



Press Release

MyCEB SETS SIGHTS ON NORTH AMERICA MARKET

- ***Marketing Challenges International Appointed to Boost Business Events for Malaysia in North America***

Kuala Lumpur, 16 March 2012 – Malaysia Convention & Exhibition Bureau (MyCEB) announces that New York City-based Marketing Challenges International (MCIntl) has been appointed as their North America sales and marketing representation effective 1 March 2012.

An established global destination marketing firm, MCIntl's appointment is seen as a strategic approach to build from Malaysia's recent success in the North American market and to further reinforce Malaysia's positioning as Asia's business events hub. MCIntl will assist MyCEB with bids, sales promotions, media relations and marketing programmes in the North American convention and incentive market. The company will also be providing research services to identify North American meeting and incentive planners with the potential to bring international business events to Malaysia.

Malaysia's success in attracting major international conventions such as the 18th World Congress of Accountants 2010 (6,000 delegates) and 70th Internal Auditors Conference 2011 (2,200 delegates), both achieving record attendance, and the interest generated from participation in America's Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX North America) and The Americas Meetings and Events Exhibitions (AIBTM) reinforces the need for a stronger presence in the North American market.

The appointment of MCIntl is based on its excellent reputation as a company which specializes in marketing international destinations, venues and organizations to the business travel market in North America. On joining forces with MyCEB, Michel Couturier, President of MCIntl said, "In addition to an attractive natural and cultural backdrop, Malaysia's infrastructure, stability, great value for money and strategic location all help to make the destination a major player in the business events industry for both the Asian marketplace and the world. We look forward to working closely with the MyCEB team to put Malaysia at the forefront of the minds of North American planners."

Zulkefli Hj Sharif, Chief Executive Officer of MyCEB said, "Malaysia caters well for both the incentive and convention market with its unique culture, natural wonders, world class venues and renowned hospitality. It is also increasingly becoming the choice destination in Asia because of the ease in which events can be staged here. Having Marketing Challenges International representing MyCEB will provide invaluable support for North American planners, making it easier for them to consider and plan their business events in Malaysia."

MyCEB's decision to increase its presence internationally is to build on its current success. The year 2011 saw MyCEB providing support towards 198 international business events, including 130 conventions, 62 corporate meetings/incentives and 6 exhibitions. These events accounted for 150,935 delegates with an estimated RM1 billion (EUR254 million, USD344 million, AUD344 million) in economic impact.

To find out more about MCIntl, please contact Jacqueline Hewitt at Jhewitt@mcintl.com or +1-212-529-8484, or visit its website www.mcintl.com

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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. Owing to its stature as an Asian microcosm, Malaysia is increasingly becoming a first port of call for international meetings and associations wanting to engage with Asia – the world's largest and fastest growing economic region. These meetings often achieve record attendances due to Malaysia's value for money proposition and role model for developing nation.

For more information, please visit www.myceb.com.my

About Marketing Challenges International (MCIntl)

Marketing Challenges International (MCIntl) is a full service Global Destination Marketing Firm based in New York City that specialized in promoting international destinations, venues, and organizations to the leisure and business market segments in the US and Canada. For over 25 years, MCIntl has developed insights and passion of the travel industry requirement and selects the companies it represents because they offer innovative programme ideas and value added benefits to international event buyers.

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