

Press Release

FOR IMMEDIATE RELEASE

LIONS MEETING IS SET TO BE A ROARING SUCCESS

- ***Lions Clubs International to meet in Kuala Lumpur for 51st Multiple District Lions Convention supported by Malaysia Convention & Exhibition Bureau (MyCEB)***

Kuala Lumpur, 23 April 2013 – The Lions Clubs International Multiple District 308 (MD 308) will be hosting its 51st Multiple District Lions Convention (The Convention) at the Berjaya Times Square, Kuala Lumpur this month. Supported by the Malaysia Convention & Exhibition Bureau (MyCEB), the Convention which will take place from the 25-28 April, 2013 is set to gather Lions Clubs International members from Asia, United States and Australia. The opening ceremony and banquet dinner event will also be attended by the Kuala Lumpur City Mayor, YBhg Datuk Seri Ahmad Phesal Talib and the International Director of Lions Clubs International, Jui-Tai Chang.

The Lions Clubs International (Lions Club) is the world's largest service club organisation, with 46,000 clubs and 1.35 million members. The Lions Club strive to be the global leader in community and humanitarian service together with its mission to empower volunteers to serve communities, meet humanitarian needs and encourage peace and international understanding. The MD 308 was formed in Singapore in 1958 and in the late 90's the club grew rapidly enough to redistrict itself. The annual convention is a platform for global members to meet and partake in many activities which include fundraisers, service projects, seminar and election of forth coming year's officers. This year, the

theme for The Convention is 'Success through Unity' which carries the significance that all Lions (members of the Lions Club) share a common similar mind. This refers to the intentions to help the less fortunate through the various Lions Clubs institutions such as the Lions Education Fund, Lions Dialysis Centre and many more.

"Lions Clubs International is a global network that is renowned for their noble contributions to the society. MyCEB is proud to be a supporter of The Convention and we look forward to welcoming delegates from its member countries. From this event, we are expecting an estimated RM6.6 million to be generated in economic impact. This is indeed another milestone to the country's business events industry's strong track record," commented Zulkefli Hj Sharif, CEO of MyCEB.

According to Dato' Alex Nah, Convention Organising Chairman, "Our last convention held in Kuala Lumpur has been more than a decade ago. We are proud to be able to bring it to the capital of Malaysia again and we welcome all delegates to explore the beautiful country." He continued, "We are expecting 1,600 delegates with their families to be participating in The Convention. I hope that it will be a fruitful event as we have organised a line of interesting activities which are designed to be interactive and engaging."

To further enhance the experience of convention delegates, the event will be organising interactive activities including Diabetes Awareness, a Women Symposium, Leadership Training Skills, and CSR programme, which is the Let's Meet & Green Programme, by MyCEB. The Lions' members have participated in the tree planting activity together with representatives from MyCEB last week, with 51 trees planted.

As part of the Ministry of Tourism's target to attract 28 million tourists to Malaysia, MyCEB is a also 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.

For more information on The Convention, please visit <http://www.51md308lionsconvention.org/>

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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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