



For Immediate Release

Press Release

MALAYSIA - FIRST ASIAN COUNTRY TO HOST 3rd GLOBAL WOMEN DELIVER CONFERENCE 2013

- ***Global experts to meet in Malaysia to address and tackle issues on maternal and reproductive health of women in 3rd Global Women Deliver Conference 2013***

Kuala Lumpur, 29 April 2013 – Strongly supported by the Malaysia Convention & Exhibition Bureau (MyCEB), the 3rd Global Women Deliver Conference 2013 (WD 2013) is set to gather global experts this year from May 28-30. The conference attended by various parties including healthcare professionals, policymakers, government leader and many more aims to address women deliver issues and ensure that investments in girls and women remain a global priority to authorities around the world.

Organised by the Women Deliver headquartered in New York, United States of America, Malaysia is the first Asian country to be given the honour to host this landmark conference. It is expected to attract 5,000 delegates and generate an estimated RM72.5 million in economic impact. The groundbreaking conference which was launched in 2007 was previously held in London and Washington.

Founder and President of Women Deliver, Jill Sheffield has recently announced the programme for the conference in Kuala Lumpur. WD 2013 will focus on a broad range of critical issues related to women's health and mortality. The first day of the conference will be emphasizing on Women Deliver's keynote theme – "Women". The second day will be

addressing the unmet need for family planning and the final day will concentrate on the post 2015 development framework. The overall themes of the conference highlight and stress the importance of investing in women's health, education, empowerment and rights.

WD 2013 looks forward to explore how global community can address and decrease the unmet need for modern contraception through the developed Millennium Development Programme 5 (MDG 5). Key influential speakers will be featured at the conference Melinda Gates of the Bill & Melinda Gates Foundation; HRH Crown Princess Mette Marit of Norway, Zainah Anwar of Global Movement for Equality and Justice in the Muslim Family, Malaysia and many more. A powerful forum to ensure the continuous advocacy for girls and women in the future will also be organised during the conference as well as a virtual media room which will add to its attraction.

"WD 2013 is one of the many high profile health and medical conferences that Malaysia will be hosting this year. It is such an honour for MyCEB to be able to support these impactful events that will ultimately change the quality of life for all mankind for the better. This also reflects positively on Malaysia's strong track record in hosting global conferences in line with the Bureau's mission under the Economic Transformation Programme (ETP), which is to grow business tourism arrivals of the country," commented Zulkefli Hj Sharif, CEO of MyCEB.

Datuk Dr. Raj Abdul Karim, Women Deliver Asia Regional Director and MyCEB's appointed Kesatria said, "WD 2013 will highlight the tremendous progress that Malaysia and other participating countries have made on the issue of women's health and rights, as well as the challenges that remain." She continued, "This conference will provide a platform for national, regional and global leaders to share lessons learned and strategise new ways to drive continued progress."

For more information about the 3rd Global Women Deliver Conference, please visit <http://www.womendeliver.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 ICCA and to grow business tourism arrivals to Malaysia.

As a measure to further develop the international events industry, MyCEB has launched a specialist unit known as the International Events Unit (IEU) which focuses on identifying and supporting international event bids including sports, art and culture and lifestyle events. The IEU's goal is to identify and assist homegrown events with the potential to attract international publicity and international attendances.

As reflected in the newly coined business events tagline, 'Malaysia – Asia's Business Events Hub', it communicates Malaysia's proposition as a gateway to Asia for meetings. Owing to its stature as an Asian microcosm, Malaysia is increasingly becoming a first port of call for international meetings and associations wanting to engage with Asia – the world's largest and fastest growing economic region.

For more information, please visit www.myceb.com.my

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