

# Press release



## MyCEB WELCOMES THE NEW YEAR WITH ITS FIRST SUCCESSFUL INTERNATIONAL CONFERENCE FOR 'VISIT MALAYSIA 2014'

### – Supporting MyCEB's first event for the year 2014

**Kuala Lumpur, 13 January 2014** – After a successful year in 2013, Malaysia Convention & Exhibition Bureau (MyCEB) kicks start 2014 with the 61<sup>st</sup> UICH Les Clefs d'Or International Concierge Congress, an event which MyCEB helped brought home in February 2013.

... Making its debut in Malaysia, the UICH (Union International des Concierge Hotels) Les Clefs d'Or International Congress, held annually brings together more than 500 members of the Concierge Profession, Associate and International Honorary Members representing more than 45 Member Countries from North America, South America, Asia, Eastern Europe, Central Europe, Mediterranean Europe, Western Europe, Australia – Oceania and Scandinavia; providing a platform for members to interact and establish contacts with fellow Concierges and Strategic Industry Partners from all over the world.

... The 61<sup>st</sup> les clefs d`or UICH international congress held in Kuala Lumpur today is estimated to yield RM 6.7 million in economic impact from the delegates. The Conference adds to the roll call of distinguished international conventions and conferences held in Malaysia and help boost the country's role as 'Asia's business events hub'.

"This event marks the first international event to highlight 'Visit Malaysia 2014'. The Ministry of Tourism & Culture and Malaysia Convention and Exhibition Bureau (MyCEB) played their part in ensuring a successful commemoration of Les Clefs d'Or, supporting the tourism industry not just in Malaysia but globally," said Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia.

Malaysia joined the Association in 1997, a testament of its dedication to the service industry. Malaysia is the fifth Asian country to host the prestigious event which was first organised in 1951.

"The hosting of this congress has certainly elevated Malaysia's standing as the preferred meeting destination in the region," he added.

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