

## MALAYSIAN ASSOCIATIONS CONVERGE IN MyneXt

*The Malaysia Convention & Exhibition Bureau (MyCEB) launches inaugural event as knowledge platform for local associations*

Kuala Lumpur, 1 December 2015 – The Malaysia Convention & Exhibition Bureau (MyCEB), in its continuous efforts to enhance the business events industry of the country, recently held the first Malaysia Association neXt or MyneXt event.

MyneXt serves as a platform for all associations to learn, exchange ideas and network amongst each other. With the presence of international and local industry experts, participants were presented with the opportunity to expand their knowledge through association focused sharing sessions.

According to Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB, MyneXt is the brainchild of the non-profit organisation, together with Malaysia's forward looking associations.

"MyneXt was incubated in June 2015 when the Advisory Group Meeting was conducted with the conscientious objective to organise a platform in order to steer directions, focusing on the development of national associations," explained Datuk Zulkefli.

He also said that the overwhelming response and support has enabled a speedy process of putting together the event within five months.

During MyneXt, participants were able to take away invaluable insights such as innovative solutions and latest best practices in the association management industry.

Apart from knowledge on internal processes such as management and transformation, membership development and income diversification, the event also incorporated intelligence on creating a sustainable ecosystem between associations, conference organisers, international counterparts and contents to drive delegates' interests.

Session were conducted by industry gurus including Jan Tonkin, Managing Director, The Conference Company, New Zealand; John Peacock, General Manager of Associations Forum Pty Ltd; Kirsten Passaris, President of Renal Society of Australasia Ltd (RSA) and Anthony Wong, Managing Director of AOS Convention & Events.

Working with MyCEB for several years now is speaker John Peacock who related his experience with the organisation, "I have worked with MyCEB in many workshops and there is no doubt that this Bureau continues to up the ante of the business events industry, not only in Malaysia but I would say the whole region. The response for MyneXt is tremendous, another clear accomplishment by MyCEB."

Anthony Wong, who was also winner of the Minister's Award for Business Events Industry at the recently held rAWr Awards 2015 said, "I am here not only to share my expertise as a speaker but this event has showcased that our associations are more keen and driven than ever in engaging themselves for business events. I definitely gained knowledge from them as well, myneXt served its purpose extremely well."

The event successfully garnered more than 120 participants, which complimented the entire programme.

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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.

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#### **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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](http://www.facebook.com/MyCEB) and Twitter (@MyCEB).

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