



# Press Release

**FOR IMMEDIATE RELEASE**

## **KESATRIAS APPOINTED TO BOOST MALAYSIA'S BUSINESS EVENTS INDUSTRY**

***MyCEB's Kesatria 1Malaysia Programme will Fortify Malaysia's Position as Asia's Business Events Hub***

**Kuala Lumpur, 18<sup>th</sup> January 2012** – The Malaysia Convention & Exhibition Bureau (MyCEB) today has officially appointed a total of 17 Kesatrias (meaning 'Knight' or 'Warrior') to help develop the business tourism industry, one of Malaysia's key economic growth sector as identified by the Economic Transformation Programme (ETP) roadmap.

The programme, known as 'Kesatria 1Malaysia' is modeled on the best of similar programmes operating internationally whereby leaders of key industry sectors who have previously hosted large scale international events, voluntarily assist in identifying and encouraging other potential local hosts to bid for and stage international conventions. The programme launch was officiated by YB Dato' Sri Dr. Ng Yen Yen, Minister of Tourism at JW Marriott Hotel and witnessed by the likes of stakeholders, industry captains, field experts, partners and the media.

Acting as the Chief Patron of the programme, YB Dato' Sri Dr Ng Yen Yen said, "The role of the Kesatrias is to assist MyCEB in positioning Malaysia as the world's premiere business events destination. Through their expertise, knowledge, flair and influence, we are confident that we would be able to achieve our goal to grow business tourism arrivals from 5 per cent to 8 per cent which translates to an increase of USD954,000 (RM2.9 million) by year 2020".

“If each Kesatria identifies two local hosts each year who would agree to organize a business event in Malaysia in its two year appointment, with each event attracting at least 1,000 delegates, Malaysia will be able to secure 60 business events and conferences by the end of 2013 which would contribute an estimated USD217 million (RM659 million) in economic impact”, added Dato’ Sri Dr Ng Yen Yen.

The Kesatria’s role is to promote the benefits of hosting and inaugurating international conventions in Malaysia to their industry peers and colleagues in the associations market. The industry champions comes from various key economic sectors identified in the ETP such as science and medical, oil and gas, IT and electronic, research and innovations, and also experts from the field of accountancy, audit and public speaking.

Speaking at the launch, En. Zulkefli Hj Sharif, Chief Executive Officer of MyCEB said, “Kesatria was chosen to be the name of the programme as it befits the hard work, passion, integrity and contribution that our appointed industry captains have given to champion their respective causes on the world business events stage. The most significant aspect of this initiative is to get the attention of the global decision makers and to convince them of our capabilities to host international conference in this competitive global association market.”

Statistics showed that an estimated spending for each business tourism visitor is RM7, 418, which is three times the spending of an average visitor. By 2020, the business tourism industry is expected to contribute USD1.3 billion (RM3.9 billion)in incremental Gross National Income (GNI) and 16,700 additional jobs for Malaysians by year 2020.

Formed two years ago in 2009, MyCEB has been committed to fulfilling its role to further strengthen Malaysia’s brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. In November last year, MyCEB launched its new branding direction with a new tagline that reads, ‘Malaysia – Asia’s Business Events Hub’.

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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 International Congress and Convention Association (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.

In November 2011, MyCEB unveiled its new tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

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