



Press Release

FOR IMMEDIATE RELEASE

MyCEB REVISITS KOREA WITH BIGGER PRESENCE

– MyCEB launches Corporate & Incentive Guide and extends Malaysia Twin Deal Programme Korea

Kuala Lumpur, 15 April 2013 - The Malaysia Convention & Exhibition Bureau (MyCEB) is bringing its roadshow back to Seoul and Busan, Korea for the second time from 23-25 April 2013. This time with a bigger presence with industry partners such as Penang Global Tourism, Langkawi Development Authority, Genting Malaysia Berhad and Impiana Hotels & Resorts. which will give visitors better understanding on Malaysia's unique offerings at the roadshow. This year's roadshow will also bring a taste of the unique Malaysian culture to the Korean meeting planners and corporate representatives through activities such as the artistic *batik* cloth painting and intricate henna tattoo drawing.

The key highlight of this visit is the launch of MyCEB's Corporate & Incentive (C&I) Guide in Korean language. The integrated C&I Campaign, known as "***Malaysia - Asia like never before***" was launched last year and is supported by the C&I Guide as well as a series of print and digital advertisements campaign. Focusing on four themes namely 'Team Building', 'Theme Events & Experiences', 'Unique Venues' and 'Corporate Social Responsibility', the C&I Guide aims to assist corporate and incentive clients in Korea who are planning corporate meetings and incentive trips to Malaysia.

“The business tourism relationship between Malaysia and Korea is rapidly increasing due to the strong bilateral ties of both countries in growth areas. With the frequent direct flights from Seoul to Kuala Lumpur as well as Kota Kinabalu and Air Asia’s recent announcement on increasing frequencies on highload on the Kuala-Lumpur- Seoul route¹, we see the need to intensify our efforts to assist the Korean incentive planners who are looking for new and unique programmes in Malaysia,” noted Ms. Ho Yoke Ping, General Manager of Sales & Marketing.

Apart from the C&I Guide, MyCEB also announces the extension of the Malaysia’s Twin Deal Programme (MTD) Korea, which was launched last year to further encourage and attract more Korean corporate and incentive groups to Malaysia. MTD’s “two-pronged” approach offer rewards for both incentive planners and participants, and further enhances the success of their events.

For the participants, MTD Korea Deal 1 offers value added support including complimentary Malaysian cultural entertainment during welcome dinner or gala dinner, partial sponsorship for F&B and police escort for participants’ transfer. As a unique touch, each participant will be presented with special welcome pack containing an exclusive souvenir made from Malaysian batik.

Meanwhile, meeting and incentive planners can look forward to incentive rewards based on cumulative numbers of participants in the MTD Korea Deal 2. Under this deal, they will be able to redeem vacation packages to Kuala Lumpur, inclusive of return air tickets, accommodation at a 5 star hotel, spa session and other attractive offerings.

The MTD Korean programme is applicable to corporate and incentive groups from Korea. Confirmed bookings must be made from 30 April 2013 to 30 October 2014 for group arrival before 31 December 2014.

MyCEB’s Korean Roadshow is also part of the Bureau’s endeavour to proactively support Tourism Malaysia’s Visit Malaysia Year 2014 campaign as the country look towards welcoming the targeted 28 million tourists into Malaysia.

To find out more on MyCEB’s C&I Guide, log on to <http://www.myceb.com.my/corporate-incentive-guide>. Interested parties can also contact Tourism Malaysia Promotion Board in Korea at +822-779 4422 or email sales@myceb.com.my for both C&I Guide and MTD Korea.

¹ TTG Asia “AirAsia X to build multiple hubs in Asia”- http://ttgasia.com/article.php?article_id=20497

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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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