

Press release

For Immediate Release

MALAYSIA - THE FIRST COUNTRY IN SOUTHEAST ASIA TO HOST THE WORLD CANCER CONGRESS

... **World Cancer Congress 2018 will be held Kuala Lumpur and is expected to receive 3, 200 delegates from 115 countries with an expected economic impact of RM 30 million will be contributed to the country**

... **KUALA LUMPUR**, 29 February 2016 – The leading international conference in cancer control, the World Cancer Congress and the World Cancer Leaders’ Summit will take place from the 1 to the 4 of October, 2018 at the Kuala Lumpur Convention Centre (KLCC).

Held for the first time in SoutheastAsia, the Congress is expected to attract over 3,200 cancer experts from 115 countries representing the entire spectrum of the global cancer control community.

Malaysia first started to lobby for support by participating in the booth exhibition at the World Cancer Congress 2012 in Montreal, Canada, followed by the World Cancer Congress 2014 in Melbourne, Australia.

“The National Cancer Society of Malaysia (NCSM) worked closely with Malaysia Convention & Exhibition Bureau (MyCEB) on the winning bid proposal which was submitted in September 2014 and a final decision on the host city was made in April 2015,” said Datuk Zulkefli Hj Sharif, the Chief Executive Officer of MyCEB.

“In terms of economic impact for the country, we anticipate an approximate of RM 30 million from this business event as over sixty percent of the delegates will be coming from various countries around the globe,” he added.

NCSM signed a Memorandum of Understanding (MOU) with the Union for International Cancer Control (UICC) in October 2015 to host the 2018 World Cancer Congress and the World Cancer Leaders' Summit in Kuala Lumpur.

"In addition, we lobbied Dr Saunthari Somasundaram, President of NCSM to sit on the board of UICC. She is well known for playing an active role on cancer awareness activities in the region," said Clare Ratnasingham, Vice President of NCSM.

"The last World Cancer Congress in 2014 held in Melbourne garnered strong recognition amongst the global cancer community and has been acknowledged as the leading international conference on cancer control. Moving forward, NCSM and MyCEB are working closely to bring more delegates to Malaysia; and help create wider awareness on cancer from leaders, advocates, scientists, researchers and health experts," she continued.

Besides MyCEB, the Ministry of Health, the National Cancer Institute, the Ministry of Women, Family & Community Development, the National Population & Family Development Board and the Ministry of Tourism and Culture are providing support in hosting of the World Cancer Congress 2018 and the World Cancer Leaders' Summit in Kuala Lumpur.

"Together, Malaysia and SoutheastAsia could help UICC to take the lead to convene the global cancer community and leave a long lasting impact within the region. This is the region where cancer control, better advocacy on cancer prevention, care and support is needed most. This will ultimately be the legacy from this World Cancer Congress," according to a statement in the winning bidding document submitted to UICC by NCSM.

UICC is the largest cancer fighting organisation of its kind, with more than 400 member organisations across 120 countries. With its headquarters in Geneva, Switzerland, it is the leading non-governmental, non-profit, non-political and non-sectarian cancer organisation. UICC's mission is to eliminate cancer as a life-threatening disease for future generations.

Held every two years, the World Cancer Congress is a leading platform to exchange best practices in the implementation science of cancer prevention and control; and serve as a networking opportunity for the global cancer and wider health community.

This year the World Cancer Congress will be held from 31st October to 3rd November in Paris, France.

••• The Congress represents a unique and ideal platform for the international cancer control community to meet, discuss, share, learn, and connect in order to find solutions to reduce the impact of cancer on communities around the world.

••• Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia has been aggressively promoting Malaysia as the preferred destination for business and major events globally. Through MyCEB on-going efforts, Malaysia will be hosting conferences such as the Community Based Rehabilitation (CBR) World Congress 2016, Congress of Asia Pacific Association of Allergy, Asthma and Clinical Immunology, the Emerging Leaders' Dialogue Asia 2016, Offshore Technology Conference Asia (OTC) 2016, Healthcare Build Environment Asia 2016, International Congress of the International Society for Medical Shockwave Therapy (ISMST 2016) and Market Research in the Mobile World Asia-Pacific 2016.

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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 and follow us on www.facebook.com/MyCEB

About the National Cancer Society of Malaysia (NCSM)

The National Cancer Society Malaysia (NCSM) also known as Persatuan Kebangsaan Kanser Malaysia is a registered, tax exempt charity body established in 1966, under the laws of the Malaysian Societies Act and Registrar of Societies Malaysia, and is the first not-for-profit cancer organisation in Malaysia that provides education, care and support services for people affected by cancer.

Founded by Dato' Dr S.K. Dharmalingam and launched by the YAB Tun Abdul Razak in 1966, NCSM is now under the distinguished patronage of the Sultan of Perak. The Society is financed entirely by voluntary contributions from the public. In 1971, NCSM initiated and set up the National Cancer Registry, which was later handed over to the Ministry of Health.

Being the only charitable organisation that provides holistic cancer support to patients and caregivers, NCSM takes them through their journey in understanding and dealing with cancer in various phases through its five centres – Cancer & Health Screening Clinic, Nuclear Medicine Centre, Resource & Wellness Centre, Quit Smoking Clinic and the Children's Home of Hope and branches in six states, i.e. Johor, Negeri Sembilan, Melaka, Perak, Penang and Sarawak.

NCSM also works with corporate partners, colleges, universities and schools on awareness and outreach programmes in the efforts to educate the society on the prevention and early detection of cancer.

For more information, please visit www.cancer.org.my and follow us on www.facebook.com/nationalcancersocietymalaysia