

Press release

Meeting & Event Planner's Guide e-book 2014 / 2015 Now Available Online-

*E-Guide Book provides resources for event planners and
it saves time and money.*



Kuala Lumpur, 2 Jan 2015 – The Meeting & Event Planner's Guide E- Book 2014 / 2015 is now available online at <http://myceb.com.my/planner/index.html>

The E-Guide Book provides as an easy reference and as a one-stop centre resource guide for industry partners and planners who will have access to a wide range of product and services. Partners also stand to benefit from the various business development opportunities, such as; business-to-business networking, market intelligence, and product profiles in the Malaysia Convention & Exhibition Bureau's (MyCEB) online and print publications.

The Meeting & Event Planner's Guide E-Book 2014/2015 is indeed an excellent platform for profiling a company to the lucrative international business and major events market. Industry partners working with MyCEB will be able to enjoy a more convenient way of planning so that they are able to grow their business in the international stake market and reduce any unnecessary costs and time.

For more information on The Meeting & Event Planner's Guide E- Book 2014/2015, please surf <http://myceb.com.my/planner/index.html>

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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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