

Press Release

FOR IMMEDIATE RELEASE

PENANG TO HOST THE WORLD CONFERENCE ON DROWNING PREVENTION 2015 (WCDP 2015)

- MyCEB and Life Saving Society Malaysia (LSSM) jointly won the bid on LSSM's 50th Anniversary Year

January 2014 – Malaysia Convention & Exhibition Bureau (MyCEB) is proud to have supported Life Saving Society Malaysia (LSSM) in the winning bid to host the 4th World Conference on Drowning Prevention (WCDP) due to take place in Penang on October 2015.

The global conference is organised every two years by the International Lifesaving Foundation (ILS), the world authority for drowning prevention, lifesaving and lifesaving sport and partners which include the World Health Organisation. WCDP 2015 will see LSSM joining the partnership that will bring together the world's foremost experts, research, systems and information on drowning prevention, rescue, lifesaving and water safety for exchange, debate and further development that will lead to reduction of death and injury in all aquatic environments worldwide.

"We are pleased to have been able to provide the support to enable LSSM to win the bid. This global conference brings people all over the world together. This benefits the country as it helps develop the aquatic industry in Malaysia as well as place Malaysia on the world map as an ideal business event destination," said Zulkefli Hj Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB).

WCDP 2015 is estimated to yield RM8.2 million in economic value with over 800 delegates all over the world which includes not only the life-saving community but also government and policy makers.

"LSSM is proud to be able to bring WCDP 2015 home to Malaysia. We were established to promote water safety and to train people on skills and techniques required for life saving and having this conference held in Malaysia, specifically Penang, is an affirmation of our credibility. We would like to thank MyCEB for their support for helping us win the bid. The win was made even more special as it happens on the year we celebrate our 50th anniversary," said Mr. Lim Chien Ch'eng, President of LSSM.

"We look forward to welcoming the delegates and hope that they experience the numerous unique destinations that Penang and Malaysia has to offer while they are here," added Zulkifli.

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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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