



# Press Release

**FOR IMMEDIATE RELEASE**

## **MALAYSIA'S BOOTH- LARGEST FOR S.E.A REGION IN IT&CM CHINA**

**- MyCEB tops chart with industry partners for highest co-exhibitors in the region**

**Kuala Lumpur, 11 April 2013** - The Malaysia Convention & Exhibition Bureau (MyCEB) will be participating in the Incentive Travel & Conventions, Meetings China (IT&CM) for the third time. Joined by 15 industry partners including the Sabah Tourism Board, Kuala Lumpur Convention Centre and Reliance Conventions & Events, the Malaysian booth will have the largest booth for South East Asian (S.E.A) region and fourth largest international booth at the tradeshow.

Due to be held from 17-19 April 2013, IT&CM China will be taking place at the Shanghai World Expo Exhibition & Convention Centre and is expecting to receive more than 3,000 delegates and 700 exhibitors this year. The tradeshow brings together Chinese and international MICE exhibitors and buyers in one dynamic marketplace. It also acts as a platform for industry players to network, showcase and explore business opportunities.

"MyCEB is excited to once again be a part of IT&CM China as it provides Malaysia an opportunity to reach out to international buyers especially the Chinese buyers. With our booth being the largest in the tradeshow, we are confident that we will be able to showcase the best of what Malaysia has to offer when it comes to meetings and incentive. I think that Chinese market will be able to relate to Malaysia as we strike a similar chord through our Chinese heritage and ethnicity. On top of the sense

of familiarity, Malaysia's multicultural element which is unique to Malaysia will definitely interest our audience," enthused Mr Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

China represents a major and influential market for Malaysia. Malaysia's statistics indicates that tourist arrival from China is top five in the country. The hike in Chinese tourist arrival to Malaysia has resulted in an increase of accessibility to the destination through direct flights from many parts of China. Malaysia is considered as a medium haul destination as most flights between Malaysia and China are about 4 – 7 hours away. The national carrier, Malaysia Airlines provides 30 flights per week to 5 cities in China whilst low-cost carrier, AirAsia/Air Asia X provides 55 flights per week to 7 cities. Recently, more flight routes were added from Guangzhou - Kota Kinabalu by China Southern Airlines and Air Asia has also added Kunming as its destination.

"Last year, we have launched our Corporate & Incentive campaign guide, '***Malaysia-Asia like never before***' which is also available in Chinese. We have also launched the Malaysia Twin Deal Programme China twice, an indication of how well-received Malaysia is to this market. We are looking for various ways to tap into the Chinese business events market further by appointing a sales and marketing representative office in China by second quarter of this year. We also see great potential in clan conferences due to the existence of the strong Chinese culture in Malaysia," commented Zulkefli.

As part of the Ministry of Tourism's target to attract 28 million tourist to Malaysia, MyCEB is also a strong supporter of the Tourism Malaysia's Visit Malaysia Year 2014 campaign. The Bureau hopes to leverage on the campaign as a platform to attract more business events and visitors to support the growth of the business events industry.

To find out more about the Malaysia booth at IT&CM China, visit booth no. A12 or contact MyCEB at +603-20342090 or go to [www.myceb.com.my](http://www.myceb.com.my) for more information.

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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)

*April 2013*