



For Immediate Release

Press Release

MALAYSIA TO HOST WORLD CONFERENCE ON LUNG HEALTH IN NOVEMBER

- ***Conference to discuss health solutions for the poor especially to underdeveloped and developing countries***

Kuala Lumpur, 9th October 2012 – World experts on lung health will converge in Kuala Lumpur this November to attend the prestigious 43rd Union World Conference on Lung Health (the Conference) organised by the International Union Against Tuberculosis and Lung Disease (the Union).

Strategically positioned in the heart of Asia, Malaysia is the ideal gateway for global associations to connect with the world's largest region - providing a compelling setting for the Conference that brings together views from around the world to call for action against lung disease. Its mission is to bring innovation, expertise, solutions and support to address health challenges in low- and middle-income populations.

Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB), Mr. Zulkefli Hj. Sharif said, the Conference is expected to attract 3,000 delegates and generate an estimated RM43.3 million (USD14.1 million / EUR10.9 million) in economic impact. With over 10,000 members and subscribers from 152 countries, the Union which is headquartered in Paris, has offices located in Africa, Asia Pacific, Europe, Latin America, Middle East, North America and South-East Asia regions. In Malaysia, the conference will take place from 13 – 17 November 2012 at the prestigious Kuala Lumpur Convention Centre.

Supported by MyCEB, Malaysia was chosen to be the host country due to its status as a fast growing democratic and liberal progressive country with stability and sound socio economic and developmental policies. Malaysia is also noted for its efforts to improve the health of its general population and has always been very supportive of new medical research on the topic at hand.

“MyCEB is very supportive of this Conference based on several reasons. Other than its obvious economic benefits, the Conference will definitely facilitate the opportunity for professional developments, knowledge exchange and best practices in the local and regional health sectors, particularly in respiratory health. It will highlight the vital importance of collaborations in our common efforts to address the conditions affecting lung health and HIV/AIDS, diabetes, asthma and other diseases. This in turn will impact positively on Malaysia as a model developing country”, said Zulkefli on the Conference.

The theme for this year’s Conference is ‘Driving sustainability through mutual responsibility’ which reflects the need for innovative finance and quality assurance mechanisms to ensure a sustainable health response. The Union is most widely known for the research that led to the global strategy for treating and controlling tuberculosis. Adopted by the World Health Organisation (WHO) in 1993, the Union model is part of the internationally recommended ‘Stop TB Strategy’ that has been used to treat 32 million people in 202 countries.

For more information about the 43rd Union World Conference on Lung Health, please visit <http://www.theunion.org/index.php/en/conferences/world-conferences/item/1811-43rd-union-world-conference-on-lung-health>

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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 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.

As reflected in the newly coined business events tagline, 'Malaysia – Asia's Business Events Hub', it communicates Malaysia's proposition as a gateway to Asia for 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.

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

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