

Press release

For immediate release

Malaysia's Kesatria generate 85 international convention leads with an economic impact of RM1.6 billion and 150,000 delegates

A gala evening themed 'Kesatria Assembly 005' staged in honour of industry champions who are part of the Malaysia Convention and Exhibition Bureau's (MyCEB) Kesatria 1Malaysia Programme.

Petaling Jaya – The Kesatria 1Malaysia Programme under the Malaysia Convention & Exhibition Bureau (MyCEB) has generated 85 international convention leads, which is set to deliver an estimated economic impact of RM1.6 billion and attract more than 150,000 delegates to Malaysia, said the Secretary-General of the Ministry of Tourism and Culture, Tan Sri Dr. Ong Hong Peng.

"The Kesatria contribution is much appreciated and looked forward to by the nation. It is envisaged that conventions will help raise Malaysia's standing on a global scale and contribute to our business tourism target of RM3.9 billion in Gross National Income by 2020," said Tan Sri Dr. Ong Hong Peng, who is also the Chairman of the Board of Directors for MyCEB.

He was speaking at the 'Kesatria Assembly 005' Gala Evening to celebrate the contribution of Malaysia's Conference Ambassadors known as Kesatria and to welcome five newly-appointed Kesatria here recently.

The Kesatria 1Malaysia Programme is designed to recognise the efforts and contributions of industry leaders and their respective institutions that choose to bid for and host major international conventions and business events.

Launched in 2012, the Kesatria Malaysia-Industry Champions are most often the president or past president of national associations or industry leaders that have chaired or will be hosting a major international business event in Malaysia. They are thought leaders in their field of expertise and recognised for their professional achievements in bidding for and hosting major international conventions.

"These conventions will also complement the efforts of the Ministry of Tourism and Culture in achieving our target of 30.5 million in tourist arrivals and RM103 billion in tourist receipts for 2016," said Tan Sri Dr. Ong.

Datuk Zulkefli Haji Sharif, the Chief Executive Officer of MyCEB expressed confidence that Malaysia will continue to witness the hosting of more international conferences in 2016 and the years to come.

“This is a testament to Malaysia’s unique and abundant potential as a preferred business events destination. However, we cannot be complacent and rest on our laurels but must continue to engage more pro-actively in a highly competitive environment,” he reiterated.

“Our appointed Kesatria hail from various key economic sectors identified under the National Key Economic Area (NKEA) projects such as science and medicine, research and innovation, education and law. Business events are a catalyst for socio-economic growth and the impact from hosting international business events stretches beyond direct spend and jobs, amplifying the benefits beyond tourism,” he continued.

Datuk Zulkefli said that business events bring additional benefits in trade and investment which also aid Malaysia’s Economic Transformation Programme (ETP) and help hasten the creation of new business networks, knowledge transfer, dignity and social development, as well as the elevation of Malaysia’s international profile and reputation.

“The collective strength, talent and resources of MyCEB and the Kesatria are one of the best strategic moves to expand the business events industry, and create a lasting legacy for both current and future industry and thought leaders in Malaysia,” he added.

Malaysia aims to be among the top five in the International Congress and Convention Association (ICCA) country rankings in the Asia Pacific by 2020. Since 2003, international business tourism growth rates have exponentially increased by an estimated 149 percent.

Five Newly Appointed Kesatria

Among the highlights of the gala evening was the introduction of five newly appointed Kesatria for 2016. They include:

1. Prof. Dr. Azirah Hashim, President of the Malaysia Association of Applied Linguistics (MAAL);
2. Prof. Dato’ Dr. Mafauzy Mohamed, Vice President of the Malaysian Endocrine and Metabolic Society;
3. Dato’ Dr. Muhammad Radzi Abu Hassan, Chairman of Digestive Health Malaysia Society;
4. Dr. Saunthari Somasundaram, President of the National Cancer Society of Malaysia; and
5. Associate Prof. Dr. Zuhaina Zakaria, Chair of the Institute of Electrical and Electronics Engineers (IEEE) Malaysia Section.

Other Upcoming World Conferences

Among the upcoming international association conferences and events secured with Kesatria involvement for 2016 and right up to 2020 include:

1. The Pan Commonwealth Forum on Open Learning 2016;
2. Asia Pacific Conference on Engineering and Technology Education 2016;

3. 24th International Conference on Chemistry Education 2016;
4. American Overseas Dietetic Association Conference 2016;
5. UN-GGIM-AP Plenary Meeting cum UN-GGIM International Forum 2016;
6. IEEE Conference on Communications 2016;
7. ASEAN Federation of Surgery Meeting 2016;
8. International Conference of the Pan Pacific and South-East Asia Women's Association 2016;
9. International Federation of Freight Forwarders Associations World Congress 2017;
10. International Congress of the Asian Society for Vascular Surgery 2017;
11. World Federation of Hemophilia World Congress 2020; and
12. The Biennial Scientific Meeting of the Asia Pacific Paediatric Endocrine Society 2020.

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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, Twitter (@MyCEB) and Instagram/MyCEB.