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# Press Release

**FOR IMMEDIATE RELEASE**

## **MALAYSIA CONVENTION AND EXHIBITION BUREAU LAUNCH INTERNATIONAL EVENTS UNIT**

***– IEU Aids the Development of International Events as part of the Economic Transformation Programme***

***Kuala Lumpur, 21 June 2011*** – The Malaysia Convention and Exhibition Bureau (MyCEB) has recently launched a specialist unit known as the International Events Unit (IEU) which focuses primarily on identifying and supporting international event bids including sports, art and culture and lifestyle events.

The IEU was assigned to MyCEB by the Ministry of Tourism in the last quarter of 2010 to oversee the implementation of the IEU and to further develop the international events industry.

According to Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB, “The launch of the IEU is in line with the Prime Minister’s Economic Transformation Programme<sup>1</sup>, which has earmarked business tourism and international events as key segments which can contribute to the nation’s economic growth through the attraction of international visitors, with the best possible economic returns suited to Malaysia’s interest.”

As part of the tourism sector, the International Events segment is expected to contribute RM427 million in Incremental Gross National Income and provide 8,036 job opportunities to Malaysia by year 2020.

“Besides identifying and supporting bids for international events with high economic value to Malaysia, the IEU is also responsible to evaluate and assist homegrown and hosted events to maximise the potential for international publicity and attendances through strategic alliances. This includes identifying

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<sup>1</sup> The Economic Transformation Programme is a series of economic development initiatives designed to lead Malaysia to developed nation status by year 2020.

and supporting 'cluster' events designed to strengthen the global appeal of existing major events," explained Mr Zulkefli.

A specific set of criteria has been set up to evaluate a proposed event on its direct and indirect economic value and the level of support required in order to maximise overall economic value. The criteria includes number of international participants, length of stay, publicity value plus other qualitative factors including opportunities to package and promote extended stays and benefits for the business and local community.

Mr Zulkefli added, "The IEU will collaborate with various private and government entities including the Ministry of Tourism, Ministry of Youth and Sports and Ministry of Culture, Arts and Heritage to attract and develop international events in Malaysia. The commitment from the Malaysian Government for the business tourism industry has significantly improved our position in a highly competitive market. The opening of the IEU is a positive step towards achieving another key milestone for the country."

Prior to the launch of the IEU, MyCEB has paved the way by gathering market intelligence to effectively strategise for event bids. This will be further strengthened with the IEU especially in assisting local event organisers to bid for and secure major events for Malaysia. The IEU is also looking to hire event specialists, in sports, art, culture and lifestyle, specifically business development positions, with experience in event management, marketing and sponsorship.

For more information on the MyCEB International Events Unit, please visit <http://tinyurl.com/5s6ee7s>.

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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>2</sup> and to grow business tourism arrivals to Malaysia.

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<sup>2</sup> International Congress and Convention Association

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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