

# Press release



## 5,700 AMWAY KOREA MEMBERS VISIT SABAH FOR LEADERSHIP CONFERENCE

**Kuala Lumpur, January 2014-** 5,700 Amway Korea members arrived in Sabah, Malaysia for the Amway Korea Leadership Conference followed by a post tour around the city and islands. The group which arrived in stagger was in the island of Borneo for a period of one month.

... The Amway Leadership Korea conference is an incentive programme for the company to reward Amway Business owners (ABO). These ABOs are individuals who are successful in achieving their sales target. The annual incentive programme includes business sessions, rest and relaxation and tour options.

... "We are delighted to visit Malaysia for again. We find the country warm, hospitable and unique, qualities that keep us excited every time we return," commented Se Hoon Kim, event organizer of Amway Korea. He continued, "The conference has run smoothly and we would like to thank all who are involved in assisting us in the organisation, Sabah Tourism Board and the Malaysia Convention & Exhibition Bureau (MyCEB)."

Mr. Zulkefli Hj Sharif, CEO of MyCEB said, "It is an excellent time for us to welcome our Korean guests. As we move towards Visit Malaysia Year 2014, it is a good opportunity for us to showcase what Malaysia can offer to business visitors. I hope that our visitors will be able to come back to Malaysia and experience even more exciting activities!"

The group participated in activities including white water rafting, exploring Manukan Island and trekking Mount Kinabalu. To soak up the culture, they visited the Mari Mari Cultural Village and took part in a city tour as well as viewing cultural shows during the gala dinner.

Known as the 'Land Below the Wind', Sabah is the second largest state in Malaysia and is located on the northern tip of Borneo. The capital, Kota Kinabalu is no stranger to hosting business events and conventions, having played host to several major conferences such as 22nd Association of Thoracic and Cardiovascular Surgeons of Asia 2012 and The 3rd World Youth Congress of Jiangmen 2012. Sabah's main attractions include its status as one of the world's best dive sites and its title as a UNESCO World Heritage Site.

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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.

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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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