

# Press release



## INAUGURAL BUSINESS EVENTS WEEK SET TO BOOST LOCAL BUSINESS EVENTS INDUSTRY CAPABILITIES

**Malaysia Business Events Week to provide a platform for local players and stakeholders of the business events industry to exchange ideas, innovate and network.**

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**Kuala Lumpur, 27 June 2014** – Local business events players are set to converge in Kuala Lumpur on 14 – 21 August 2014 for the inaugural Malaysia Business Events Week (**Malaysia BE Week**) organised by Malaysia Convention & Exhibition Bureau (MyCEB). Themed 'Exceeding Expectations', the purpose of the BE Week is to create a platform for business events players to gather and discuss issues that impact Malaysia industry's growth and sustainability. More than 200 delegates are expected to attend the week-long programme where there will be a series of innovation workshops, seminars and dialogue sessions.

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The platform will expose industry players to key insights, challenges and growth opportunities central to the business events industry, while promoting business-to-business connections. From sessions on bidding for international events and the A-to-Z of business event planning to region-specific opportunities, participants will be equipped with the skills and knowledge required to attract world-class business events.

Speaking at the launch, Zulkefli Haji Sharif, Chief Executive Officer, MyCEB said, *"A collaborative and united industry will strengthen Malaysia's international profile in a highly competitive international business events market. We hope that this inaugural initiative will promote the benefits and opportunities provided by the Business Events Industry towards the Malaysian economy and contribute towards the country's goal of becoming a Top 5 Asia Pacific destination for international conventions\* and to attract 2.9 million business events visitors by 2020."*

Ho Yoke Ping, General Manager of Business Events, MyCEB, added, *"Through the range of workshops, seminars and dialogues to be held during Malaysia Business Events Week featuring an impressive line-up of world class speakers and industry leaders, we are confident that participants will be inspired to innovate in their respective areas."*

**Malaysia BE Week** is open to professional conference organisers, destination management companies, exhibition organisers, venue owners, event management companies, hotels, government ministries, national associations, convention bureaus and regional tourism offices and suppliers of products and services relevant to the industry.

For enquiries on registration or further information on the inaugural Malaysia BE Week 2014, participants may e-mail the Secretariat at [bew@myceb.com.my](mailto:bew@myceb.com.my).

*\*Source: International Congress and Convention Association (ICCA) Rankings 2011*

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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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