



Press Release

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MyCEB SECURES BUSINESS EVENTS WORTH RM634.9 MILLION IN ECONOMIC IMPACT FOR MALAYSIA IN 2012

- ***MyCEB goes all out to achieve its mission under the Economic Transformation Programme (ETP) to bring 2.9 million international business tourism arrivals to Malaysia by year 2020***

Kuala Lumpur, 19 February 2013 – The Malaysia Convention & Exhibition Bureau (MyCEB) has achieved a fulfilling year in 2012 with a solid performance towards positioning Malaysia as Asia’s business events hub. During its 2012 financial year of January to December, MyCEB has successfully secured 26 association meetings, to be held in the country over the next five years.

Together with the support of the Ministry of Tourism and its industry partners, the Bureau’s significant wins for 2012 include the prestigious 127th International Olympic Committee (IOC) Session 2015, Asian Congress of Architects 2014 and the Offshore Technology Conference Asia 2014. Apart from expecting a total 35,482 of delegates’ arrival into Malaysia, an estimated RM 359 million worth of economic impact would be generated from the successful bid wins.

“MyCEB has also secured 109 corporate and incentive meetings for Malaysia this year. We are looking towards welcoming 25,604 delegates from all over the world during these events which will record an estimated RM 275.6 million in economic impact,” explains Mr. Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB. “Bids won cover a wide spectrum of industry sectors especially those

identified as National Key Economic Areas (NKEA) under the country's Economic Transformation Programme (ETP). The breakdown of delegates can be divided into 58 percent of association meetings and 42 percent corporate and incentive meetings. We are glad to announce that collectively, an estimated contribution of RM634.9 million in economic impact will be generated from both association meetings and corporate and incentive events," he further added.

The year in review also saw MyCEB providing support towards 255 business events, comprising of 50 percent of corporate and incentive meetings, 44 percent association meetings and six percent exhibition. In total, these events supported are estimated to drive an economic impact of RM 1.2 billion with more than 130,000 delegate arrivals.

Zulkefli concluded, "This stellar performance is the result of tremendous hard work which has been displayed by MyCEB and its industry partners. We are very committed to achieve the target of bringing 2.9 million international business tourism arrivals to Malaysia by year 2020 and to position the country as one of the top 5 destinations in Asia Pacific for international meetings."

MyCEB will also be playing an active role in supporting the upcoming Visit Malaysia Year 2014.

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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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