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# Press Release

## **MALAYSIA HITS TARGET 2010**

***- Malaysia Convention & Exhibition Bureau (MyCEB) Secured Bids Worth EUR100 million (RM430 million) in Economic Impact with Industry Partners***

**Frankfurt, 24 May 2011** – The Malaysia Convention & Exhibition Bureau (MyCEB) continues to drive the growth of the Malaysian business tourism industry and create opportunities for industry partners. A review of 2010's business results showed the bureau securing more than 25 international and regional conventions in partnership with its affiliates.

Announcing the 2010 results at a media conference held in conjunction with the IMEX<sup>1</sup> 2011 tradeshow in Frankfurt, Germany, Ms Ho Yoke Ping, General Manager – Sales & Marketing, MyCEB said, "These association meetings and corporate conventions are estimated to attract 40,000 delegates and generate over EUR100 million (RM430 million, USD148 million, AUD135 million) in economic impact for Malaysia between 2011- 2016."

Covering a wide spectrum of industry sectors, the conventions secured include:

- 7<sup>th</sup> International Aids Society (IAS) HIV Conference in Pathogenesis, Treatment and Prevention 2013 – 5,000-6,000 delegates (*Kuala Lumpur*)
- International Federation of Surveyors (FIG) General Assembly & International Congress 2014 – 3,000 delegates (*Kuala Lumpur*)
- 16<sup>th</sup> Teochew International Convention 2011 – 3,000 delegates (*Genting Highlands*) (*A clan association; gathering of entrepreneurs originally from south China*)
- 4<sup>th</sup> World Conference in Science and Technology Education 2013 – 1,000 delegates (*Kuching, Sarawak*)
- 10<sup>th</sup> Congress Asia Pacific Federation of Societies for Surgery of the Hand (APFSSH) 2014 – 1,000 delegates (*Kuching, Sarawak*)

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<sup>1</sup> IMEX is a leading tradeshow for the meetings industry held annually in Frankfurt, Germany

“Malaysia’s achievements attests to the strength of the collaborative effort and commitment of our industry partners, including Ministry of Tourism and various government agencies, local host associations, the Sarawak Convention Bureau, Kuala Lumpur Convention Centre, Malaysia Airports Holdings Berhad as well as Malaysia Airlines and other local service providers. The team effort is a reflection of how effectively Malaysia can provide a seamless experience for international meeting and event organisers,” Ho commented.

Speaking on the success of the subvention programme launched in November last year, Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB said, “The commitment from the Malaysian Government for the business tourism industry has significantly improved our position in a highly challenging market. To date, we have approved subvention support, whether financial or otherwise for 16 association meetings which offers a high economic value to the nation.”

The 7<sup>th</sup> International Aids Society (IAS) HIV Conference in Pathogenesis, Treatment and Prevention 2013 (5,000-6,000 delegates) was the first large scale event secured under the Malaysian government’s Economic Transformation Programme<sup>2</sup>.

“The year in review also saw MyCEB providing support towards 189 business events, comprising 124 meetings and conventions, 49 incentives and 16 tradeshows. These events accounted for 71,075 participants,” Zulkefli stated.

In 2010, Malaysia grew its business tourism arrivals to 1.3 million from 1.2 million in the previous year (2009). This is in line with Malaysia’s vision to achieve 2.9 million international business tourism arrivals by year 2020 and to position the country as one of the Top 5 destinations in Asia Pacific for international meetings.

#### Highlights of Malaysia’s business events calendar for 2011

- KL Vision 2011 – 10<sup>th</sup> International Conference on Low Vision – 1,000 delegates
- 22<sup>nd</sup> Pacific Science Congress – 1,000 delegates
- The Institute of Internal Auditors (IIA) 2011 International Conference – 3,000 delegates
- 21<sup>st</sup> Asia Pacific Cancer Conference – 2,000 delegates
- 18<sup>th</sup> Asian Pacific Congress of Cardiology – 3,000 delegates
- Malaysian Institute of Accountants (MIA) – ASEAN Federation of Accountants (AFA) Conference – 2,500 delegates
- Student in Free Enterprise (SIFE) World Cup – 1,500 delegates
- ASEAN Australian Engineering Congress (AAEC) – 1,000 delegates
- Automechanika Malaysia 2011 – 5,000 visitors
- 8<sup>th</sup> International Halal Showcase (MIHAS) – 36,000 visitors
- Oil & Gas Asia Exhibition – 25,000 visitors

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<sup>2</sup> The Economic Transformation Programme is a series of economic development initiatives designed to lead Malaysia to developed nation status by 2020.

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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 regional and 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>3</sup> and to grow international business tourism arrivals to Malaysia.

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<sup>3</sup> ICCA is the International Congress and Convention Association