

Press release

MyCEB Wows AIME 2015 with Three New Initiatives

- *Malaysia Convention & Exhibition Bureau (MyCEB) impressed AIME participants with the introduction of Malaysia Year of Festivals (MyFEST) 2015 initiative, Malaysia Like Never Before campaign, and Malaysia Twin Deal X promotion.*



Melbourne, 24 February 2015 – Malaysia is currently participating (for the fifth consecutive year) in the annual Asia-Pacific Incentives & Meeting Expo (AIME) 2015 which is held at the Melbourne Convention Centre, Australia from 24-25 February 2015. The Malaysian Stand at A620 showcases the country's popular business venues and Malaysia's ability to host large-scale conferences and exhibitions.

Led by Mr. Zulkefli Hj Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB), the Malaysian delegation with a size of 24 industry partners and 36 officials impressed participants at AIME 2015 with three new campaign initiatives. The three campaigns are; **Malaysia Year of Festivals (MyFEST) 2015, Malaysia Like Never Before, and Malaysia Twin Deal X (MTD-X)**, a value-added corporate meetings and incentives promotion.

"Malaysia is proud to be participating in AIME for the fifth consecutive year. With the introduction of these new initiatives coupled with our delegation size here at AIME, we are confident that we have the right inspiration to set Malaysia apart as an ideal destination for tourists and business visitors alike," said Zulkefli Haji Sharif, Chief Executive Office of Malaysia Convention Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia.

Among the Malaysian delegation breakdown are; Destination Marketing Companies (DMC), hotel operators and convention centre. Meanwhile, a media conference will be held at 12 noon, on 24 February at Room 1.201 and 1.202.

Three New Initiatives

MyFEST 2015 -

The Malaysia Year of Festival – MyFEST 2015 is to continue the momentum of the Visit Malaysia Year 2014. For this reason, this year there will be more events and festivals hosted in the country.

Themed ‘Endless Celebrations’, MyFEST 2015 aims to boost Malaysia’s tourism industry by encouraging visitors to stay longer to enjoy festive offerings throughout the year. The initiative honours Malaysia’s endless celebrations of festivals and events that are a result of the country’s rich and diverse cultural heritage.

“MyFEST 2015 is set to make Malaysia the ideal go-to destination. Business visitors can extend their stay to experience one of our many cultural celebrations and festivals as there are always one right around the corner,” said Zulkefli Haji Sharif, Chief Executive Office of Malaysia Convention Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia.

Besides MyFEST 2015, MyCEB also unveiled the “Malaysia Like Never Before” campaign and MTD-X promotion for corporate meetings and incentives planners.

Malaysia Like Never Before –

Tailored to the incentives market, the “Malaysia Like Never Before” campaign highlights the unique and unheard features of five key Malaysian destinations for event planners: Langkawi, Georgetown, Kuala Lumpur, Mount Kinabalu, and Kuching. Though already familiar to regulars of the business events circuit, the campaign has reimagined these destinations, guaranteeing a fresh experience to visitors.

Each destination has its own theme, such as ‘Party like never before in Langkawi’ and ‘Soar like never before at Mount Kinabalu’. ‘Do’, ‘Stay’, and ‘Eat’ recommendations for the most unique and luxurious offerings are listed for each destination.

Malaysia Twin Deal X (MTD X)

Along with Malaysia Like Never Before, MyCEB introduced the Malaysia Twin Deal X (MTDX) Programme, a continuation of its popular Malaysia Twin Deal ++ (MTD++) programme in 2014. Similar to its predecessor, MTDX comprises two programmes, namely Deal 1 and Deal 2, which provides value added support for international corporate meeting and incentive groups and incentive rewards for international corporate meeting and incentive planners respectively depending on group size.

Business events organisers and event planners can visit www.likeneverbefore.my to find out more about these new initiatives. The website also features an event proposal generator to help organisers get started on their journey to Malaysia.

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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 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)