

Press release

MyCEB Awards Top Indonesian Business Events Agents with Token of Appreciation

Sales Mission Awards Top Agents with Malaysia Twin Deal ++ (Deal 2) for successfully bringing in groups of 500 paxs and more to Malaysia.



Congratulations! –
(Left to Right: Mr. Zulkefli Hj Sharif –CEO MyCEB, Ms Yenny Erika, Managing Director (Lily Tours) and Mr Djonny Tjandrawan, Mice Manager (Genta Tours).

Kuala Lumpur, 15 January 2015– The Malaysia Convention & Exhibition Bureau (MyCEB) is on a sales mission to Jakarta, Indonesia to rekindle networking support and updates in one of the fastest-growing industries in the world today; the business events sector. The sales mission which runs from 11-15 January 2015 witnessed two Indonesian top MICE agents receiving token of appreciation from MyCEB Chief Executive Officer, Mr. Zulkefli Hj Sharif for outstanding performance for 2014. The event was held at the JW Marriot Jakarta, Indonesia.

The top business events agents were Mr Djonny Tjandrawan, Mice Manager from Genta Tours and Ms Yenny Erika, Managing Director from Lily Tours.

“I am proud to say that with your contributions, Malaysia continues to grow in stature as a force to be reckoned with in the business events industry. You all played an instrumental role in ensuring that our business events attendees are able to enjoy world-class events that are run professionally” said Zulkefli Hj Sharif, CEO, MyCEB.

About Malaysia Twin Deal ++ Program (MTD++)



Indonesian agents at the Jakarta sales mission

Malaysia Twin Deal++ Program was introduced to bring greater value to not only event delegates but also the event organisers or planners. Under Deal 2 of the Twin Deal++ program, event planners are entitled to incentive rewards based on the size of the event.

Targeted at international corporate meeting & incentive groups, MTD++ entitles international groups of 50 pax and above to enjoy various exciting value-added support. MTD++ consist three parts, Deal 1 and Deal 2 as well as a special value added element. The privileges included in Deal 1 range from limited edition welcome gifts, cultural showcase to a complimentary ‘Makan-makan’ dinner for the groups. Deal 2 offers various exciting rewards for meeting & event planners such as a vacation for two in Malaysia and an iPad mini.

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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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