

# Press release



## *MyCEB Embarks on Roadshow to South Korea*

### *– Top Three South Korean agents win a trip for promoting incentive groups to Malaysia*

... **Kuala Lumpur, 22 April 2014** – Top three South Korean agents win a trip to Malaysia for their outstanding performance in bringing corporate and incentive groups to Malaysia. The agents are; Daemyung Tour Mall, SM Culture & Contents and BT & I Travel Group. The reward presentation is held in conjunction with Malaysia Convention and Exhibition Bureau (MyCEB)'s roadshow to South Korea.

... MyCEB is currently embarking on its third South Korean Roadshow to woo corporate and incentive groups to Malaysia. This three-day roadshow (23 -25 April, 2014) which is led by Ms. Ho Yoke Ping, MyCEB's General Manager, Business Events will be held at the Lotte Hotel, Seoul and Busan. Among the highlights of the roadshow are; a mini travel mart, an appreciation presentation to top supporting agents and a Spice Market theme dinner experience.

The Spice Market theme dinner is aimed for the buyers to indulge in a trading experience, which is actually a re-enactment of Malaysia's 15th century bartering system in Melaka. At the Market, delegates are invited to exchange their given tokens (MyCurrency) and use it for the barter trade with "international traders from the by-gone era." The Spice Market is one of the incentive theme dinners, while they are in Malaysia and experience the different cultures in Malaysia.

## Impressive Growth from South Korea

Last year, conference and incentive delegates from South Korea to Malaysia recorded an impressive growth of 188.5% compared to 2012. From only 2,767 delegates in 2012, up to 7,983 delegates in 2013.

*“Malaysia’s success as a corporate and incentive destination for the Korean market is mainly due to flight accessibility, cultural diversity, world-class accommodation, plus the favourable exchange rate, makes the country a value-for-money destination”* says Ms. Ho Yoke Ping, General Manager, Business Events, MyCEB.

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Year	2012	2013	growth	% increase 2013/2012
Delegates	2,767	7,983	5,216	188.5

Table: Comparison of conference and incentive delegates arrival to Malaysia from South Korea from 2012 -2013

\*\* (Note: other agents can still confirm their corporate meeting & incentive groups to Malaysia as MyCEB has extended the Malaysia Twin Deal ++).

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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. To date, MyCEB has been instrumental in supporting 26 associations and 109 corporate incentive groups representing 61,086 delegates to organize their events in Malaysia. The country has also played host to 112 meetings and conventions, 15 exhibitions and 128 corporate incentive groups.

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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