

Press release

MyCEB at the 10th UFI Open Seminar for Asia

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... **Kuala Lumpur 15 Mar 2015** – Malaysia Convention & Exhibition Bureau (MyCEB), a silver sponsor attended the 10th **UFI - The Global Association of the Exhibition Industry Open Seminar in Asia** which was held at the Hong Kong Convention Centre from 12-13 March 2015.

The Bureau stands to benefit significantly from this year's UFI Open Seminar, especially from the exciting line-up of speakers who addressed a variety of key issues and opportunities facing the business events industry. MyCEB was represented by the Chief Executive Officer, Mr. Zulkefli Haji Sharif and Ms. Lim Win Nee, the Manager for Exhibition Sales. The keynote address was by a renowned speaker and respected business leader in Asia. Dr. William Fung, Group Chairman of Li & Fung Limited, he discussed the future of sourcing activities in Asia, while others focused on challenges facing venue managers (including Lucy Merritt and James Campion from ExCeL, London). Other speakers delivered "workshop-style" learning sessions on strategic exhibiting, sustainable practices, building exhibitions with unique themes and more.

Malaysia has been getting good referrals as a value-for-money destination for business events and world-class exhibitions. Among the most recent being the world's largest philatelic exhibition, the World Youth Asian Stamp Exhibition which was held in December 2014. Over two million pieces of stamps and philatelic items were on exhibits and sale. Beginning February this year, Malaysia played host to the world's largest property investment exhibition, the Cityscape Asia / Cityscape Malaysia 2015 with 5,000 over participants. The roll call of prestigious international events hosted is indeed testament of Malaysia as a world class business events destination.

More news at www.myceb.com.my

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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 130 associations, 112 corporate incentive groups and 19 exhibitions. Together, these accounted for 131,936 delegates with an estimated economic impact of RM1.5 billion to the country.

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).

About UFI

This year, UFI celebrates the 10th edition of the UFI Open Seminar in Asia. This event, along with UFI, has gone from strength to strength in the past decade. Ten years ago, UFI had less than 50 members in Asia. Today, there are more than 220 members in the region across 14 countries and territories.

It is fitting that this year, the UFI Open Seminar is back to Hong Kong, the host of the inaugural edition of the seminar. This edition features an exciting line-up of speakers such as respected business leader in Asia. Dr. William Fung, Group Chairman of Li & Fung Limited, Allen Ha from AsiaWorld-Expo in Hong Kong as well as a panel discussing the impact of mega-venues on our industry. Other speakers will deliver "workshop-style" learning sessions on strategic exhibiting, sustainable practices, building exhibitions with unique themes and much more. For further information, please surf:

<http://hk2015.ufi.evenium.com/pro/fiche/quest.jsp;jsessionid=rqT6ueduZt0bEeZtRXLxRime.gl2>

<http://hk2015.ufi.evenium.com/pro/fiche/quest.jsp;jsessionid=HC3wfKe1BXjH9ZvLC2v8CZXN.gl1>

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