

Press Release

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MyCEB ELEVATES MALAYSIA'S BUSINESS EVENTS INDUSTRY WITH NEW CONFERENCE MOBILE APP

- Malaysia Convention & Exhibition Bureau (MyCEB) launches Conference Mobile Application and unveils new corporate logo at IMEX Frankfurt 2013

Frankfurt, 22 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 at the Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX) Frankfurt 2013. 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 transportations. 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 are an important industry to the country hence 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 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. MyCEB’s International Events Unit will also be undertaking a new identity as Malaysia Major Events.

At IMEX 2013, MyCEB also showcased the Malaysian culture. Visitors experienced 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).

MyCEB's participation in international tradeshows is one of its efforts in supporting Tourism Malaysia's Visit Malaysia Year 2014 campaign as the country look towards welcoming the targeted 28 million tourists into Malaysia.

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

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.

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

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

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