

PRESS RELEASE

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MALAYSIA TO HOST THE 21ST SOROPTIMIST INTERNATIONAL CONVENTION 2019 IN KUALA LUMPUR

*The major quadrennial Convention which aims to empower women globally will take place
for the first time in Malaysia in 2019*

KUALA LUMPUR, 1 September 2015 - Malaysia will be hosting the 21st Soroptimist International (SI) Convention in Kuala Lumpur, the first Asian city to host the quadrennial World Convention. At the 20th Soroptimist International Convention that took place at the Hilton Bosphorus in Istanbul, Puan Sri Siew Yong Gnanalingam, the SI Convention Chair for the 21st Soroptimist International Convention 2019 Kuala Lumpur, had the honour of receiving the SI flag in a symbolic handover ceremony from Emine Erdem, the Convention Chair of 20th SI Convention 2015, Istanbul, after the venue was announced. The convention is expected to be held at the Kuala Lumpur Convention Centre from 18 – 21 July 2019.

“It is an honour for Kuala Lumpur to be chosen as the host of the next SI World Convention and more so, since it will be the first Asian city to host an SI Convention, since the first Convention in 1934. At this Convention, Malaysia offers a great window of opportunity to engage Soroptimist members from around the world. It is a gathering where women from all over the world come together to give, to share, to learn from each other and to be together in friendship. Besides having world renowned speakers share their thoughts, the Convention also offers a platform for global SI representatives to present their respective best practice projects aimed at improving the lives of women and girls in their community, through the SI Programme of Service theme, “Educate to Lead”. Malaysia has so much to offer our delegates and the organising committee and MyCeb are working hard to make it the biggest International Convention ever”, said Puan Sri Siew Yong Gnanalingam.

Soroptimist International (SI) is a global volunteer movement of women giving the best of themselves in service working at local, national and international levels to educate, empower and enable women and girls. Founded in 1921, SI has a network of more than 80,000 Soroptimists in 132 countries and territories and has Consultative Status at the United Nations with 16 UN Representatives who work across 6 UN Centres.

With its international headquarters in Cambridge, UK, Soroptimist International consists of four federations: SI of the Americas (SIA), SI of Europe (SIE), SI of Great Britain and Ireland (SIGBI) and SI of South West Pacific (SISWP).

Soroptimist International Region of Malaysia (SIROM) is part of the Federation of South West Pacific (SISWP) which comprises 13 member countries – Australia, New Zealand, Mongolia, Hong Kong, Cambodia, Thailand, Malaysia, Singapore, Indonesia, Fiji, Samoa, Papua New Guinea and Solomon Islands.



SIROM has played a huge part in empowering women and girls through it's 14 member clubs having undertaken several "life changing" and award winning projects to improve access to economic empowerment and sustainable opportunities for women in Malaysia, since the founding of the first club in 1991.

The 21st Soroptimist International Convention organisation committee in Malaysia will be partnered by Malaysia Convention & Exhibition Bureau (MyCEB, a Government agency under the Ministry of Tourism and Culture Malaysia. MyCEB's role is aimed at promoting and positioning Malaysia to be the preferred international business events and convention hub.

"I believe that the 21st Soroptimist International Convention Kuala Lumpur 2019 will be a remarkable event; marking another milestone for Malaysia in the business events industry. Malaysia has so much to offer from business opportunities to the exciting mix of cultures, scrumptious local food, lively entertainment and shopping paradise. We look forward to the year 2019 and we are ever ready to host the 21st Soroptimist International Convention here

in Kuala Lumpur”, said Datuk Zulkefli Haji Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB).

The 21st Soroptimist International Convention in Malaysia is expected to receive more than 1,500 delegates from all over the world, with an estimated economic impact of RM18,314,150.

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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 Soroptimist International

Soroptimist International which was founded in 1921 is a global volunteer movement for women in management and the professions working together to transform the lives of women and girls. The organization is made up of four Federations, SI of the Americas (SIA), SI of Europe (SIE), SI of Great Britain and Ireland (SIGBI) and SI of South West Pacific (SISWP). The four federations has a network of more than 3,000 clubs with 80,000 members in 132 countries and territories working at local, national and international levels to **educate, empower** and **enable women and girls** under their international programme theme "Educate to Lead".

SI has Consultative Status at the United Nations with 16 UN Representatives who work across 6 UN Centres through advocacy to give a global voice to women and girls around the world.

In 2012, Soroptimists reported on **3,727** projects to promote women and girls' participation in education and leadership, changing **110,000** lives.

Soroptimist International Region of Malaysia (SIROM) belongs to the Federation of South West Pacific (SISWP) which consists of 13 member countries – Australia, New Zealand, Mongolia, Hong Kong, Cambodia, Thailand, Malaysia, Singapore, Indonesia, Fiji, Samoa, Papua New Guinea and Solomon Islands.

Appendix:

Photo Caption

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Puan Sri Siew Yong Gnanalingam (right), the Convention Chair for the 21st Soroptimist International 2019 Convention Malaysia receiving the SI Flag from Emine ERDEM, Convention Chair of SI Convention 2015 Istanbul at the recently held 20th SI Convention in Istanbul.