

Press Release

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MyCEB GOES LIVE WITH LAUNCH OF WEBSITE AND QR CODE AT IMEX AMERICA

– MyCEB Leverages on New Website and QR Code to Drive Strategic Communications



Website

Scan this code to visit our website



MALAYSIA™
CONVENTION & EXHIBITION BUREAU

QR Code

Las Vegas, 12 October 2011 – It is another step up for Malaysia Convention and Exhibition Bureau (MyCEB) as it launches the first phase of its website (www.myceb.com.my) and the Quick Response (QR) Code¹ at the IMEX America² tradeshow as an integral part of the Bureau's strategic efforts to compete on the international business events arena more effectively.

¹ A QR Code is a matrix barcode readable by QR scanners, mobile phones with a camera, and smartphones. The information encoded can be text, URL or other data.

According to Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB, “The introduction of our user-friendly website and QR Code are crucial for us to drive our communications and ever evolving business development programme. This is in line with our aspiration to be recognised as Asia’s model bureau by stepping up to offer a seamless experience for meeting planners and providing the leading edge in terms of professionalism, best practices and business impact.

“The interactive website functions as a two-way communication portal showcasing Malaysia’s business events products and services. It includes quick access to venues, accommodation, incentive ideas and enquiries. It would be valuable to assist meeting planners to gain useful information for planning business events in Malaysia,” said Ms Ho Yoke Ping, General Manager – Sales & Marketing, MyCEB at the launch.

Also presented to the media for the first time was the MyCEB QR code, which directs user to the website for instant access when scanned with a smart-phone QR reader.

Ms Ho explained, “The MyCEB QR code was designed to be easily recognised with a link to Malaysia’s global icon, the PETRONAS Twin Towers. Juxtaposing red on blue and black, it stands out among traditional QR Codes which gives it a unique identity.”

Future development will see the website’s integration with a Customer Relationship Programme to enhance service delivery to meet individual needs of meeting and event planners. A platform for information exchange and interactive product search plus the Request for Proposals tool will also be created.

A preview of the website can be watched at <http://tinyurl.com/3fmcctq>

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² IMEX America is a trade show for the worldwide meetings, events and incentive travel industry held in Las Vegas, with an expected attendance of over 2,000 buyers

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 ICCA³ 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

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³ International Congress and Convention Association