



# Press Release

**FOR IMMEDIATE RELEASE**

## **ASIA PACIFIC'S MEDICAL EXPERTS ON BREAST CANCER TO CONVERGE IN MALAYSIA THIS MONTH**

- ***2nd Asia Pacific Breast Cancer Summit 2013 to take place in Kuala Lumpur from 11-13 April 2013***

**Kuala Lumpur, 8 April 2013** – Malaysia will be welcoming the 2<sup>nd</sup> Asia Pacific Breast Cancer Summit 2013 (APBC Summit 2013) from the 11<sup>th</sup>-13<sup>th</sup> April 2013. Supported by the Malaysia Convention & Exhibition Bureau (MyCEB), the APBC Summit 2013 will be attended by global medical experts specifically in the subject of breast cancer from the United Kingdom, the United States of America, Australia, Singapore and Middle East.

An extension from the previous year's gathering in Singapore, the APBC Summit 2013 in Kuala Lumpur will expand on the programme with the chosen theme, 'Reaching New Heights in Breast Cancer Care'. The objective of the conference is to help health care professionals to decipher the new technologies, imaging and treatments and methods to be practiced in their medical treatments.

At the same time, cutting edge research and vision for the future of breast cancer treatments will be shared as part of the on-going discussions. Activities also include interactive conference workshops based on the last feedback from participants. The APBC Summit 2013 is expected to welcome 250

delegates into the country which is estimated to generate an economic impact worth close to RM 930,000.

“MyCEB is a proud supporter of this conference which will make a difference in our global population’s quality of life. To have world experts on the subject to converge in our country and discuss the way forward in providing care for cancer patients will definitely put Malaysia on the world map. We hope that delegates will be able to have a beneficial meeting and at the same time, enjoy our beautiful country,” said Zulkefli Hj Sharif, CEO of MyCEB.

Health care has been identified in Malaysia’s progressive Economic Transformation Programme (ETP) as a National Key Results Areas (NKRAs) and in line with this, MyCEB is constantly active in pursuing and bidding for more medical meetings to be hosted in Malaysia. The current record shows that medical meetings top the list of business events in Malaysia, with 15 percent of International Congress & Conventions Associations (ICCA) events in the country being medical sciences events.

According to Cheng Har Yip, Consultant Breast Surgeon, Breast Centre, University Malaya Medical Centre, Malaysia and member of the Scientific Committee, “We will be getting valuable insights on information such as new therapies, practical applications and controversies. Updates from the American Society of Clinical Oncology will also be presented during the APBC Summit 2013.” She continued, “The local organising committee is looking forward to also showcase Malaysia as a country unique and progressive especially in the business events industry. The location of the country is strategic as it offers convenient access to key Asian markets and it is also one of the world’s best value for money destinations.”

For more information on the 2<sup>nd</sup> Asia Pacific Breast Cancer Summit, please visit <http://www.breastsummit.org/index.php>. The Summit will be held at the prestigious Shangri La Kuala Lumpur.

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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)

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