

# Press release



## MALAYSIA SCORES HAT TRICK WITH INTERNATIONAL CONFERENCES

### – Country to welcome two healthcare conferences and youth empowerment conference

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**Kuala Lumpur, 13 September 2013** – The Malaysia Convention & Exhibition Bureau (MyCEB) today announces three bid wins for Malaysia. Over the next two years, Malaysia will be welcoming The 9th Asia Pacific Clinical Nutrition Society Conference (APCCN) 2015, Spine Week 2016 and The Asia Pacific Conference of the Junior Chamber International (APJCI) 2015.

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APCCN 2015, organised by the Nutrition Society of Malaysia (NSM) and Asia Pacific Clinical Nutrition Society (APCNS) will be taking place from 26-29 January 2015. With an estimated attendance of 1,000 delegates from the Asian region, the conference will be bringing together clinicians, dietitians, nutritionists and other parties of interest in functional foods, nutrition and disease and dietary cures. The event aims to promote advancement in nutrition science, research and development through international cooperation to encourage communication and collaboration among nutrition scientists. APCCN 2015 is set to contribute RM 10 million (USD 3.01 million; Euro 2.3 million) in economic impact and RM 6 million (USD 1.8 million; Euro 1.4 million) in visitor expenditure.

Further sealing Malaysia's forte in hosting healthcare conferences, Spine Week 2016's objectives is to synchronize the annual meeting of leading scientific societies concerned with disorders of the spine. The five day event from 16-20 May 2016, which is a collaboration of seven societies including the North American Spine Society (SRS) and the European Section of the Cervical Spine Research (CSRS) targets to yield more than RM 57 million (USD 17.2 million, Euro 13 million) in economic impact. The conference is also expected to yield RM 35 million (USD 10.5 million, Euro 8 million) from visitor expenditures.

Malaysia will also be welcoming the APJCI 2015 from 22-25 May 2015. Organised by the Junior Chamber International (JCI), a non-profit organisation of more than 200,000 youth around from 100 countries, the conference aims to foster cooperation across boundaries by engaging in dialogues. The purpose of these forums is to ignite global development projects to collectively improve local communities and enhance the leadership of youth. Held annually, the conference in Malaysia is set to generate approximately RM 55.8 million in economic impact (USD 16.8 million, Euro 12.7 million) and RM 33.8 million in visitors expenditure (USD 10.2 million, Euro 7.7 million).

Zulkefli Hj Sharif, CEO of Malaysia Convention & Exhibition Bureau, speaking on the new bid wins, "Every conferences conducted serves its purpose to create milestones. Whether it is a medical conference or gathering of other industry experts, Malaysia is proud to be chosen as the conference destination and to be a part of these breakthroughs. We look forward to welcoming



delegates from around the world to not only an eventful conference but also to experience Malaysia- Truly Asia.”

This year, Malaysia witnessed record breaking attendances for conferences including the Women Deliver 3<sup>rd</sup> Global Conference 2013, 2013 Global Summit of Women and the 7th IAS Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2013).

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**NOTE TO EDITORS**

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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](http://www.myceb.com.my)

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