

# Press Release

**FOR IMMEDIATE RELEASE**

## **16<sup>th</sup> ASIAN CONGRESS OF ARCHITECTS (ACA) LOCKS IN MALAYSIA FOR 2014**

***– MyCEB and Malaysian Institute of Architects (PAM) announced Malaysia’s bid win to host the Asian Congress of Architects for the third time***

**Kuala Lumpur, 18 January 2013** – Malaysia will host Asia’s future leading architects in 2014 when they convene in the country for the 16<sup>th</sup> Asian Congress of Architects 2014 (ACA 2014). The Malaysia Convention & Exhibition Bureau (MyCEB) and the Malaysian Institute of Architects (PAM) made the announcement today. The prestigious congress will take place at the Kuala Lumpur Convention Centre (The Centre).

ACA is a major regional congress held every two years, attended by the architectural fraternity including professionals and students from member countries of the Architects Regional Council of Asia (ARCASIA). The main objective of the congress is to facilitate Asian talents of architecture to travel around the region and gain in-depth exposure in architectural environments of member countries. The congress also coincides with the institution’s Annual Meetings which deliberates and presents collective directions of the architectural industry of the region.

“MyCEB is delighted to once again play its role as a support of a bid win to strengthen Malaysia’s position as Asia’s Business Events Hub,” said Zulkefli Sharif, CEO of MyCEB. “Our win for ACA 2014 is a great announcement to start the year. We hope that the congress would successfully stimulate fresh ideas from these aspiring architects through intellectual

exchange of knowledge and experience which would then translate to a collective contribution to the progress of the industry, both locally and regionally,” he continued.

The Malaysian Institute of Architects (PAM) is the national professional institute representing architects in Malaysia. Founded in 1920, the institute today is an active member of the Architects Regional Council Asia (ARCASIA). ARCASIA was formed as a regional centre to address environmental designs and unity amongst its six founding Asian Member Institutes including India, Sri Lanka, Pakistan, Singapore, Hong Kong and Malaysia. Today, ARCASIA has grown to 18 members of institutes from Asia including members from Japan and Korea.

“As a member of ARCASIA, we are honoured to host ACA again after 1984 and 2000 which have collectively brought in 800 delegates into the country. We are hoping to significantly increase the number to 3,000 delegates for ACA 2014, with 40 percent international attendees. This will serve as the perfect platform for us to show our members the architectural developments in our country and lift up the standards of our local architectural society,” expressed Ar Hj Saifuddin bin Ahmad, President of PAM. “ACA 2014 is taking place befittingly in the country as ARCASIA’s president for year 2013-2014 is from Malaysia,” he added.

Ar. Tan Pei Ing who is ARCASIA’s current president expresses, “At ARCASIA, we are very passionate about contributing towards the architectural field. With ACA 2014 scheduled in Malaysia, we are looking forward to productive discussions that would generate breakthrough ideas for the industry.” In October last year, the ACA was held in Bali, Indonesia.

The six day congress is expected to yield more than RM21.7 million in economic impact to the country and RM13.1 million from visitor expenditure. Under the Economic Transformation Programme (ETP) roadmap, Malaysia has aspirations to become the business events hub of the region and to position the country as one of the Top 5 destinations in Asia Pacific for international meetings.

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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)

### **About Pertubuhan Akitek Malaysia (PAM) - Malaysian Institute of Architects**

Pertubuhan Akitek Malaysia (PAM) - Malaysian Institute of Architects - is the national professional institute representing architects in Malaysia.

PAM was founded in 1920 as the Institute of Architects Malaya. In 1948, the name and consequently the Constitution were changed to the Federation of Malaya Society of Architects (FMSA) which was allied to the Royal Institute of British Architects (RIBA). Another change in name to reflect national sovereignty, and registration under the current name, came about when PAM was registered with the Registrar of Societies on 20 January 1967.

The Institute is managed by an elected Council consisting of a President, Deputy President, Vice President, Honorary Secretary, Honorary Treasurer and 13 Council Members. Also in Council is the Immediate Past President, up to 4 nominated Past Presidents, up to 3 nominated non-Corporate member and 4 elected representatives from the Chapters.

The mission statement of the Institute is "To promote the advancement of architecture and the architectural profession for the betterment of society". The Institute provides a framework for its members to operate effectively: to do, to run and to get the business of architecture within the PAM Constitution and Byelaws, Code of Conduct and Scale of Fees.

The primary objectives of the Institute are:

- To promote and enlarge knowledge, study and practice of architecture.
- To provide a central organisation for architecture.
- To assist and advise Governments, local authorities, or other private or public bodies.
- To promote friendly interaction and discourse amongst Architects.
- To obtain and disseminate among the Members, information on matters affecting the profession, and
- To preserve and to maintain the integrity and status of the profession.

For more information, please visit [www.pam.org.my](http://www.pam.org.my) or contact PAM Centre:-

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