



# Press Release

**FOR IMMEDIATE RELEASE**

## **MyCEB TO SHOWCASE MALAYSIAN CULTURE AT AIME 2013**

- ***MyCEB participates at AIME 2013 to further promote Malaysia as ideal destination for business events***

**Kuala Lumpur, 14 February 2013** – The Malaysia Convention & Exhibition Bureau (MyCEB) will once again be participating in the Asia-Pacific Incentives & Meetings Expo (AIME) 2013. Scheduled to be held from the 26 - 27 February 2013 at the Melbourne Convention and Exhibition Centre (MCEC), MyCEB will be joined by 24 industry partners including Langkawi Development Authority, Penang Global Tourism, Sarawak Convention Bureau, Borneo Convention Center, Kuala Lumpur Convention Center and Pullman Kuching.

At AIME, MyCEB will be hosting a “Spice Market” Cocktail Reception. Aimed to elevate the interest of trade attendees, the Spice Market takes the Malaysian cultural experience to a whole new level. The concept will take visitors on a time travel back 600 years ago where, at that time, Malaysia was already a nexus for trade and meetings. The “Spice Market” will bring the attendees to the era of the Malacca Sultanate where a mock set-up of a thriving spice market will be enacted complete with Arab, Chinese and Indian traders – capturing the essence and vibrancy of Malaysia which make the country a conducive place to have business events. The highly interactive and successful concept has been brought worldwide including to 2012’s Incentive, Meetings and Events (IMEX) Frankfurt, IMEX Las Vegas and The Global Meetings & Events Exhibition (EIBTM), Barcelona.

“MyCEB’s participation at AIME is part of our strategic move to capture the Asia Pacific market in line with our target to position Malaysia as Asia’s business events hub. The presence of major industry players presents an opportunity for us to discuss key trends that are driving the industry as well as to formulate a strategic response that can further enrich the Malaysian business events industry,” said Mr Zulkefli Haji Sharif, the Chief Executive Officer of MyCEB who will be leading the Malaysian delegation. Commenting on team Malaysia’s presentation this year, he added, “We will be featuring activities such as Islamic and Chinese calligraphy, the art of tea making and Indian henna and batik painting to represent Malaysia – a country known for its rich culture diversity, heritage value and historical significance.”

In this year’s AIME, MyCEB will also be taking the Malaysian experience a notch higher. Apart from the Spice Market, the Bureau will be sponsoring the Malaysia Spice Market Restaurant. At the Malaysia Spice Market Restaurant, visitors will have the opportunity to savour authentic Malaysian cuisine. Delectable dishes such as ‘nasi lemak’ (fragrant coconut rice), ‘char kuey teow’ (fried flat noodles) and ‘satay’ are part of the menu to be enjoyed. MyCEB’s Malaysia Spice Market Restaurant is jointly sponsored by its partners, the Borneo Convention Centre (BCCK), Kuala Lumpur Convention Centre and Pullman Kuching.

Only three years after it was established in 2009, MyCEB has gone from strength to strength in establishing its global presence within the industry. To top it all, Malaysia is fast becoming the leading business event destination choice for global associations having their first meetings and conferences which often drew record attendances owing to its unique diversity, value for money proposition and strategic location in the heart of Asia.

To get a taste of Malaysia, make an appointment with MyCEB and its partners at booth no. 3914. Upon registration, visitors will be able to experience Malaysia first hand in MyCEB’s Spice Market.

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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](http://www.myceb.com.my)

***February 2013***