

# Press release



## MALAYSIA CONTINUES TO WIN BID FOR INTERNATIONAL MEDICAL CONFERENCE

– The 9th Congress of The Asian Society of Cardiovascular Imaging (ASCI) 2015 to be held for the first time in Malaysia

**Kuala Lumpur, 20 May 2014** – The Malaysia Convention & Exhibition Bureau (MyCEB) announces the bid win of the 9<sup>th</sup> Congress of The Asian Society of Cardiovascular Imaging (ASCI) 2015 in Kuala Lumpur, Malaysia from 11 – 13 June 2015. The congress, which will be organised by the Society of Asian Society of Cardiovascular Imaging (ASCI) for the first time in Malaysia, will be held at the Le Meridien, Kuala Lumpur.

The ASCI 2015 will is expected to attract over 500 international delegates with an estimated economic impact of RM3.55 million (USD 1.1 million). The National Heart Association of Malaysia (NHAM), a professional association of medical doctors and allied health care professionals who are involved in the field of cardiology, is instrumental in bringing in the ASCI 2015 event to Malaysia. NHAM's vision is to reduce the burden of cardiovascular diseases in Malaysia and its mission is to promote quality cardiovascular care through education and research. These initiatives are aimed to influence the healthcare policies in Malaysia.

*“With medical tourism being heavily promoted in Malaysia, it is only natural that one of MyCEB's focuses is on making Malaysia the destination for healthcare professionals to organise meetings and conventions. The objectives are to encourage better understanding of the industry in Malaysia and to further enhance knowledge amongst the industry through exchange of ideas and expertise. We look forward to hosting ASCI 2015,”* Zulkefli Hj Sharif, CEO of Malaysia Convention & Exhibition Bureau.

*“We are proud to be organising the Annual ASCI Congress for the first time Malaysia and we hope to provide a very exciting international programme in Cardiac CT, Cardiac MRI and ECHO with regional emphasis. The theme for ASCI 2015 is “Cardiac Harmony Through Imaging”,”* said Dr Sim Kui Hian, Visiting consultant cardiologist, Heart Centre, Sarawak General Hospital, Malaysia and Organising Chairman of ASCI 2015.

*“The ASCI is a platform for us to advance and improve the understanding of research and teachings of cardiovascular imaging. We believe this will strengthen the medical practise in Malaysia through the participation of professionals facilitating the cardiovascular research in the region. Most importantly it also enables an environment for our young cardiovascular researchers to develop in the cardiovascular field,”* he added.

The three day congress to be held on 11 – 13 June 2015 will gather medical doctors, academics, researchers, practitioners, specialists, students and professionals in the area of cardiovascular imaging from Malaysia, Asian countries and other countries worldwide. Malaysia is targeted to yield an estimated RM3.5 million in economic impact and also expected to yield RM2.2 million from visitor expenditures.

For more information, kindly log on to <http://www.nham-conference.com/?event=6&cmd=home>.

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**NOTE TO EDITORS**

**About the Asian Society of Cardiovascular Imaging (ASCI)**

The Society of Asian Society of Cardiovascular Imaging (ASCI) was established in 2006 with the aim to advance the science and art of cardiovascular imaging through an educational non-profit organisation in Asia. The ASCI is seen as the principal independent organisation committed to further the development of cardiovascular imaging through education, quality control, research and training in Asia.

**About National Heart Association of Malaysia**

The National Heart Association of Malaysia (NHAM) is a professional association of medical doctors and allied health care professionals who are involved or interested in the field or cardiology. NHAM's vision is to reduce the burden of cardiovascular diseases in Malaysia and its mission is to promote quality cardiovascular care through education and research. These initiatives are aimed to influence the healthcare policies in Malaysia.

**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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