

# Press Release

*FOR IMMEDIATE RELEASE*

## WORLD'S LEADING EXPERTS ON HIV/AIDS TO CONVENE IN MALAYSIA

**– Malaysia Convention & Exhibition Bureau (MyCEB) actively supports the 7th IAS Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2013)**

**Kuala Lumpur, 7<sup>th</sup> June 2013** – The 7th IAS Conference on HIV Pathogenesis, Treatment and Prevention 2013 (IAS 2013) will be taking place in Kuala Lumpur from 30th June - 3rd July this year. Organised by the International AIDS Society (IAS) in partnership with the Centre of Excellence for Research in AIDS (CERiA) and University of Malaya, the conference is also strongly supported by the Malaysia Convention & Exhibition Bureau (MyCEB).

The IAS Conference is the world's largest open scientific conference on HIV and AIDS which represents an ideal platform for the examinations of the latest development in HIV-related research. The conference, which will be attended by leading scientists, clinicians, public health experts and community leaders from around the world are expected to bring more than 4,000 delegates into Malaysia. This would generate approximately RM55.8 million in economic impact for the country. This is also the first time that the IAS Conference will be hosted in Asia.

A recent marathon meeting by the IAS 2013 organisers in Kuala Lumpur has also consolidated the programme for the conference, putting a step forward to the materialised date. The meeting was also attended by Professor Françoise Barré-Sinoussi, International Chair of IAS 2013, IAS President and Nobel Laureate for her discovery of the HIV virus. She will be one of the key speakers at the conference.

“MyCEB is honoured to be a part of the supporting organisations of the IAS 2013. Not only will it provide Malaysian stakeholders the opportunity to discuss the epidemic on a global platform and raise the challenges specific to Malaysia itself, the conference also represents another milestone for Malaysia as the preferred destination for global health and medical conventions. Last year, Malaysia hosted the 43rd Union World Conference on Lung Health and this year, Malaysia hosted the 9th International Symposium on Antimicrobial Agents and Resistance (ISAAR 2013) as well as the Women Deliver 3rd Global Conference (WD 2013),” commented Ms Ho Yoke Ping, the General Manager, Sales and Marketing of MyCEB.

“The IAS and CERiA are extremely grateful to MyCEB for their excellent support in bringing the IAS conference to Malaysia and the region, where HIV science and the expertise to translate the knowledge into effective treatment and prevention interventions are most needed. The IAS 2013 takes place at a pivotal moment in the global HIV response; recent scientific breakthroughs have provided us with the evidence to show that ending AIDS is in fact possible. As the first Asian host of an IAS conference, we are most certainly honoured to be associated with such a significant milestone in the course of the epidemic,” said Prof. Dr. Adeeba Kamarulzaman, Local Co-Chair of IAS 2013 and Director of CERiA.

Health care has been identified in Malaysia’s progressive Economic Transformation Programme (ETP) as a National Key Results Areas (NKRAs) and in line with this, MyCEB is constantly active in pursuing and bidding for more medical meetings to be hosted in Malaysia. The current record shows that medical meetings top the list of business events in Malaysia, with 15 percent of International Congress & Conventions Associations (ICCA) events in the country being medical sciences events. Other medical events supported by MyCEB last year include 14th Congress of the International Society for Peritoneal Dialysis 2012 and 14th Asia Pacific Congress of Pediatric & 4th Asia Pacific Congress of Pediatrics Nursing.

IAS 2013 will be one of the key business events and is part of the Bureau’s endeavour to proactively support 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 IAS 2013, kindly visit [www.ias2013.org](http://www.ias2013.org)

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**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](mailto:shazrina@myceb.com.my)

**NOTE TO EDITORS**

**About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism and Culture, 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](http://www.myceb.com.my)

### **About the IAS 2013 organizers**

The **International AIDS Society (IAS)** is the world's leading independent association of HIV professionals, with over 16,000 members from more than 196 countries working at all levels of the global response to AIDS. The IAS members include researchers from all disciplines, clinicians, public health and community practitioners on the frontlines of the epidemic, as well as policy and programme planners.

The IAS is lead organizer of the IAS Conference on HIV Pathogenesis, Treatment and Prevention, which will be held in Kuala Lumpur, Malaysia, 30 June – 3 July 2013 and custodian of the biennial International AIDS Conference, which will be held in Melbourne, Australia, 20-25 July 2014.

[www.iasociety.org](http://www.iasociety.org) | [www.ias2013.org](http://www.ias2013.org) | [www.aids2014.org](http://www.aids2014.org)

The **Centre of Excellence for Research in AIDS (CERiA)** was established in 2007 to respond to the need to better understand the Malaysian HIV epidemic and to build local capacity in conducting HIV related research. Since its establishment it has become the leading Centre in Malaysia conducting HIV related research in various fields including epidemiology, social behavioural, clinical and laboratory based research.