

Press release



MALAYSIA TAPS FURTHER INTO EXHIBITIONS

– MyCEB preps local industry players through 2nd Exhibition Dialogue session

Kuala Lumpur, 14th October 2013 – In the effort to grow and increase the market share and attract exhibitions to Malaysia, the Malaysia Convention & Exhibition Bureau (MyCEB) recently conducted its second Exhibition Dialogue.

••• The second exhibition dialogue session follows a series of similar events that were targeted to associations and destination management companies (DMC's) organised by MyCEB to support and educate professionals in the business events industry in Malaysia.

The event was attended by a selection of MyCEB's industry partners comprising venue suppliers and professional exhibition organisers. The session is a clear indication of the growing facilities that Malaysia can offer to the word-wide exhibition industry as it featured four presentations designed to inform organisers of updates in the Exhibition industry in Malaysia.

••• Ms Ho Yoke Ping, General Manager of Sales & Marketing, MyCEB made a presentation outlining MyCEB's plans for developing the exhibition industry which include subventions and other events support programmes for trade exhibition organisers. The Events Support Programme for Exhibition industry partners includes assistance in exhibition planning, event marketing and on-site support. Industry partners are also invited to attend regular education seminars and networking sessions. MyCEB conducts approximately four education seminars annually.

Speaking at the seminar, Ms Ho commented, "Organising such industry seminars is vital for developing and highlighting the importance of our industry and aligning business events services to both local and global clients. Malaysia is looking forward to welcoming more major exhibitions to the country as the business events industry expands. MyCEB hopes to approach more industry players to organise and bring in new exhibitions."

Aside from updates from MyCEB, Mr Amaranazan from SP Setia was on hand to showcase the progress of the Subterranean Penang International Covention & Exhibition Centre (sPICE). As the developer of Malaysia's next exhibition centre, sPICE in Penang, Mr Amaranazan presented the progress of the development which is due to open in 2015. The sPICE Convention & Exhibition Centre will feature an Exhibition Hall with an area of 48,913 ft² which will accommodate 350 tables and 260 booths. There will also be a pre-function and function room as well as a basement and a multi-storey car park with a capacity to fit more than 1,000 vehicles.

Two additional question and answer sessions were chaired by En Ahmad Shakiran from Naza TTDI who discussed news from Kuala Lumpur's Matrade Exhibition Centre and Mr Arthur Poon, Director of Suntec International who outlined plans for The Light in Penang, which is due to open in 2017.



For more information on MyCEB's initiatives, please visit www.myceb.com.my or call +603 20342090.

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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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