

# Press release



## *MyCEB Brings Malaysia to Australia*

### *– Experience Malaysia at AIME 2014*

Melbourne, 18 February 2014 - Malaysia Convention & Exhibition Bureau (MyCEB) is proud to bring Malaysia to Australia at the prestigious Asia-Pacific Incentives & Meeting Expo (AIME) 2014 which is held at the Melbourne Convention Centre, Australia from 18-19 February 2014. The Malaysian delegation is led by Mr. Zulkifli Haji Sharif, Chief Executive Officer, MyCEB and this is the 4th consecutive year MyCEB is participating in this prestigious event.

The delegation size of 28 industry partners (40 officials) indicates Malaysia's serious commitment in offering events and meetings services to meeting planners, exhibitors and tradeshow organizers. Among the delegation breakdown includes; Destination Marketing Company (DMC), hotel operators and two convention centres (Kuala Lumpur Convention Centre and Putrajaya International Convention Centre).

Malaysia's participation AIME 2014 will strengthen Malaysia's presence in the Australian market and increase awareness on the diverse niche products and attractions available in Malaysia, making it an ideal leisure and Business Tourism destination. A media conference on upcoming developments in Malaysia will be held on 18 February 2014, at the Media Centre, Level 1, 1.201-1.202, Melbourne Convention and Exhibition Centre,

*"We are pleased to be able to participate in AIME again to showcase our combination of rich heritage and culture with our capability and experience in managing world class events,"* said Zulkifli Haji Sharif, CEO, MyCEB

### **Great Expectations at Malaysian Booth (booth No:3514)**

An additional feature at the Malaysian booth this year is the large array of local delicacies that reflect the diverse culture of the country. This year, Malaysia will showcase the traditional coffee shop (*kopitiam*) at the Malaysian *Kopitiam* at Globe 2 where the popular ‘teh-tarik’ (pulled-tea) making demonstration will take place.

*All AIME 2014 delegates are invited to a preview of fascinating Malaysia at Booth No: 3514*

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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. Last year, MyCEB (Business Events Division) supported 42 associations and 91 corporate incentive groups representing 81,350 delegates to organize their events in Malaysia. The country has also played host to 106 meetings and conventions, 18 exhibitions and 109 corporate incentive groups.*

*Malaysia Major Events, previously known as International Events Unit (IEU) is another 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) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB) and Twitter (@MyCEB)*

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