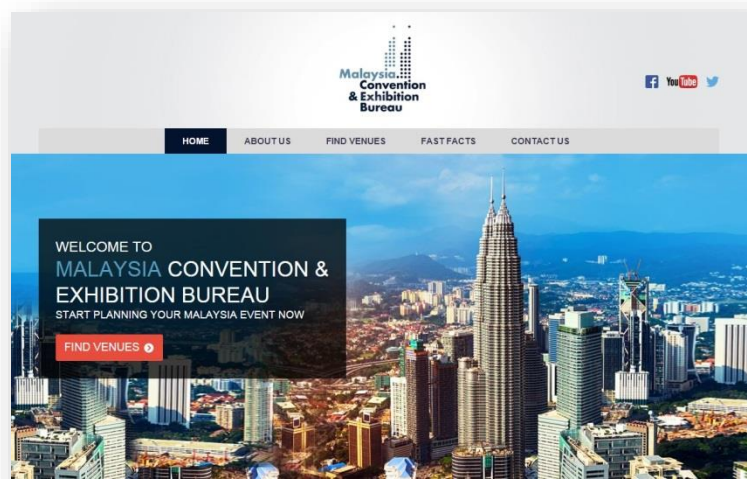


Press release

MYCEB INTRODUCES ONLINE VENUE DIRECTORY FOR MEETING AND EVENT PLANNERS

Online venue directory by Malaysia Convention & Exhibition Bureau (MyCEB) set to be a one-stop venue shop for international meeting and event planners looking to host events in Malaysia.



Kuala Lumpur, 12 March 2015 – Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to introduce a new resource for event planners looking to host their event in Malaysia, an online venue directory.

The venue directory provides an essential guide to the large variety of venues available across Malaysia with all the details needed for each venue.

Zulkefli Haji Sharif, Chief Executive Officer of MyCEB, said “We have a strong track record of hosting successful international events in the country, and event organisers have often been searching for world-class venues and facilities in Malaysia. As such, we are delighted to be able to unveil this event directory to fully showcase Malaysia’s unique offerings that can meet the needs of any event programme. We certainly hope that meeting and event planners will find this resource useful, and that our industry partners will continue working with us to keep the directory up-to-date so we can continue to successfully attract world-class meetings and events,”

The venue directory provides a complete profile of each venue, including a description of the space, floor plans, accessibility, amenities, photos, and contact information. Meeting and event planners will be able to search for venues by the type of venue space, location, and event category.

To find out more about the venue directory, please visit <http://venue.myceb.com.my/>.

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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. 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)
