



Press Release

FOR IMMEDIATE RELEASE

MyCEB TO REVEAL NEW DEVELOPMENTS AT IMEX FRANKFURT 2013

– MyCEB creates business events milestones through new product developments

Kuala Lumpur, 16 May 2013 - In its continued proactive efforts to develop the country's business events industry, Malaysia Convention & Exhibition Bureau (MyCEB) will once again be participating in the upcoming Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX) Frankfurt 2013. Set to take place from the 21-23 May, MyCEB will be accompanied by 11 industry partners including Sarawak Convention Bureau (SCB), Reliance Conventions & Events and Berjaya Hotels & Resorts.

This time around, MyCEB will be revealing new and exciting changes to its corporate image and product developments. According to Zulkefli Hj Sharif, Chief Executive Officer of MyCEB, "We will be unveiling a new skin for the Bureau as well as some new product offerings which will be milestones for the country. It is indeed an exciting time for the Bureau and the business events industry in Malaysia. The official announcement will be made at our Press Conference at IMEX Frankfurt on the 21st of May, from 11.30am-12.30pm. To find out more, I urge members of the media attending the tradeshow as well as industry players to follow us closely."

Apart from the announcements of new developments, MyCEB will also be showcasing Malaysian culture at the tradeshow. Visitors can experience the batik painting (intricate motifs painted on

cloth), Chinese calligraphy (unique styles and strokes of Chinese writings), Sarawak bead-making (traditional Sarawakian beadwork for jewellery and on fabric) and the Chinese art of tea-making (the sophisticated artform and methods of preparing tea).

To find out more about Malaysia and MyCEB's exciting new updates, visit our booth **no. B200** or contact +603 2034 2090 or go to www.myceb.com.my.

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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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