

# Press release



## MALAYSIA WINS BID TO HOST WORLD'S LARGEST PHILATELIC EVENT

**– Malaysia 2014 World Youth Asian Stamp Exhibition to convene on 1 – 6 December 2014 in Kuala Lumpur**

... **Kuala Lumpur, 28 April 2014** – The Malaysia Convention & Exhibition Bureau (MyCEB) had successfully won the bid for the Malaysia 2014 World Youth Asian Stamp Exhibition. The exhibition which will be presented by the Philatelic Society Malaysia, Malaysian Communications and Multimedia Commission and Pos Malaysia is organised in conjunction of Visit Malaysia Year 2014.

Supported by MyCEB and the Ministry of Communication and Multimedia Malaysia, the event which is under the patronage of Federation Internationale de Philatelie (FIP) and Federation of Inter-Asian Philately (FIAP), is expecting 20,000 attendees, creating an estimated economic impact of RM16.63 million (USD5.15 million) to the country.

... The event is expected to draw over 300 stamp exhibits that will compete for medals and awards. One of the highlights of the event is the showcase of rare stamps from Asia and around the world by invited non-competitor exhibits. Over two million pieces of stamps and philatelic items are expected to be on sale and on show.

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### **NOTE TO EDITORS**

#### **About Federation Internationale de Philatelie (FIP)**

Founded on 1926 in Switzerland, the Federation Internationale de Philatelie (FIP) was established to promote, establish and maintain close relations with the philatelic trade and postal administrations around the world.

The non-profit and non-political federation of philatelic federations in Asia and Australia, Federation of Inter-Asian Philately (FIAP) was formed by a group of enthusiastic philatelist from Asian and Australasian formed a philatelic federation in 1972. Malaysia, being part for the



federation, hosted the 4th Asian Stamp Exhibition in 1992 for the first time. In present time, Malaysia 2014 will celebrate 160 years of postage stamps used in Malaysia, paying homage to Malaysia's study of stamps and postal history.

### **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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