

# Press release

For immediate release

## China Records 20<sup>th</sup> World Championship Title In The Perfect 2016 World Team Table Tennis Championship

**81 women's teams and 91 men's teams from 99 countries battle  
For the world title and rankings in Malaysia**

●●● **SHAH ALAM, March 2016** — China retained the Championship Division Women's title in the finals of the Perfect 2016 World Team Table Tennis Championship (WTTC) after thrashing Japan 3-0 here.

China claimed a record 20th World Championship title after featuring in the finals for the 25th time to maintain an undefeated record against Japan since the 1971 Nagoya edition, where Japan defeated China in the final to emerge champions.

●●● World number one Liu Shiwen overcame world number four Ai Fukuhara 11-5, 11-6, 11-8 in the first game, but 2012 Olympics gold medallist Li Xiaoxia faced stiff challenge before coming from behind to win 6-11, 7-11, 11-9, 11-3, 11-5 against Kasumi Ishikawa.

In the third match, world number two Ding Ning also came from behind to defeat 15-year-old Mima Ito 8-11, 11-7, 11-8, 11-1 to bring back the Marcel Corbillon Cup.

The Most Valuable Player Trophy for the women went to Xiaoxia, who was the backbone of the Chinese team, who achieved six 3-0 wins in seven ties in their campaign to defend the title.

Chinese Taipei and North Korea settled for bronze after they lost in the semifinals.

Eighty-one women's teams and 91 men's teams from 99 countries fought for the world title and rankings in four different divisions, namely championships, second, third and fourth division battles in the weeklong tournament hosted by the Table Tennis Association of Malaysia (TTAM).

"This year marks the significant eight edition of the championships held here in Malaysia and the Malaysia Convention & Exhibition Bureau (MyCEB) is proud to partner with the International Table Tennis Federation (ITTF) and Perfect China Company Limited as the event title's sponsor.

“As an agency under the Ministry of Tourism and Culture, Malaysia, our mission in Malaysia Major Events, a division of MyCEB is to secure as many events and sporting spectacles to be held in the country”.

“The hosting of events in Malaysia further creates exclusive tourist experiences that position our destination towards better equity of desired outcomes. The tourism industry is largely driven by major spectacles like the Perfect 2016 WTTC, creating a myriad of opportunities for both the foreign and local economy,” said Datuk Zulkefli Hj. Sharif, the Chief Executive Officer of MyCEB.

During the same week, Malaysia also played host to the single largest gathering of overseas delegates to the country with 10,000 dealers convening for the 2016 Perfect China Convention at the Malaysia Agro Exposition Park, Serdang.

Perfect China is reputed to be the 10<sup>th</sup> largest direct sales company in the world!

“On behalf of the Minister of Tourism and Culture, Malaysia, the Honourable Dato’ Seri Mohamad Nazri Abdul Aziz, I convey our highest appreciation and gratitude to the Chairman of Perfect China, Tan Sri Dato’ Koo Yuen Kim, and his team for choosing Malaysia as the venue for the Perfect China Convention for the fourth time since 2011.

“Your strategic decision in once again choosing Malaysia is a sterling testimony that further strengthens Malaysia’s business tourism brand and position for the international business events market.

More importantly, it instils confidence among business events planners from China of Malaysia as top-of-mind incentive and meetings destination. Malaysia offers value-for-money, warm hospitality, state-of-the-art convention facilities and world-class service,” added Datuk Zulkefli

Last year, Malaysia played host to a total of 18,461 Chinese business tourists. In terms of Business Tourism, China continues to be among the top three markets with 25% market share since year 2011 in the total delegate numbers for corporate and incentive groups.

We will continue to lend even stronger support and development of the business tourism sector for the mutual benefit of both countries. It is our earnest aspiration and wish that Tan Sri Dato Koo and his dynamic team, will make it a must to host the Perfect China Conventions every year in Malaysia.

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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.

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