

# Press release



FOR IMMEDIATE RELEASE

## MALAYSIA HOSTS MEA 2014

- ***Malaysia is the first country in South East Asia to host the Meetings & Events Australia (MEA) Annual National Conference 2014***

**Kuala Lumpur, 15 May 2014** – Malaysia is proud to be the first country in South East Asia to host the Meetings & Events Australia (MEA) Annual National Conference 2014. The Conference which is being held at the award-winning Kuala Lumpur Convention Centre from 15 -17 May is expected to attract over 600 delegates and generate an estimated RM 6.4 million (AUD 2.1 million) in economic impact to the country.

The Conference with the theme, -“Asia Pacific Business to Business,” is attended by delegates from Australia, New Zealand, Malaysia and other Asian countries. MEA provides as an ideal networking platform for event management professionals, Professional Conference Organisers (PCOs), event management companies, in-house associations, corporate meeting planners, and suppliers in the business events industry. The Conference provides delegates with invaluable knowledge and improve the understanding of future business directions in the meetings industry. MEA also presents new trends, benchmark service delivery and new technology, which aims to refresh and motivate participants through experiences and knowledge sharing.

The MEA conference was first held in 1975 and has become the pre-eminent meetings industry conference in Australia. This win bid for the country by Malaysia Convention & Exhibition Bureau (MyCEB), marks as the first time the Conference is taking place in South East Asia and only the second time outside of Australia. “We are proud to announce our bid win for the MEA Annual Conference 2014. This Conference is indeed a meaningful one as it will bring Asia’s and Australia’s meeting industries closer together, the Conference is a prominent event in Australia gathering industry experts and we are glad to

gain their support and trust in choosing Malaysia as the first time host in South East Asia,” said Ho Yoke Ping, MyCEB’s General Manager, Business Events and Chair of the Local Host Committee.

Linda Gaunt, Chief Executive Officer of MEA commented, “Choosing Malaysia is very timely as Australia looks to strengthen its trade and economic ties with Asia. Malaysia is certainly an appropriate choice for the MEA 2014 Conference as it has an excellent track record for hosting international conventions. The Kuala Lumpur Convention Centre is a perfect fit with exceptional supporting infrastructure making it very convenient for delegates. It is an excellent platform for the industries of Asia and Australia to engage, collaborate, build business networks and exchange ideas in what is the most dynamic growth region in the world.”

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**NOTE TO EDITORS**

**About Meetings and Events Australia (MEA)**

MEA is a national, independent not for profit organisation dedicated to servicing the needs of the meetings & events industry and promoting professionalism and excellence in all aspects of meetings and event management. It also promotes the value and effectiveness of meetings and events as an important high-yield sector of business travel and tourism.

For more information on MEA Annual Conference 2014, programme and Speakers, please surf:  
<http://www.meetingsevents.com.au/kualalumpur/>

### **About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism, 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.

Apart from business events, an important component of MyCEB is the International Events Unit (IEU) which focuses on identifying and supporting international event bids in the areas of sports, art and culture and lifestyle.

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.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my) and follows us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB) and Twitter (@MyCEB)

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