

Press release



WOONG AUSTRALIA'S CORPORATE MEETINGS & INCENTIVE PLANNERS

– MyCEB hosts Australian corporate & incentive planners to experience Malaysia's offering

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Kuala Lumpur, 4 October 2013 – In partnership with Malaysian Airlines, the Malaysia Convention & Exhibition Bureau (MyCEB) recently hosted a familiarisation trip for 10 Australian corporate meetings & incentive planners. During the six-day trip, planners were introduced to a range of both purpose built and unique events venues in Kuala Lumpur (KL) and Langkawi.

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Attendees experienced a mix of the modern and old-world charm of the city of KL. The group viewed the contemporary meetings facilities at locations including: The Majestic Hotel, The Kuala Lumpur Convention Centre and Aloft KL among others. To absorb the historical elements of KL city, planners were taken on the KL Heritage Trail where they visited the Sin Sze Ya Temple and took part in a tea making ceremony. Other places visited include the Royal Selangor Pewter Factory and Batu Caves.

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The second part of the trip took place in Langkawi, where the group was inspired by a different side of Malaysia by the 'Jewel of Kedah'. Highlights included the scenic view from the Panorama Skybridge and a sunset dinner aboard the Crystal Yacht. To immerse in local culture, the planners participated in traditional activities at a Malay Kampung (Village) such as a cook-out and a ketupat (dumpling made from rice pack wrapped in a woven palm leaf pouch and boiled) weaving session. Hotels visited in Langkawi included The Westin Langkawi and The Andaman Langkawi.

Ms Ho Yoke Ping, General Manager of Sales & Marketing, MyCEB, comments, "Familiarization trips are one of our most effective experiential initiatives used to highlight the range of facilities Malaysia has to offer to the global business events arena. By experiencing Malaysia firsthand, we hope that the Australian corporate and incentive planners will be able to spread the word about our unique offerings to their clients."

On experiencing Malaysia, Jossi Sinni a planner from Esri Australia said, "I truly feel welcomed here. I love the genuine hospitality and definitely the food." Another participant, Nick Millis from Offsite Connections Events Solutions enthused, "(Malaysia) has some of the world's best cities all in one country. Within KL itself, there's an array of shopping districts, amazing food and culture, world-class hotels and fantastic purpose-built convention centres. There are not many destinations in the world that have everything in one central hub."

For more information on MyCEB's familiarization trips, call +603- 2034 2090 or email sales@myceb.com.my



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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

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