malaysia as a fascinating, Truly Asia conference destination. With our diverse range of meeting offerings, world-class infrastructure, excellent value for money proposition – all within a multi-cultural environment in one destination, we are positive in growing the conference business for Malaysia."

Mr Mayne closed his interview by saying that they see a lot of opportunities for Malaysia in the corporate meetings market.

"We left Malaysia having not only run a successful conference but having made a number of new Malaysian friends. Malaysia is probably the world's friendliest conference destination. We would definitely recommend Malaysia as a conference destination to other meeting planners," he said, ending the interview on a high note.

The video on participants' experiences during the conference is available for viewing at <http://tinyurl.com/47zw4le>

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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 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

MARCH 2011