

Press Release

FOR IMMEDIATE RELEASE

SARAWAK SECURES WORLD LARGEST CONGRESS ON TRADITIONAL CHINESE MEDICINE IN 2012

– MyCEB and SCB Facilitates Successful Congress Bid for Malaysia, Expected to Rake in RM7.7 Million in Economic Impact

Kuala Lumpur, 19 August 2011 – Over 1,000 specialists from the Traditional Chinese Medicine (TCM) industry globally are expected to converge in Kuching, Sarawak for the 9th World Congress of Chinese Medicine (WCCM) from 10 – 11 November 2012. Kuching was chosen as the preferred destination by the World Federation of Chinese Medicine (WFCMS) following a competitive bid presentation by the Malaysian team in Kunming, China.

The successful bid was supported by the Ministry of Tourism, Ministry of Health, Malaysia Convention and Exhibition Bureau (MyCEB) and Sarawak Convention Bureau (SCB). It further reinforces Malaysia as the preferred business events destination for China-based associations and meeting planners and as the regional hub for TCM.

Held annually, the WCCM is an international academic conference on TCM organised by WFCMS headquartered in Beijing, China to promote the development of TCM globally.

According to Mr Huang Jian Yin, Vice Secretary General and Associate Research Professor, World Federation of Chinese Medicine Societies, “Malaysia’s successful bid for the WCCM is a recognition of Malaysia’s well-developed TCM industry as well as international advancements made to date. By year-end (2011), traditional medicines in Malaysia, including TCM is expected to be legalised by the government. An agreement has also been reached between the Malaysian and Chinese government to jointly develop a research centre on TCM in Malaysia as well as shaping Malaysia as the regional hub of TCM – making this an opportune time for Malaysia to host the ninth congress.”

“The destination, Kuching, offers an array of purpose-built and modern infrastructure for meetings including the Borneo Convention Centre Kuching and various hotels which meet our requirements. Kuching is easily accessible from neighbouring airports – Kuala Lumpur is merely 1.5 hours flight away and there is a flight nearly every hour. The tropical rainforest offers unique pre- and post-conference tours and field trips for delegates,” continued Mr Huang.

For over a decade, TCM has played an important role in the Malaysian healthcare industry. An estimated 70 percent of the Malaysian population believes in and practices Chinese medication. Malaysia is home to approximately 7,000 TCM practitioners and 3 major federations of Chinese medicine comprising over 70 Chinese medicine associations. Four universities and eight public hospitals have established a dedicated department for TCM.

According to Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB, “The 9th WCCM is expected to contribute RM7.7 million (USD2.6 million, EUR1.8 million, AUD2.4 million) in economic impact to the nation based on international delegates expenditure. Local healthcare providers, herbalists, Chinese physicians will have the opportunity to engage with their international peers to exchange clinical experiences and broaden academic horizons.”

“Hosting this prestigious event will help add to the credibility of Sarawak as a new hub for international conferences and exhibitions. I am confident that visiting delegates will have a memorable and productive meeting in our unique destination that offers rainforest side by side with a booming export economy,” said Ms Jill Henry, Chief Executive Officer, Sarawak Convention Bureau.

Topics that will be covered over the four-day congress include the fundamental theory of TCM, acupuncture, moxibustation, *tuina* therapy as well as medical qigong.

For more information about the 9th World Congress of Chinese Medicine, please visit <http://www.wfcms.org>

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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 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 Sarawak Convention Bureau (SCB)

Sarawak Convention Bureau (SCB) was established in 2006 by the State Government of Sarawak. We are a non-profit company whose aim is to bring Sarawak to the forefront as a competitive destination for international meetings. The Bureau is a member of the International Congress and Convention Association (ICCA). Our goal is to help connect NGOs, corporations and government bodies with whatever necessary to make international conventions a success in Sarawak. For more information, log on to www.sarawakcb.com.

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