

# Press release

For immediate release



## MyCEB EXPANDS PORTFOLIO WITH APPOINTMENT OF NEW EXHIBITION MANAGER

### - Winnee Lim joins MyCEB team as Exhibition Sales Manager

Kuala Lumpur, 3 September 2013- The Malaysia Convention & Exhibition Bureau (MyCEB) is moving Malaysia's business events industry a notch higher. The National Bureau has recently appointed Ms. Winnee Lim as the Sales Manager, Exhibitions.

Ms. Winnee Lim who possesses 12 years of experience in the exhibition industry is the perfect fit for the Bureau's efforts to expand its portfolio. She has obtained her qualifications from the notable DCT School of Hotel Management, Switzerland and her impressive resume include stints at Mines Events, Traders Hotel and CitiExpo Consulting SB. Lim's extensive portfolio in the hospitality and events industry will be able to provide invaluable insights to business tourism and MyCEB. With her experience and versatility, Lim will be able to offer the best solutions in terms of developing and implementing MyCEB's efforts to attract international exhibitions in Malaysia.

"I am excited to embark on a new journey together with MyCEB and looking forward to building and expanding the new exhibition portfolio. With the support from MyCEB's dedicated team, I am all geared up to contribute to the growth of the industry as a whole," commented Lim.

Lim reports directly to Ho Yoke Ping, General Manager of Sales & Marketing, MyCEB.

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## Note to Editors

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

MyCEB was established in 2009 by Ministry of Culture & 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).

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

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