

PRESS RELEASE
For Immediate Release

MyCEB PARTICIPATES IN IT&CM ASIA 2015 TO FURTHER PROMOTE MALAYSIA AS A MICE DESTINATION

Malaysia explores the latest MICE developments and woo corporate and incentive groups to Malaysia at the Incentive Travel & Conventions, Meetings Asia Trade Show in Bangkok

BANGKOK, 30 September 2015 – Malaysia Convention & Exhibition Bureau (MyCEB), a government agency under the Ministry of Tourism and Culture Malaysia is currently participating at the IT&CM Asia in Bangkok, Thailand as part of its promotional drive to woo more corporate and incentive groups over to Malaysia. The three-day trade show is participated by **25 industry partners including the Sabah Tourism Board, Kuala Lumpur Convention Centre and Reliance Conventions & Events**

The Incentive Travel & Conventions, Meetings Asia (IT&CMA) is held from 29 September to 1 October 2015 at the Bangkok Convention Centre and **is expecting to receive more than 3,000 delegates and 700 exhibitors this year.** The tradeshow brings together Thai and international MICE exhibitors and buyers in one dynamic marketplace. It also acts as a platform for industry players to network, showcase and explore business opportunities.

“MyCEB is excited to once again be a part of IT&CM Asia as it provides Malaysia an opportunity to reach out to international buyers. We are confident that we will be able to showcase the best of what Malaysia has to offer when it comes to meetings and incentive. I think that Thai market will be able to relate to Malaysia as we strike a similar chord through our Asian values. On top of the sense of familiarity, Malaysia’s multicultural element which is unique to Malaysia will definitely interest our market audience. We would also want to take this opportunity to further promote our unique corporate incentive campaign that was recently launched “Malaysia Like

Never Before” that comes with a package – Malaysia Twin deal X ,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

MyCEB’s latest promotional campaign, “Malaysia Like Never Before” is tailored to the incentives market, highlighting five key Malaysian destinations for event planners - Langkawi, Georgetown, Kuala Lumpur, Kuching and Kota Kinabalu. Though already familiar to regulars on the business events circuit, the campaign has re-imagined these destinations, guaranteeing a fresh experience to visitors.

As part of the Ministry of Tourism and ’s target to attract 28 million tourist to Malaysia, MyCEB is a also strong supporter of the Tourism Malaysia’s Visit Malaysia Year 2015 campaign. The Bureau hopes to leverage on the campaign as a platform to attract more business events and visitors to support the growth of the business events industry.

••• To find out more about the Malaysia, visit booth no. T1 at the IT&CM Asia in Bangkok or contact MyCEB at +603-20342090 or go to www.myceb.com.my for more information.

For media enquiries, kindly contact

NOOR NAZATUL JANAH BT MAHMOOD

Manager – Public Relations and Communications
Malaysia Convention & Exhibition Bureau (MyCEB)
Tel: +603 2034 2090 Ext 125
Fax: +603 2034 2091
Email: nazatul@myceb.com.my

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 MyCEB on Facebook, Instagram and Twitter (@MyCEB).

