

Press Release

FOR IMMEDIATE RELEASE

MyCEB LAUNCHES BUSINESS EVENTS MOBILE APP

- Malaysia Convention & Exhibition Bureau (MyCEB) launches Conference Mobile Application and Delegate Welcome Kit

Kuala Lumpur, 16 May 2013 –In view of the growing demands for Malaysia as the preferred global meetings destination, the Malaysia Convention & Exhibition Bureau (MyCEB) took the opportunity to launch its new Conference Mobile Application and Delegates Privilege Card. Both products which form part of the Delegate Welcome Kit aims to provide destination information to further facilitate business events delegates as well as to award international delegates with special privileges.

Applicable to conferences which involves more than 500 international delegates, users will be able to obtain information on the conference they are attending including schedules, conference speakers, surveys and announcements. The mobile app also comes with a destination feature which guides delegates on attractions, shopping and dining options around Kuala Lumpur. In later development stages, MyCEB will be expanding the mobile app to feature other states around the country.

As an added attraction, delegates will also be presented with a Delegates Privilege Card which entitles them to redeem discounts and privileges at selected food & beverage, retail, entertainment outlets, attractions and transportation services. These outlets are MyCEB's industry partners including Royal Selangor Malaysia, Bijan Bar & Restaurant and food outlets at Mandarin Oriental Kuala Lumpur, the Express Rail Link (ERL) transportation and many more.

“The mobile app is an achievement for the national bureau as it is a new avenue for us to encourage, facilitate and boost the number of conferences in Malaysia. Business events is an important industry to the country where the average spending of business visitors was recorded to be three times more than the average tourist. Thus, facilitating business delegates during their stay is an on-going effort. International conference delegates can now explore the country by having access to all the information, making it easy for them to move around Kuala Lumpur,” explained Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

Commenting on the Delegates Privilege Card, Zulkefli said, “The card is a way for us to thank and award conference delegates for choosing Malaysia. We hope that they will be able to see more in the country and stretch their budget, given that Malaysia is already the 5th most price competitive country in the world. It is also one of our initiatives to work with our industry partners. Participating organisations

are part of our Industry Partner Programme (IPP), which MyCEB works closely with to provide a platform for business opportunities and building the industry as a whole.”

Apart from the launch of the new mobile app, MyCEB also recently unveiled its new corporate logo, giving the Bureau a refreshed look with a stronger commitment towards the industry. The new sleek, fresh and solid corporate colour and logo image also represents the growth in MyCEB, its reliability, professionalism and enthusiasm to continuously drive local partners and positioning Malaysia as the destination of choice for business tourism.

For more information on the Conference Mobile App, please contact +603 20342090 or email info@myceb.com.my

###

For more information, please contact:

Ms Shazrina Othman

Manager, PR & Communications

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090

• Fax: +603 2034 2091

• Email: shazrina@myceb.com.my

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