

Press release



MyCEB CONFIDENT THAT CHINA ROADSHOW WILL AGAIN DRAW IN CHINESE INCENTIVE TRAVELLERS

Kuala Lumpur, 28 November 2014 – The Malaysia Convention & Exhibition Bureau (MyCEB) is heading to China once again to stake its claim as a major player in one of the fastest-growing industries in the world today; the business events sector. From 28 November to 5 December 2014, MyCEB will be a part of a roadshow to visit major cities in China, namely Beijing, Chengdu, Guangzhou and Shanghai.

The roadshow will include a delegation of 17 industry players including Resorts World Genting, YTL Hotels & Resorts, Sunway Lagoon, Sarawak Convention Bureau and the Sabah Tourism Board in an effort to showcase the best of what Malaysia has to offer for conferences, incentive trips, exhibitions and meetings in the nation. *(Please refer to attached document for full list of industry participants)*

Ho Yoke Ping, General Manager, Business Events, MyCEB said, “Our roadshows to China have always been rewarding in terms of the events originating in China that we manage to attract to Malaysia. Besides the proximity of our two nations and the commonalities we share which have gone a long way towards understanding Chinese culture, Malaysia remains a perfect destination in terms of its multitude of offerings and diversity.”

On top of facilitating business-to-business engagements between the participating industry players, the Malaysian delegation will also conduct destination workshops featuring Kuala Lumpur, Penang, Sabah and Sarawak during the roadshow.

A similar 2013 roadshow managed to book over 6000 participants from China thanks to its Malaysia Twin Deal ++ (MTD++) campaign. This includes the recently concluded Perfect China incentive travel group held in Malaysia on 2-August 2014, which saw some 4000 delegates generating an economic impact of RM 75.2 million for the country and the recently concluded the Crador Global Network Conference that saw some 13,000 participants from 9 countries converge in the Bukit Jalil Stadium.

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NOTE TO EDITORS

About 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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