

Press release



MyCEB 2013 business review shows 21% increase in estimated economic impact value

– 2013 results mark increase in business wins, delegate numbers and economic impact figures across convention, corporate meetings and incentive events

... **Kuala Lumpur, 25th November 2013** – The Malaysia Convention and Exhibition Bureau (MyCEB) has announced a review of its 2013 international events wins with record breaking results. Within the period of 1st January 2013 to 31st October 2013, MyCEB together with its partners has won an impressive 118 event bids with a total estimated economic impact value of RM 770 million (nearly 180 million EUR or over 240 million USD) – a substantial 21% increase from the 2012 review.

... 42 of these wins are convention bids, marking an increase of 62% from results for the entirety of 2012. So far, MyCEB has helped to secure the visit of over 40,000 delegates to Malaysia over the next eight years, marking an increase of 14% in the number of convention delegates. The estimated economic impact value of these convention totals RM 460 million (over 100 million EUR or over 140 million USD), which marks a 28% increase from 2012 year end results.

Corporate meetings and incentive is also an area which is seeing significant growth with the destination attracting higher numbers of delegates. To date, for 2013 total delegate numbers have risen from 25,604 to 30,318, demonstrating a considerable increase of 18%. The estimated economic impact value of corporate and incentive events has also increased from RM 275 million to RM 310 million (almost 72 million EUR or over 96 million USD) which translates to a figure of 13% growth.

These positive business statistics demonstrate the continued success of MyCEB in raising the profile of Malaysia as a business events destination as it reports year on year growth in event bid wins, delegate numbers and contribution to the economy of Malaysia since it started operations in 2011.

International events which have contributed to these will take place in a number of destinations in Malaysia over the next eight years and cover a number of industry sectors, thirteen of these events are world events and two of these events will be held in Asia for the first time, underling Malaysia's growing international appeal. Highlights include, The International Association for Hydro-Environment Engineering and Research (IAHR) 37th World Congress, The World Conference on Drowning Prevention (WCDP), 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. A number of events industry related wins have also been secured, including The 55th ICCA Congress 2016 and The MEA Annual Conference 2014.

Mr Zulkefli Hj Sharif, CEO of MyCEB comments, “2013 marks a very successful year for MyCEB and subsequently for Malaysia, these results are very encouraging, especially as 2013 hasn’t even come to a close yet so we hope to increase these figures even further. MyCEB is definitely putting Malaysia on the international events industry map and we will build on these achievements even further in 2014 as we gear up our Visit Malaysia Year 2014 campaign and also look to attract other events such as Exhibitions.”

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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

November 2013

