



# Press Release

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## **MyCEB FOSTERS ECONOMIC GROWTH THROUGH BUSINESS & MAJOR EVENTS**

***– MyCEB reveals future plans for the growth of Malaysia’s business tourism & major events in 2012 Media Briefing Session.***

**Kuala Lumpur, 18 December 2012** – To end the productive year of 2012, the Malaysia Convention & Exhibition Bureau (MyCEB) presented its current achievements and revealed its future plans to further boost Malaysia’s business tourism industry in its recent 2012 Media Briefing session. The Bureau’s successes and plans were announced by the three pillars of MyCEB, namely Mr. Zulkefli Sharif, Chief Executive Officer; Ms Ho Yoke Ping, General Manager of Sales and Marketing, Business Events Unit (BEU) and Mr. Tony Nagamaiah, General Manager of the International Events Unit (IEU).

“We are proud to say that the operational direction of the Bureau is generally healthy and smooth sailing. Despite the challenges from global competitions, especially our regional counterparts, we see the positive increase of business tourists visiting Malaysia. This is largely due to Malaysia’s unique identity as a multi-cultural country that has created a microcosm of Asia. It has world-class meeting facilities, amazing natural landscape and is also seen as a role model for developing countries. As of 2011, the number of business tourist to Malaysia has increased from 1, 278, 014 in 2010 to 1, 285, 145,” said Zulkefli.

Established in 2009 by the Ministry of Tourism, MyCEB was tasked to further strengthen Malaysia’s business tourism brand and position for the international meetings, incentives,

conventions and exhibitions (MICE) market under the nation's Economic Transformation Programme (ETP). MyCEB serves as a one-stop centre to assist meeting and event planners to bid for and stage regional and international business tourism events in Malaysia and act as a conduit for national product development. Beginning with just the Business Events Unit, another portfolio was added into its scope with the inception of the International Events Unit in 2011. MyCEB's roles was further extended into bringing in major international events revolving around music, arts, entertainment, sports and lifestyle into the country as well as supporting homegrown and home-hosted events.

According to Ms Ho Yoke Ping, General Manager of Sales and Marketing of MyCEB's BEU, "Delegates are interested in Malaysia as statistics have shown that we receive a steady number of delegates in international association meetings as compared to our competitors. In 2012, we have managed to secure 24 bids for international association meetings which will bring in approximately RM 342 million in economic impact to the country."

Ho also elaborated on BEU's efforts to increase arrivals through consistent messaging in promoting the country such as its newly launched incentive campaign known as '**Malaysia-Asia like never before**'. "The campaign aims to leverage on various unique selling points of the country under themes such as Unique Venues, Theme Events, Corporate Social Responsibility and Team Building to attract more incentive delegates to Malaysia. What makes Malaysia unique is definitely its diversity of cultures where one can get a taste of all of Asia and all its other unique and rare elements, in a single destination. At MyCEB, we constantly try to promote this idea to our clients internationally and think of innovative ways on how to bring this experience to life".

IEU, led by Mr Tony Nagamaiah has also been successful in its bids to attract international major events to Malaysia. This year, IEU supported major events such as the MTV World Stage 2012, the recent J Lo Dance Again World Tour Concert and the upcoming The 27th Golden Disk Awards, dubbed as the Korean Grammy Awards.

"IEU identifies key segments with big potential to contribute for the nation's economic growth. As of today, IEU has won eight international events via bidding which has attracted 112,500 spectators," explains Tony. "IEU also supports home grown or home hosted events such as the World Cup Asia / Intercontinental Cup – Langkawi 2012. Through our subvention programme, we have secured 11 homegrown events attracting approximately 44,000 foreign spectators. IEU's subvention programme is the financial and non-financial incentives provided to attract international major events to the country. Organisations that receive our subventions goes through assessment and must meet IEU's set of criteria," he continued.

Tony also added, "IEU's upcoming plans include promoting international awareness by approaching reputable non-Malaysian event organizing companies to organize events in Malaysia through participation in international road shows and conferences. This will also encourage positive competition for local organisers. We are also looking to collaborate with industry partners such as airlines, hotels & travel agents to customize travel packages for events supported by MyCEB."

With a stellar performance in 2012, MyCEB is well on its way to achieve its mission under the ETP to grow business tourism arrivals of the country.

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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.

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 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)

**December 2012**