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MALAYSIA CONTINUES TO ATTRACT DELEGATION FROM CHINA THROUGH MyCEB'S CORPORATE INCENTIVE PROGRAMME

••• **SERDANG, 8 July 2015** – Malaysia is set to host more than 5,000 delegates from China for its corporate incentive trip to Malaysia for the third year this July. Dato' Seri Mohamed Nazri Bin Abdul Aziz, Minister of Tourism and Culture Malaysia made his effort to meet with the delegates from Perfect China group today at MAEPS, Serdang in which the founder of the Perfect China Co Ltd, a Malaysia born entrepreneur, Tan Sri Dato' Koo Yuen Kim was also present.

••• During the meeting, Dato' Seri Mohamed Nazri mentioned that, the Chinese corporate incentive trip to Malaysia for the third year emphasized the importance given by both Governments in further strengthening bilateral ties between Malaysia and China. He was referring to the warm and friendly relations that existed between Malaysia and China stated that, they would continue to provide a platform for China to organise their business events in Malaysia.

Dato' Seri Mohamed Nazri Bin Abdul Aziz said, "Malaysia warmly welcomes the delegates from China to Malaysia. I am confident it will contribute to the further deepening of the strong economic cooperation between Malaysia and China. As Chinese companies grow and expand their operations overseas, Malaysia looks forward to playing an even greater supporting and constructive role in this corporate incentive trip".

He added," I am very proud to herein acknowledge the contributions, support and efforts given by our very own Malaysian born entrepreneur, Tan Sri Dato' Koo Yuen Kim, Chairman of Perfect (China) Co. Ltd. Tan Sri Dato' Koo has been supporting Malaysia continuously in many areas; not just in the tourism business industry but as

well as helping out the Malaysian communities”. During the event, Tan Sri Dato’ Koo Yuen Kim presented a mock cheque of donation worth of RM600,000 to be benefited by the Ranau victims in Sabah.

Since 2011, Perfect China delegations have visited Kuala Lumpur and other states throughout Malaysia reaching out to international business opportunities and cultural exposure as well as exploring the great places in Malaysia, tapping on the various choices of food, shopping, leisure and entertainment experience like never before.

The corporate incentive trips to Malaysia have become some of the most prominent activities in China's business circles.

••• The delegation will attend a three-day conference and followed by a four-day discovery visit to Langkawi, Penang and Kedah, where they will meet and have breakfast with Yang Di-Pertuan Agong Tuanku Al-Haj Abdul Halim Mu’adzam Shah Ibni Almarhum Sultan Badlishah at the Kedah Royal Palace, *Istana Anak Bukit*. The group will make its final tour in Kuala Lumpur city for food hunt, entertainment and shopping experience.

“We believe tourists flown from China are expected to achieve a higher benchmark following the dynamic tourism promotions being carried out in both countries. And China is among the top 3 markets for corporate incentive groups. This is a great platform for potential investment and collaborative opportunities”, said Dato’ Seri Mohamed Nazri Bin Abdul Aziz during the meeting.

The Business Tourism is an industry with immense potential for growth. It has been identified as one of the Entry Point Projects (EPP) of the tourism National Key Economic Areas under the Government’s Economic Transformation Programme. The industry is expected to bring greater flow of high yield business visitors to Malaysia with a target of up to 8% of the tourist arrivals of 36 million by 2020.

To facilitate this industry goal, the Ministry of Tourism and Culture Malaysia established the Malaysia Convention and Exhibition Bureau (MyCEB) in 2009 to further strengthen Malaysia's business tourism brand and its position in the international business events (meetings, incentives, conventions and exhibitions) as well as major events market.

Together with the Government and industry partners, MyCEB is on a mission to position the country as one of the top five destinations in Asia Pacific for international meetings and major events.

“As an agency under the Ministry of Tourism and Culture, MyCEB has the mandate and support from the ministry. We also act as the conduit between the Government and the private sector to facilitate the growth of the business events industry. To date, Malaysia has hosted a number of high profile events, conferences, conventions, exhibitions, meetings and incentive trips, cementing her status as a world class destination for business events”, said Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

Malaysia continues to attract more business events and meetings recorded an impressive performance for the first quarter of 2015. For the period from January to March this year, Malaysia provided support to 25 business events accounting for 13,407 delegates with an estimated economic impact of RM 178 million to the Gross Domestic Product (GDP).

Malaysia notched 7th place in the International Congress and Convention Association (ICCA)'s 2014 Statistics for Meetings Organised. The good referrals and the roll call of prestigious international events hosted is indeed testament of Malaysia as a world-class business events destination.

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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 Perfect China

Perfect China Perfect (China) Co. Ltd. was incorporated in 1994 in China as a subsidiary of a foreign enterprise, Perfect Resources (M) Sdn Bhd. It was authorized to market its products through dedicated outlets by the Ministry of Commerce of China. Perfect China which was founded by Malaysian born entrepreneur, Tan Sri Dato' Koo Yuen Kim is committed to nurturing entrepreneurship and business integrity, while paving the future of sustainable economic and social development among the Chinese community in China.

