

Press Release

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MALAYSIA PICKED AS FIRST ASIAN HOST FOR OFFSHORE CONFERENCE IN 2014

- *MyCEB announces new bid win - Offshore Technology Conference (OTC) Asia 2014*

Kuala Lumpur, 20 May 2013 – The Malaysia Convention & Exhibition Bureau (MyCEB) announces another victorious bid win for the Malaysian business events industry. The Offshore Technology Conference OTC Asia 2014 (OTC Asia) will take place from 25 - 28 March 2014 at the Kuala Lumpur Convention Centre. OTC's flagship event is held annually in Houston, Texas, U.S.A., and OTC Asia is an expansion of this successful conference, which will target more participation from the Eastern Hemisphere.

Part of the OTC family of events, the conference will be attended by experts and professionals including engineers, technicians, executives, scientists and managers from all fields in the offshore exploration and production industry. The conference aims to promote and further advance the scientific and technical knowledge of offshore resources and environmental matters in the region through this gathering. Further, OTC also shares information on current best practices and latest innovations of the industry.

Specifically, OTC Asia will promote new activities related to energy education and nurturing young professionals' development. The conference in 2014 is expected to welcome 6,600 international delegates into Malaysia, including countries such as Australia, China and Russia. It is estimated that RM 66.5 million in economic impact will be generated from OTC Asia.

"Asia is increasingly gaining attention of the global players for business events and Malaysia in particular is highly regarded as an important port of call for international meetings. Accounting for around one-fifth of the country's entire Gross Domestic Product (GDP) and included in the country's Economic Transformation Programme (ETP) outline, the oil and gas sectors are some of the most important pillars of Malaysia's economy. This makes it a real honour for us to welcome OTC Asia to our shore and we are very proud to be its first Asian host," said Zulkefli Hj Sharif, CEO of MyCEB. "With every business event

that arrives in Malaysia, we put together the best experience for delegates. Our last oil and gas conference was the 25th World Gas Conference 2012, which reached record breaking attendance. We hope the same type of success for OTC Asia as well,” he continued.

According to Mr. Stephen Graham, Executive Director of OTC, “Malaysia is an obvious choice as our first Asian host as many of the world’s most well known international oil and gas companies are present. On top of that, the support which we have received so far from local organisations such as MyCEB has been tremendous.”

OTC was formed more than four decades ago as a response to the growing technological needs of the global ocean extraction and environmental protection industry. The 13 professional organisations of the conference operate exclusively to promote scientific and technical knowledge of offshore resources and environmental matters. As the offshore industry continues to grow, OTC 2013 attracted more than 100,000 attendees from 120+ countries and 2,700 exhibiting companies occupying more than 60,000 net square meters.

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.

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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

About the Offshore Technology Conference (OTC)

The Offshore Technology Conference (OTC) is where energy professionals meet to exchange ideas and opinions to advance scientific and technical knowledge for offshore resources and environmental matters. Founded in 1969, OTC's flagship conference is held annually in Houston. OTC has expanded technically and globally with the Arctic Technology Conference, OTC Brasil, and OTC Asia.

For more information, please visit www.otcnet.org

May 2013