



Press Release

FOR IMMEDIATE RELEASE

MALAYSIA LAUNCHES TWIN DEAL TO ENTICE AUSTRALIAN INCENTIVE GROUPS

Incentive Offers Launched to Commemorate MyCEB's Inaugural Sales Mission to Australia

Melbourne, 31 January 2012 – In a bid to attract more Australian corporate and incentive groups to the country, the Malaysian Convention and Exhibition Bureau (MyCEB) has launched the Malaysia's Twin Deal Programme for Australia in Melbourne, Australia, the first stop of its inaugural sales mission to the land down under which also includes Sydney.

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 and among the privileges lined up to be experienced are complimentary canopy walk at Bukit Nanas Forest Reserve, choice of cultural showcase activities, a ‘Feng Shui’ talk by renowned Malaysian ‘Feng Shui’ master or a Malaysia Cultural session, shopping discount vouchers, welcome cocktails and police escorts.”

As a unique added touch, each participant will be presented with special welcome packs containing a personalized Welcome Letter from MyCEB CEO, an eco-friendly reusable drinking bottle, Kuala Lumpur map, Malaysian cultural postcards and an exclusive tote bag”.

Ms Ho continued, “Deal 2 offers incentive rewards for Corporate and Incentive Planners and is based on cumulative numbers of participants. The Corporate & Incentive Planners will be able to redeem vacation packages to either Kuala Lumpur, Penang, Langkawi, Kota Kinabalu or Kuching inclusive of return air tickets, accommodation at 5 star hotel, spa session and other goodies. These destinations are the top ‘must visit’ incentive destinations in Malaysia, known for its lush rainforest, fantastic beaches and heritage sites”.

MyCEB’s Twin Programme was first launched in China last September and received over whelming response. To date, MyCEB have ‘booked’ over 9,000 participants from China under the programme. “We decided to launch the programme in Australia based on the past success of the programme but with a twist for the Australian market.

“MyCEB would like to invite all event planners in Australia to grab this opportunity and to experience what Malaysia has to offer in terms of incentive products and services. The first 30 planners to booked a cumulative group of 500 participants to Malaysia will stand a chance to redeem an Ipad 2”, added Ms Ho.

Malaysia’s Twin Deal programme is applicable to corporate and incentive groups from Australia. Confirmed bookings must be made between January to December 2012 for group arrival period from January 2012 to 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 sales@myceb.com.my

###

For more information, please contact:

Ms Ho Yoke Ping

General Manager, Sales and Marketing

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090 • Fax: +603 2034 2091

• Email: pingho@myceb.com.my

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

January 2012