



Press Release

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MyCEB BAGS BRAND LAUREATE AWARD

– MyCEB wins Best in Corporate Branding award for Best Brands in Services - Convention & Exhibition

Kuala Lumpur, 22 February 2013 - The Malaysia Convention & Exhibition Bureau (MyCEB) was awarded the Best Brands in Services - Convention & Exhibition under the Corporate Branding category in the recent Brand Laureate Awards 2013. Held in the grand One World Hotel, the event was attended by various industry leaders from reputable companies with strong brand presence in the country, celebrities and members of the media.

The national convention bureau was established in 2009 by the Ministry of Tourism Malaysia as a catalyst to develop the Malaysian business events industry. Since then, MyCEB has successfully positioned Malaysia as the gateway to conventions and meetings in Asia and has assisted the country in securing major business events with record breaking attendances which has substantially impacted the nation's economy. Recognising the potential of the sector and given its high-yield visitor attraction, business tourism was included as one of the Entry Point Projects (EPP) under the nation's Economic Transformation Programme (ETP) to turn Malaysia into a developed nation by the year 2020.

"I am honoured to receive this award on behalf of the MyCEB team. We have worked consistently hard to steer the direction of Malaysia's business events sector to achieve our mission as provided under the ETP. It is a proud moment for us and the team to be recognised by our peers across the

industries,” expressed Ho Yoke Ping, General Manager of Sales and Marketing of MyCEB who received the award.

Held annually by The Asia Pacific Brands Foundation, the awards ceremony aims to promote brands in Malaysia and the Asia Pacific Region. With the aim to identify and support outstanding Malaysia brands to be global brands, the Brand Laureate celebrates deserving brands through this prestigious occasion. MyCEB was selected based on a stringent process of evaluation which include brand performances, integrated brand communications, brand culture and brand positioning.

“In 2011, MyCEB unveiled its ambitious business events tagline – *‘Malaysia, Asia’s Business Events Hub’*. This was supported with various initiatives to strengthen MyCEB and Malaysia’s profile and credentials both regionally and globally such as our experiential concept of the Malaysian Spice Market and the launch of our Corporate and Incentive campaign, *‘Malaysia, Asia Like Never Before’*,” explained Ho. “The Brand Laureate is a strong testimony of MyCEB’s strong performance and its branding efforts in promoting Malaysia as the preferred destination for the business events industry,” she further enthused.

Apart from assisting the business events industry in bidding processes, MyCEB also actively run programmes for local industry players to progressively respond to international business events standards. Together with its industry partners, MyCEB has managed to secure Malaysia as the host country for various world-class conventions including the 127th International Olympic Committee (IOC) Session in 2015, Women Deliver Conference 2013, 7th IAS Conference on HIV Pathogenesis, Treatment and Prevention, International Dragon Award (IDA) Annual Conference 2013 and 16th Asian Congress of Architects 2014 (ACA 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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