

Press release



COMPLETING THE CYCLE: MyCEB AND MCI GROUP BUILD BICYCLES FOR CHILDREN

– MyCEB partners with MCI to build and present bicycles to local children as part of Corporate Social Responsibility initiative.

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Kuala Lumpur, 3 July 2013 – The Malaysia Convention & Exhibition Bureau (MyCEB) and global consulting, live communication and event management company MCI teamed up for a CSR programme to give back to the community at the Hilton Petaling Jaya. The event is also in conjunction for MCI's announcement of the opening of its 49th office – MCI Malaysia. The CSR activity involved members of both MyCEB and MCI building 30 bicycles with 15 children from three homes, namely Agathians Shelter, Rumah Hope and Yayasan Sunbeams Home. The bicycles were then presented to the children as a charity donation after a quality inspection from mechanics.

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“Both MyCEB and MCI aim to give back to children in a special way - something they will be happy to receive and at the same time; can engage them in healthy and productive activities. We also felt that we would like to do more than just giving bicycles, but to be more interactively involved with the children, hence this initiative,” explained Ms Ho Yoke Ping, General Manager of Sales & Marketing, MyCEB. “We are glad for the opportunity to collaborate with MCI, to carry out this meaningful activity.”

According to Sebastian Tondeur, CEO, MCI, “The MCI Dream is about a desire to build a company demonstrating innovation, quality and corporate responsibility leadership. We are dedicated to the learning and development of our talents through our in-house training provider, the MCI Institute and are pleased to bring this philosophy to life alongside our valued partners MyCEB as part our Asian Academy, helping transform the industry in preparation for a sustainable future.”

Peter Webster, General Manager of Hilton Petaling Jaya added, “For our part in this event today, it is a huge thrill for my colleagues and I to be able to interact with the children. Programmes such as these are in line with the Hilton vision of embedding itself within local communities around the world and to be a contributing member of the socio-economic fabric of the neighbourhood.”

MyCEB hopes to continue to collaborate with its partners in its CSR efforts. The National Bureau also conducts the ‘Let’s Meet & Green’ Programme to encourage conference delegates to offset carbon footprints through tree-planting activities.

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism & 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.

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

About MCI

MCI is a global consulting, live communication, congress and event management company. MCI strategically advises and creates corporate events, meetings and incentives; association, governmental and trade conventions, congresses, exhibitions; and manages and provides consulting for associations. With offices in 49 cities and 24 countries across Europe, the Middle East, Asia-Pacific, North and South America, MCI is a leader in building community around brands. The MCI Press Kit is available for download at www.mci-group.com/presskit.

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