

Press Release

FOR IMMEDIATE RELEASE

NEW LOGOS FOR MALAYSIA CONVENTION & EXHIBITION BUREAU (MyCEB)

- *New logo symbolizes MyCEB's focus to lead the development of Asia's highest performance business events industry*
- *International Events Unit (IEU) under MyCEB will now be known as Malaysia Major Events (MME)*

Kuala Lumpur, 13 May 2013 – Malaysia Convention & Exhibition Bureau (MyCEB) today officially launches the new MyCEB corporate logo. The new logo symbolizes the Organisation's focus on enabling confidence to be recognised as Asia's model bureau – the leading edge in terms of success, professionalism, best practices and business impact.

New MyCEB logo:



The new corporate logo brings together the MyCEB name with a simple dot which marks the beginning of all creative acts and ideas. One of the three basic shapes in geometry, the circle is friendly and approachable, a strong reflection of the attitude of MyCEB and Malaysians in general. The dot further multiplies to form the iconic Petronas Twin Towers, Kuala Lumpur, an instantly recognisable symbol of Malaysia. The structure also represents the understandings of business and trade; with a fluid contour to demonstrate creativity, innovation, dynamism and adaptability which are critical enablers to succeed in the thriving global business events industry.

The new logo is also presented with a new colour scheme including blue-grey and blue-black. The blue-grey on the 'Malaysia' font presents the country as a hub that facilitates the industry from behind-the-scenes. The blue-black colour for the 'Convention & Exhibition Bureau' represents a strong foundation for the organisation.

“We believe that the new logo better communicates our vibrant approach to business events in establishing Malaysia as one of the most preferred meetings destination in the world. With its modern and contemporary design, the new logo signals MyCEB’s focus to compete internationally to achieve its mission under the nation’s progressive Economic Transformation Programme (ETP) towards a developed nation in the year 2020,” said Zulkefli Haji Sharif, Chief Executive Officer, MyCEB.

The previous logo was created in 2009 since the initial inception of MyCEB. During that period, MyCEB has expanded its portfolio and increased its relevance with the establishment of the International Events Unit (IEU) as a division under MyCEB. IEU was tasked to make Malaysia the hub for international sports, arts, lifestyle and entertainment events; and to secure a variable portfolio of major, niche homegrown international sports, arts, lifestyle and entertainment events attracting visitors to Malaysia.

IEU will also be undertaking a new identity and to be officially known as Malaysia Major Events (MME). The new name is an indicative of Malaysia as the destination for Major Events, a strong and clear communication of what the brand portrays.

Malaysia Major Events’s logo:



Using the same symbolic dots of the MyCEB logo, the three connecting dots which carries three different colours - green, blue and orange – symbolizes the core values of Professionalism, Focus and Creativity. The letter ‘j’ does a double duty: the third dot creates an exclamation mark – a subtle yet sophisticated play weaving the two meanings together, which are creativity and the importance of major events. The series of dots in the logo further connotes Malaysia Major Events’ strength as a one-stop centre that assist event stakeholders with the smooth, seamless and successful staging of events.

With its crisp and vibrant new look, Malaysia Major Events continues its passion of attracting and sustaining major events into the country, while complementing MyCEB’s drive to make Malaysia an international hub for events.

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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.

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.

The Malaysia Major Event Unit, previously known as International Events Unit (IEU) is a division of Malaysia Convention & Exhibition Bureau (MyCEB).

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

About Malaysia Major Events

Malaysia Major Events is a division of Malaysia Convention & Exhibition Bureau (MyCEB) under Malaysia's Ministry of Tourism. Born under the Prime Minister's Economic Transformation Programme (ETP), Malaysia Major Events facilitates significant events that help contribute to Malaysia's economic growth. It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events. As a conduit between public and private sector, it's a one-stop centre which facilitates and liaises with diverse event stakeholders to ensure seamless processes and successful events.

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