

Press Release

FOR IMMEDIATE RELEASE

MyCEB BUILDS SUSTAINABLE ENVIRONMENT FOR INTERNATIONAL EVENTS INDUSTRY

***– MyCEB’s International Events Unit (IEU) conducted International Events
symposium to benefit local players of industry***

Kuala Lumpur, 18 January 2013 – As provided under the Malaysia’s Economic Transformation Programme (ETP), international events was listed as one of the Entry Point Projects (EPP) to drive the nation’s economy towards a developed nation status by the year 2020. In line with said mission, the International Events Unit (IEU), a component under Malaysia Convention & Exhibition Bureau (MyCEB) has taken an initiative to conduct an International Events symposium recently. The symposium was attended by 158 local industry players from various fields including events management and organisers, event marketing planners and organisers, venue owners and government entities.

With the objective of building a sustainable events industry scene for Malaysia, the symposium featured international speakers such as Kelly Dickson, Deputy Chief Executive of Victorian Major Events Company (Australia), Gerald Seligman, Executive Director of National Recording Preservation Foundation and Guy Lundy, Deputy Chairman of Wesgro, South Africa, amongst several other prominent industry experts.

“MyCEB is focused on grooming our local industry partners to enable them to compete internationally through our workshops and symposiums. Since the IEU was established under MyCEB in 2011, we have seen progress in this segment. I am confident that with programmes like this, it will definitely boost international confidence hence attracting more international events promoter to bring their events to our shore,” said Zulkefli Sharif, Chief Executive Officer of MyCEB. He added, “I would like to thank our industry experts who have agreed to share their knowledge and expertise at this symposium. I hope that the local players who attended the event benefit generously from this experience.”

At the symposium, invited speakers presented various topics on event management such as how to create an attractive events destination and issues on risk management. Tips provided also entailed effective events initiatives such as networking and transforming home-grown events into hallmark international events. Participants were then encouraged to take part in a two-way discussion on maximizing the results of events sponsorship.

Lundy expressed, “I was very impressed by the organisation and the attendance at the International Events Symposium in Kuala Lumpur. It is a clear indication that Malaysia, and the country's events businesses, are very serious indeed about creating a world class events industry. Malaysia certainly has the potential for it - attractive weather, geography, venues, culture and a host more, all of which come together to make it a very appealing events destination. With the increased co-ordination and focus spoken about at the Symposium, I will be looking out for Malaysia's continually increasing presence on the world's events calendars.”

IEU looks forward to conduct more symposiums in the coming year to equip local industry players to be competitive globally. For more information on IEU and its activities, kindly visit www.myceb.com.my or <http://internationalevents.my/index.php>

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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

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