



# Press Release

**FOR IMMEDIATE RELEASE**

## **MALAYSIA TAKES CENTRE STAGE WITH MORE BID WINS**

***– MyCEB announces three upcoming international conferences adding to Malaysia’s credentials as Asia’s hub***

**Kuala Lumpur, 9 August 2012** – Malaysia Convention & Exhibition Bureau (MyCEB) today announced that Malaysia would be hosting three upcoming international conferences this year and in the year 2015, further establishing the country as Asia’s premiere business events destination. With Kuala Lumpur chosen as the host city, the conferences will range from education, training and development to medical industries.

Held annually since 1969, the East Asia Regional Council of Schools Leadership Conference (ELC) 2012 will take place from 1<sup>st</sup> - 4<sup>th</sup> November 2012. Organised by East Asia Regional Council of Schools (EARCOS), ELC facilitates communication and cooperative initiatives between and among all Member Schools involved in the Council. The conference attendees will include school board of trustee, headmasters, principals, curriculum coordinators, activities directors and admission directors.

Regarded as a significant event for Member Schools, the conference plays an important role in advancing the professional growth and development of individuals belonging to the school’s educational staff. Further, it helps broaden the education dimensions of all Member Schools in the interest of a total education programme and promotes intercultural understanding and international friendship through activities amongst Member Schools.

To date, the conference has confirmed the attendance of 850 delegates which will generate an estimated RM9.1 million (USD2.9 million / EUR2.4 million) in economic impact to the country.

In an important endorsement of Malaysia as the role model for emerging economies, the country will also be witnessing two more conferences in the year 2015, namely the 44th International Federation of Training and Development Organizations World Conference 2015 (IFTDO) and Asia Pacific Association of Cataract and Refractive Surgeons 2015 (APACRS).

Organised by the Malaysian Association of Learning and Development (MyLEAD), the IFTDO represents more than 500,000 professionals in over 30 countries. It is committed to identify, develop and transfer knowledge, technology and skills to enhance growth, performance, productivity and sustainable development. The conference is fixed to take place from 25<sup>th</sup> – 28<sup>th</sup> August 2015.

The event is expected to bring approximately 1,500 delegates to Kuala Lumpur comprising of professionals from diverse network of human resource management and development organisations globally, and generate an estimated RM10.5 million (USD3.4 million , EUR2.7 million) in economic impact.

Due to be conducted from the 6<sup>th</sup> - 9<sup>th</sup> August 2015, the APACRS 2015 will witness the arrival of approximately 1,500 of the world's leading ophthalmologists to Malaysia. With aims to raise the standard of ophthalmic practice in Asia Pacific through an educational scientific programme, the meeting provides a forum for regional interaction equivalent to its American and European counterparts.

In an effort to support and promote initiatives to advance knowledge, share new developments in cataract and refractive surgery as well as other related field of anterior segment ophthalmic surgery, the opportunity to host the conference would help boost Malaysia's reputation as a major healthcare player in the Asia Pacific region. The conference is expected to bring in RM15.7 million (USD5 million / EUR4 million) of economic impact to the country.

Commenting on Malaysia's success in securing the events, Mr Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB said, "Hosting these conferences in Malaysia will give invaluable exposure and offer opportunities for knowledge sharing, engagement and collaboration between local professionals and their international counterparts. At MyCEB, we firmly believe that these events would be able to contribute to the country's competitive edge and position Malaysia as Asia's business events hub".

EARCOS would be held in the Shangri- La Hotel, Kuala Lumpur while IFTDO and APACRS would be conducted in the Kuala Lumpur Convention Centre (KLCC). All three conferences are supported by MyCEB.

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**For more information, please contact:**

**International Enquiry:**

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](mailto:pingho@myceb.com.my)

**Local Enquiry:**

Muhammad Nizam Hj Khamis (Mr)

Account Manager

G2 Public Relations

Tel: +603 2178 0033 • Fax: +603 2163 4001 • Email: [nizam.khamis@g2.com](mailto:nizam.khamis@g2.com)

**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 business events 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 in the areas of sports, art and culture and lifestyle. 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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