

# Press release



## MyCEB Participates at IT&CM Asia, Bangkok

- **Malaysia to explore the latest MICE developments and woo corporate and incentive groups to Malaysia..**



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**30 September - 2 October 2014**  
Bangkok Convention Centre at CentralWorld Bangkok, Thailand



**Kuala Lumpur, 30 September 2014** – The Malaysia Convention and Exhibition Bureau (MyCEB) is currently participating at the IT&CM Asia in Bangkok, Thailand to woo more corporate and incentive groups to Malaysia.

The Malaysian entourage which is made up of 29 sellers representing the various business events sector is led by Zulkefli Haji Sharif, Chief Executive Officer of the Malaysia Convention & Exhibition Bureau.

### Meetings at the Malaysian Booth C1

The three-day event which is held at the Bangkok Convention Centre enables Buyers and Sellers as well as industry players to benefit from the exchange of ideas, explore opportunities and from business networking. About 542 corporate buyers from 48 industry sectors are expected to meet and conclude business meetings at the Malaysian booth C1 while the Sellers from Malaysia are hotels, Professional Conference Organiser, State Tourism and Convention Bureau.



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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.

Malaysia Major Events, previously known as International Events Unit (IEU) is a 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. To date, MyCEB has been instrumental in supporting 26 associations and 109 corporate incentive groups representing 61,086 delegates to organize their events in Malaysia. The country has also played host to 112 meetings and conventions, 15 exhibitions and 128 corporate incentive groups.

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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