

# Press release



## KL WINS BID TO HOST HEMOPHILIA CONGRESS IN 2020

*The World Federation of Hemophilia (WFH) World Congress in 2020 will be the stage for global haemophilia organisations and clinicians to advocate for improved medical treatment for haemophiliacs around the world.*

**Kuala Lumpur, 26 Aug 2014** – Kuala Lumpur has once again shown its pedigree when it won the bid to host the World Federation of Hemophilia (WFH) World Congress in 2020, adding to its list of international events to be held that year.

According to Malaysia Convention & Exhibition Bureau (MyCEB), the biennial WFH World Congress will generate an estimated RM55 million in economic impact with 4,300 delegates from around the world expected in attendance.

Set to be the largest international meeting dedicated to the advancement of treatments to improve the lives of people with genetic bleeding disorders including hemophilia, von Willebrand disease, rare factor deficiencies, and inherited platelet disorders, the WFH World Congress is the most significant international forum that brings together hemophilia organisations and clinicians from around the world to educate on hemophiliacs and advocate improved medical treatment for hemophilia patients.

In Malaysia, the national member organisation of WFH is the Hemophilia Society of Malaysia. In line with MyCEB's goal of attracting major healthcare conferences to Malaysia, the Congress will see an impressive line-up of speakers comprising leading experts in the field of inherited blood disorders and healthcare officials. The Congress will showcase the latest scientific and clinical developments in research, diagnostics and disease management.

Besides a meeting place for patients with bleeding disorders and their families, the Congress will see a multidisciplinary programme on emerging topics in the inherited bleeding disorders field will also be organised.

Zulkefli Haji Sharif, CEO of MyCEB, said "One of MyCEB's goals is to make Malaysia the choice destination in business events and meetings for healthcare professionals. As such, we are proud that Kuala Lumpur is given the nod by the World Federation of Hemophilia as the venue for its 2020 World Congress.

"The bidding process was a long and exciting journey for our team who worked closely with the Hemophilia Society of Malaysia to produce the winning submission."

Dato' Dr Faraizah Dato' Abd Karim, President of the Hemophilia Society of Malaysia, said that the WFH members impressed by Malaysia's comprehensive bid to host the event and look forward to bringing the World Congress to Kuala Lumpur in 2020.

"Our vision for the year 2020 Congress is 'treatment for all', as currently 75% of people with bleeding disorders do not receive adequate treatment. Therefore, the WFH World Congress 2020 is an important global platform for healthcare professionals to meet, discuss and raise awareness on these health disorders," Dato' Dr Faraizah added.

###

**For more information, please contact:**

**RITZERAYNN RASHID**

Manager – Public Relations and Communications

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090 • Fax: +603 2034 2091 • Email: [ritz@myceb.com.my](mailto:ritz@myceb.com.my)

...

**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).

### **About Hemophilia Society of Malaysia (HSM)**

The Hemophilia Society of Malaysia (HSM) is a not-for-profit organization working to provide and improve treatment for people with hemophilia and other inherited bleeding disorders. It is a member of the World Federation of Hemophilia. HSM has a reputation in assisting people with hemophilia through the expertise and dedication of a skilled and innovative workforce which consists of 100% volunteers. Annually, HSM organizes workshops and outreach programmes across all the 14 states in Malaysia and offers services to the entire bleeding disorders community.

###