



# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB BUILDS INDUSTRY COMPETITIVENESS THROUGH PPP**

***– Professional Conference Organiser Partner Programme (PPP) initiated to lift the standard of Malaysian industry players thus fulfilling global industry needs***

**Kuala Lumpur, 17 August 2012** – In the efforts to create a dynamic and effective platform for professional conference organisation, Malaysia Convention & Exhibition Bureau (MyCEB) has introduced the Professional Conference Organiser (PCO) Partner Programme or in short PPP. The initiative aims to create a competitive environment and increase the standard of the business tourism industry in Malaysia, thus enabling Malaysian conference organisers to be certified and compete internationally.

The programme is divided into two tiers with different set of criteria to be fulfilled by PCOs as a requirement before qualifying to become a PPP member. Ms Ho Yoke Ping, General Manager, Sales & Marketing of MyCEB clarifies, “Firstly, partners of both tiers are required to become member of MyCEB’s Industry Partner Programme (IPP). Our Tier 1 partners must be able to offer the full PCO services for international meetings with more than 5 years experience in managing international conferences of 1,000 delegates and above. Meanwhile, Tier 2 partners need to have at least 3 years experience in managing international conferences consisting of 500 delegates and more.” She further explains, “The benefits vary between our Tier 1 and Tier 2 partners. Amongst the benefits are that Tier 1 partners receive higher value in education certification support as well as opportunity to be included in bid committees.”

Currently, three (3) companies have successfully signed an MOU with MyCEB as members of the PPP’s Tier 1 PCO, namely Crystal Edge Sdn Bhd, Console Communications Sdn Bhd and AOS Conventions & Events Sdn Bhd.

**Crystal Edge** is a premier marketing services and solutions company based in Kuala Lumpur. In regards to being a partner of MyCEB's PPP, Managing Director, Cynthia Martin expresses, "Crystal Edge is honoured to be one of the first partners of the MyCEB PCO Partner Programme. We look forward to gaining invaluable information on market trends, know-how from experts, and business opportunities through various marketing platforms. This is a perfect backdrop for market leaders who want to remain at the forefront of the industry. We aim to work together with MyCEB to raise the standards of PCO in the local industry and strengthen Malaysia's competitive position in the international business events market."

Meanwhile, **Console Communications'** Director, Yap Shook Fung, says, "We believe that being a part of this programme would enable us to bring our business to another level of professionalism. Console Communications look forward to push our boundaries, be competitive in the industry and ultimately be a player in the international arena." Console Communications is a professional, strategic communications agency with offices in Kuala Lumpur, Singapore and Hong Kong.

Established in 1990, **AOS Conventions & Events** is known to be one of Malaysia's pioneers in the PCO business, committed to promoting Malaysia as a world class business events destination. According to Mr. Anthony Wong, Group Managing Director of AOS Conventions & Events, "At AOS, we believe that one of the many ways of attaining success is through dynamic team work. The key essence to achieve the results of an effective and dynamic conference is through early preparation, experience and quality performance. Through PPP, we hope to gain further knowledge and create proactive collaboration with other industry players that would ensure overall progress of the industry".

The PCO Partner Programme aims to facilitate and create better business opportunities for partners, maximise bid convention for international conventions and develop international certification for Malaysian PCOs. "MyCEB believes that our local partners have what it takes to fulfill the global industry needs and we aim to compete on the basis of performance, innovation and productivity improvements" added Ho.

MyCEB expects at least six PCOs to qualify as members of the PPP by end of the year. Since its inception, MyCEB has launched a series of sales and marketing programmes such as the Subvention Programme, Event Support Programme and Industry Partners Programme (IPP). Subvention Programme refers to financial and non-financial support to attract international business events to Malaysia while the primary focus of Event Support Programme is to maximise yields from international business events. With IPP, MyCEB has been providing co-operative sales & marketing opportunities, sales lead distribution, industry education and training, shared market intelligence and networking opportunities to its partners. Over 170 industry players have signed up for MyCEB's IPP since it was launched in 2011.

For more information on MyCEB's PPP programme, kindly visit [www.myceb.com.my](http://www.myceb.com.my) or contact the Sales team at [sales@myceb.com.my](mailto:sales@myceb.com.my) or Tel: +603 2034 2090.

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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 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 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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