

# Press Release

*FOR IMMEDIATE RELEASE*

## **MALAYSIA'S TWIN DEAL TO REWARD CHINESE INCENTIVE PLANNERS**

*– MyCEB Launch Great Incentive Offers in Conjunction with its First Sales Mission to China*

**Beijing, 2 September 2011** – In a bid to attract more international incentive travel groups to the country, the Malaysia Convention and Exhibition Bureau (MyCEB) has launched the Malaysia's Twin Deal programme in Beijing, China, the first stop of its inaugural sales mission to China.

Aptly named after the Malaysian iconic structure, the PETRONAS Twin Towers, the “two-pronged” approach offer rewards for both incentive planners and participants, and further enhances the success of their events.

According to Ms Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB, “Deal 1 offers value added support for participants ranging from a group of 50 to more than 500 participants. Among the privileges included is a Malaysian cultural performance for gala dinner, a choice of team building activity or a half-day city tour, welcome gifts, fast track immigration clearance and shopping discount vouchers. For groups over 500 participants, Deal 1 also provides support towards food and beverage costs, a welcome drink, personalised gifts plus police outriders for one return trip from hotel to dinner venue.

Ms Ho continued, “Deal 2 offers incentive rewards for meeting planners and is applicable for agents who bring in an accumulative 500 participants and above. For example, for an accumulative group of 5,000 participants, meeting planners are entitled to two return business class air tickets from China to Kuala Lumpur, 3 nights' accommodation at a five-star hotel, a half-day city tour plus shopping vouchers worth RMB4,300 (RM2,000, USD670).

MyCEB's latest incentive offer demonstrates its commitment to accelerate the business growth from China as well as globally. "We hope that the sales mission and the launch of the incentive programme will convey the message that Malaysia is capable not only of supplying a wide range of products and services, but also of matching the highest standards of quality," said Ms Ho.

Malaysia's Twin Deal programme is applicable for meetings and incentives of more than 50 participants originated from China, booked between 2 September to 31 December 2011. The events must be held in Malaysia by 31 December 2013.

To know more about Malaysia's Twin Deal, meeting planners and incentive agents are invited to contact MyCEB on Tel +603 2034 2090 or Email [info@myceb.com.my](mailto:info@myceb.com.my)

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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>1</sup> 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](http://www.myceb.com.my)

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<sup>1</sup> International Congress and Convention Association