

Press Release

FOR IMMEDIATE RELEASE

MyCEB STEPS UP WITH simpleview CRM SYSTEM *- MyCEB first in Asia to adopt latest customer relationship management technology to service needs of meeting and event planners more effectively*

Kuala Lumpur, 11 October 2011 — Malaysia Convention and Exhibition Bureau (MyCEB) becomes the first in Asia to engage US-based **simpleview**, one of the world's leading providers of Customer Relationship Management (CRM) for convention bureaus as part of its proactive efforts to become a market leader in the business events industry.

The new relationship signals parallel steps for both Malaysia and **simpleview**, as stated by Mr. Rich Reasons, President of **simpleview**, "As we expand our horizons by going global, so does Malaysia."

This was seen as timely given the recent launch of a new International Events Unit within MyCEB to more actively compete for international sports, cultural and lifestyle events.

"It is crucial for us to engage the latest in CRM technology to drive our communications and ever evolving business development programme. We look forward to implementing the technology to service the individual needs of meeting and event planners as well as our industry partners. This is in line with MyCEB's aspiration to be recognised as Asia's model bureau, providing the leading edge in terms of professionalism, best practices and business impact," said Mr Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

The **simpleview** CRM implementation for MyCEB will include all of the standard tools and sales-specific modules including meeting sales management, industry partner management, online sales leads, familiarisation trip management, events management and an API (Application Programmers Interface) which will integrate a new MyCEB website with the CRM database and content. **simpleview** is also working on plans to link their CRM platform with the ICCA database to help MyCEB maintain current and reliable information on new business opportunities.

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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 ICCA¹ 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 simpleview

Since 1991, simpleview has worked with cities, states and countries around the world. The company helps destination marketing organizations work more effectively with meeting planners, meeting venues and service vendors using internet marketing and web-based software. **simpleview** CRM is the number one sales, reporting and data-management tool in the destination marketing industry. **simpleview's** web development services include websites for events and meeting planners, websites for mobile phones, search engine optimization and internet advertising campaigns. For meeting planners, simpleview offers tools for comparing venues and requesting information or proposals (RFPs). For destination marketers, simpleview offers tools for managing service bids and tools for creating meetings high-quality proposals that can be printed or sent by email. As of summer 2011, **simpleview** has been named one of the fastest-growing private companies in the United States for five years in a row. The company has more than 85 employees and works with more than 180 U.S. and international clients. simpleview has U.S. offices in Tucson, Arizona; Dallas, Texas; and San Diego, California.

For more information, please visit www.simpleviewinc.com

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¹ International Congress and Convention Association