



Press Release

FOR IMMEDIATE RELEASE

MyCEB Announces Appointment Of Reliance Conventions & Events Under PPP

– Reliance Conventions & Events (RCE) sees appointment under MyCEB’s Professional Conference Organiser Partner Programme (PPP) an opportunity to go global

Kuala Lumpur, 27 November 2012 – Reliance Conventions & Events (RCE), a local Professional Conference Organiser (PCO) recently joined the ranks of three other companies already appointed by the Malaysia Convention & Exhibition Bureau (MyCEB) as Tier 1 members of its Professional Conference Organiser Partner Programme (PPP). A Memorandum of Understanding (MOU) was signed on 1 November 2012 between RCE and MyCEB, officiating the strategic partnership.

The PPP was created by MyCEB as an initiative to create a dynamic and effective platform for local professional conference organisers to compete and increase the standard of the business tourism industry in Malaysia both regionally and globally. Divided into two tiers, partners of both tiers are first required to be a member of MyCEB’s Industry Partners Programme (IPP). Tier 1 partners have more than 5 years experienced in PCO programmes, are required to have managed at least five international conferences while Tier 2 partners needs to have managed at least three instead. The benefits vary between Tier 1 and Tier 2 partners, with Tier 1 partners receiving a higher value in education certification support as well as bidding conditions based on their reputation and competitive business modules.

Other companies that are successfully accredited as MyCEB’s Tier 1 members of the PPP are Crystal Edge Sdn Bhd, Console Communications Sdn Bhd and AOS Conventions & Events Sdn Bhd.

Established in 1985, RCE is known in the industry to deliver high impact and successful conferences in a capacity of either PCO or other tour related services such as Destination Management Company (DMC), travel logistics and housing bureau. This has enabled RCE to provide pertinent insights, industry experience and expertise, updated knowledge on trends, depth and operational benchmarks to manage events of any sizes.

According to RCE's General Manager Fu Kei Cheong. "We are very proud to be associated with this programme and MyCEB. At RCE, we see this as an opportunity to bring in more quality international conventions to Malaysia and also to compete internationally to manage events overseas. With our expansion which include acquiring new experienced talents and automating PCO processes with new operating systems, this appointment gives us the added strength that we need to move forward".

The PPP aims to facilitate its partners in multiple aspects of the business. Amongst the assistance provided by the programme are research and bidding, finance and budget management; and marketing promotion and exhibition management. Commenting on the appointment, Zulkefli Hj Sharif, Chief Executive Officer of MyCEB says, "The PPP signals MyCEB's confidence on the local industry and our partners. Our mission for 2013 is to appoint more companies as members of the PPP on the basis of experience, performance, and innovation. Together with all our partners, we believe that MyCEB will achieve its mission to position the country as one of the Top 5 destinations in Asia Pacific for international meetings".

For more information on MyCEB's PPP programmes, kindly visit www.myceb.com.my or contact Sales Department at MyCEB (sales@myceb.com.my / 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.

Apart from business events, an important component of MyCEB is the International Events Unit (IEU) which focuses on identifying and supporting international event bids in the areas of sports, art and culture and lifestyle.

In November 2011, MyCEB unveiled its business events 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

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