

Press release



CITYSCAPE EXHIBITION AND CONFERENCE TO SHAKE UP MALAYSIAN PROPERTY SCENE IN 2015

Cityscape Malaysia, the newest event from the world-renowned Cityscape portfolio of events, will be the largest real estate investment and development event ever held in the country.

Kuala Lumpur, 31 Aug 2014 – Given Malaysia’s thriving property sector and attractiveness as an investment destination, it should come as no surprise that the world’s largest real estate investment and development event will make its debut here with Cityscape Malaysia 2015.

From 4 - 6 February 2015, over 5,000 participants and 70 exhibitors will cover a 5,000 sq metre exhibition space at Kuala Lumpur Convention Centre, forming a platform for real estate professionals and investors in the country, and from across the region to do business, network, and form partnerships. Attendees and exhibitors will comprise of regional and international real estate developers, investors, financiers, architects, urban planners, and other real estate service providers.

Besides the exhibition, Cityscape Malaysia 2015 will also play host to a plethora of knowledge-sharing and networking events including the Malaysia Real Estate Summit, where members of the real estate industry will be able to share knowledge, exchange views, develop new relationships, and analyze investment opportunities in the vibrant Malaysian real estate market. The Islamic Property Finance Forum, a one-day tailored forum, will provide real estate companies with tangible tools on how to explore the world of Islamic Finance as it related to real estate, such as Sukuk. There will also be other networking events such as a set of investor round tables featuring key decision makers in specific sectors gathered to discuss the most pertinent issues facing the industry.

According to Malaysia Convention & Exhibition Bureau (MyCEB), the event aims to generate an estimated RM 15.5 million in economic impact.

Zulkefli Haji Sharif, Chief Executive Officer of MyCEB, said, “We are delighted that Malaysia has been selected to host the latest addition to the Cityscape portfolio of events, which are among the most prestigious real estate events globally. It is a testament to the nation’s vibrant property sector and attractiveness as a leading business events destination.”

Deep Marwaha, Group Director of Cityscape said, “We keep our pulse on the real estate market across all corners of the globe, and Malaysia stood out due to its

continuous economic growth and robust real estate sector. We have built many key relationships in the country and have been encouraged by the huge response from the real estate community. The country's largest real estate developers have already, at this early stage, provided rapid support to the event with huge confirmed participation, including S P Setia Bhd Group, Eco World Development Sdn Bhd, and UEM Sunrise Bhd to name a few, and we are working closely with some key governmental organisations over their participation as well. There is no better time to invest in real estate development in Malaysia, and we are proud to support this growth potential with the production of another iconic event.”

Cityscape is organised by Informa Exhibitions part of Informa PLC, the leading international provider of specialist information and services for the academic and scientific, professional and commercial business communities. As a leading brand of Informa Exhibitions' global portfolio of events, Cityscape aims to enhance and support the vision for real estate growth worldwide in both mature and emerging markets by organizing market-leading events that have a positive impact on each real estate market.

... Malaysia was selected due to its robust economy comprising continued growth, an educated workforce, and quality infrastructure which have helped transform Malaysia into an attractive investment destination for both local and international investors. Furthermore, the country has moved up global business rankings, rising from 12th to 6th place in the World Bank's 2014 Doing Business Report for ease of doing business.

Cityscape Malaysia will look to support the country's strong economic and real estate fundamentals by providing a platform for all stakeholders in the real estate sector to discuss the latest developments and showcase the offerings available in the market.

The flagship Cityscape event is Cityscape Global, which is held in Dubai. Besides Malaysia, sister events of Cityscape Global include city, country and regional editions such as Abu Dhabi, Egypt, Riyadh, Jeddah, Qatar, Kuwait, Latin America, and Asia.

Cityscape Malaysia 2015 is supported by the Ministry of Tourism and Culture Malaysia, MyCEB, and Visit Malaysia Year 2014.

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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 and follow us on www.facebook.com/MyCEB and Twitter (@MyCEB).

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