

FOR IMMEDIATE RELEASE

MALAYSIA BUSINESS EVENTS WEEK CONFERENCE DRAWS BIGGER CROWD THIS YEAR

The conference themed “Our Future by Design” aimed at creating a platform for all stakeholders of the business events industry to converge, communicate and debate issues that impact the future growth and sustainability of the business events industry.

... **KUALA LUMPUR, 24 September 2015** – The growing awareness of opportunities offered by the business events industry in Malaysia has led to a significant participation in the recently held Malaysia Business Events Week (MBEW). The conference which is in its second year was an initiative by Malaysia Convention and Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

... Held at the Shangri-La Hotel, MBEW drew an attendance of more than 200 participants which consists of professional conference organisers, destination management companies, exhibition organisers, venue owners, event management companies and hotels, as well as government ministries, national associations, convention bureau and regional tourism offices as well as suppliers of products and services relevant to the industry.

Through MBEW, the industry players and its respective stakeholders are able to exchange ideas, explore possible business opportunities, as well as debating current issues that impact its future growth and sustainability.

“In our inaugural event last year, we explored general MICE topics and engaged a handful of international speakers. This year, we decided to develop a focused theme that would encourage the Malaysian MICE players to collaborate in designing the future course of the industry. Collectively we can prepare a roadmap to build a sustainable industry that is resilient to an ever changing and at times unpredictable global environment. In addition, through the provision of education, networking,

exchange of ideas and debate of issues in the three-day event, we hope that the Malaysian business events industry are better equipped to take ownership of its future”, said Datuk Zulkefli Haji Sharif, Chief Executive Officer of MyCEB.

This year, MBEW participants were able to tap the brains of 20 of local and international renowned speakers through plenary sessions, break-out sessions on leadership, sales and marketing and operations, and cluster sessions categorised by the various MICE segments, namely convention, exhibition and incentive.

“A new feature of MBEW is a by-invite forum for government and industry leaders, which will explore how the public and private sectors can work closely to enhance Malaysia’s status as a preferred MICE destination in Asia”, said Noor Nazatul Janah Binti Mahmood, PR & Communications Manager of Malaysia Convention & Exhibition Bureau (MyCEB).

Key sessions include *Designing a sustainable future* by MCI Global’s Guy Bigwood and Roger Simmons; *Unlocking The Future Through Creativity* by L&R Contract Business Services’ Ruth Lillian; and *What the Future Holds – Towards 2020* by Dato’ Seri Idris Jala, Chief Executive Officer of Performance Management and Delivery Unit Malaysia (PEMANDU).

“The topics are carefully crafted to ensure all MICE segments are covered and are applicable for all levels of the business events (profession), from junior right up to the senior team”, added Nazatul Janah.

Established in 2009, MyCEB, a non-profit organisation seeks to further strengthen Malaysia's global appeal and position as the leading destination for international meetings, incentives, conventions, trade exhibitions and other major events.

Media Contact

Noor Nazatul Janah Binti Mahmood
PR & Communications Manager
Malaysia Convention & Exhibition Bureau (MyCEB)
T: +603 2034 2090 ext 165
F: +603 2034 2091
M: +6019 3388 059
E : nazatul@myceb.com.my W www.myceb.com.my

... About MyCEB

MyCEB was established in 2009 by the 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.

Malaysia Major Events (MME), 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).