

Press release

MyCEB Introduces We Chat for China Partners

- *We Chat* allows increased competency, reaches out to target market more efficiently and creates awareness and ‘visibility for Malaysia.



Beijing, 10 April 2015 – Malaysia Convention Bureau & Exhibition (MyCEB) China office has introduced “ WeChat “ with the aim to create awareness on Malaysia as a top-of-mind business events destination.

This initiative reflects a profound objective to reach out to the industry partners who are the high users of WeChat and it provides the opportunity to leverage on the social media and applying a different approach to reach and engage customers. Usual applications allow up to 30 members for Group Messaging, but WeChat allows more.

China is among the top three markets for meetings and incentives and Malaysia has often been chosen as a preferred host destination. Last year, several incentive groups from the mainland chose Malaysia as the host venue for their incentive group meetings and visits. One such group is the Perfect China incentive group (3,500 delegates).

Besides Perfect China, other high-profile China-based organisations also made debut in Malaysia. They were; a renown pharmaceutical annual sales conference 2014, the 2013 International Dragon Award (IDA) Annual Conference, a Chinese life insurance and financial services industry event attended by over 5,000 attendees and the Crador Global Network Conference that saw some 13,000 participants from nine countries converged in Kuala Lumpur.

Why Malaysia?

There are several reasons as to why Malaysia is a convenient destination to host and organise events, mainly it's due to the following; **the multi-cultural population** and the **rich cultural diversities** which caters well to the different cultures, **value-for-money destination – the good foreign exchange provides as affordable bargains** for delegates, **the country's strategic location** between East and West and Malaysia's **world-class infrastructure and friendly services**.

The newly-introduced WeChat application will indeed enhance and complement marketing goals and help market Malaysia in China more efficiently. The following is MyCEB's WeChat account QR.



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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 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).

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