

# Press release



## MYCEB BRINGS MORE VALUE AND IDEAS AT IMEX 2014

*– Discover More Updates, Refreshing Ideas and Definitely More Value Deals from Malaysia at IMEX 2014*



**Frankfurt, 20 May 2014** - Malaysia Convention & Exhibition Bureau (MyCEB) is leading the Malaysian delegation at IMEX 2014 which is being held in Frankfurt from 20-24 May 2014. The Chef de Mission, Mr. Zulkefli Haji Sharif, Chief Executive Officer of the Malaysia Convention & Exhibition Bureau said this is the fourth consecutive year Malaysia is participating in this prestigious event. *“We are pleased to be able to participate in IMEX 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.

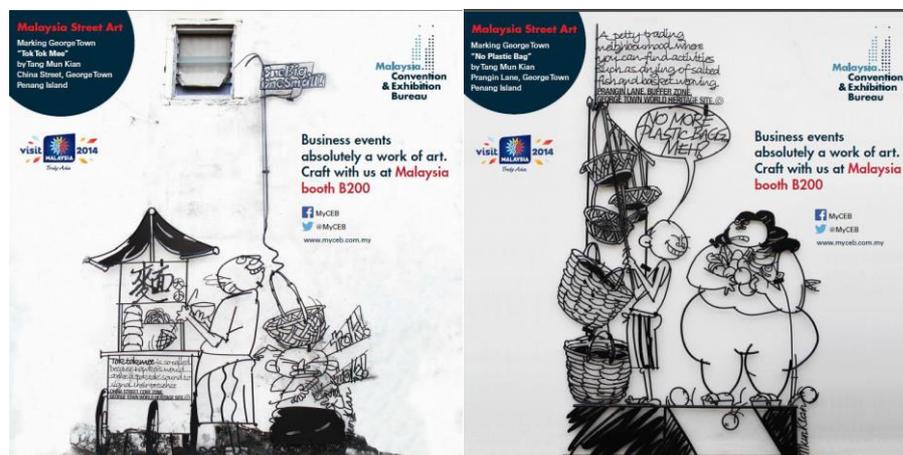
The delegation size of 14 industry partners indicates Malaysia’s serious commitment in offering events and meetings services to meeting planners, exhibitors and trade show organizers. Among the delegation breakdown includes; Destination Marketing Company (DMC), hotel operators and three convention centres (Kuala Lumpur Convention Centre, Putrajaya International Convention Centre and Borneo Convention Centre Kuching).

## A Refreshing Feel at Malaysia Booth B200

Visitors at the Malaysia booth (B200) will be treated to a refreshing feel by the creative murals and design of the famous Penang street art. Penang is one of the business events destinations in Malaysia renown for corporate incentives and meetings. Ever since the capital city, George Town was inscribed as a World Heritage Site by UNESCO, the city has developed itself as a vibrant showcase for street art. The works of cartoonists such as Tang Mun Kian and Baba Chuah has helped generate awareness of the rich history of the streets. Penang's street art has indeed invoked interest among incentive groups that are always looking for something different and refreshing.



*“Little Children on a Bicycle” and “Boy on a Bike” are wall murals on Armenian Street, George Town painted by London-trained artist Ernest Zacharevic, Humorous wrought iron street art in Penang (below).*



### **Media Conference on New Initiatives and Bid Wins**

A media conference announcing the upcoming developments and new online marketing applications and initiatives will be held on **Tuesday, 20 May 2014, at the Symmetrie 3, Level 8.1, Hall 8, Messe Frankfurt from 12.30pm**. Among the newly-introduced products that will be made available on MyCEB's website are; Venue Directory and the newly-produced Convention and Incentive Video. These products would present as an invaluable benefit to conference and meeting planners. Malaysia won two bid wins for the first quarter of 2014. More information on the wins will released at the media conference.

Malaysia's participation IMEX 2014 will strengthen Malaysia's presence in the European market and increase awareness on the diverse products and attractions available in Malaysia, thus making it an ideal leisure and Business Events destination.

*All IMEX 2014 delegates are invited to catch the latest in sights and sounds of fascinating Malaysia at Booth **No:B200***

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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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