

Press release

MALAYSIA WELCOMES 5,000 INSURANCE PROFESSIONALS

- Country to host prestigious Chinese life insurance and financial service industry award- International Dragon Award 2013 (IDA 2013)

Kuala Lumpur, 13 August 2013 – Malaysia will be the proud host to the International Dragon Award (IDA) 2013 from the 15-18 August this year. The ceremony and annual meeting, which will be taking place at the world -class Kuala Lumpur Convention Centre is organised by IMM International and supported by Malaysia Convention & Exhibition Bureau (MyCEB).

With the theme “Diligence Makes Perfect”, IDA 2013 is expected to welcome more than 5,000 delegates locally and internationally from over 16 countries including China, Taiwan, Hong Kong, Korea and Australia. The event will be welcoming many esteemed speakers such as the Chairman of the Phoenix Media Group, Mr Liu Changle and Mr Robert A. Cook, President and Chief Executive Officer of Manulife - Asia.

IDA, established in 1998 carries the objectives of honouring the insurance and financial service professionals. Apart from the 7 categories of award endorsement, IDA is also committed to assist all members to achieve the best performance by providing opportunities to its members to share experience, knowledge as well as networking purposes. IDA has since recruited 26,000 members from over 100 insurance institutions over 17 countries. The qualification and award of the IDA member will not only outline a milestone into the honouree’s existing business, but is also a benchmark of professional acknowledgement and international status.

“IDA 2013 is an excellent opportunity for the local insurance industry players to be involved with its international counterparts and together enhance the sector and take it to greater heights,” commented Zulkefli Hj Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau. “Malaysia being chosen to once again host major international conferences is a strong indication of the country’s competency and capabilities to becoming a preferred a business events destination in this region. We are expecting an estimated RM 55.8mil of economic impact from this event,” he continued.

According to IDA’s Chairman, Richard Wu, “We are excited to organize IDA’s 14th award ceremony in Malaysia. Aside from the beautiful and exotic destination, IDA is impressed with the leading role Malaysia plays in the development of the life insurance and financial service industry and the support from the Malaysian government through Malaysia Convention & Exhibition Bureau (MyCEB).” He also said, “IDA is also honoured to have the event attended by the Prime Minister of Malaysia, Dato’ Sri Najib Razak, which is a clear indication of the local government’s support towards business events.”

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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

August 2013