

Press release

For immediate release

MyCEB, MALAYSIA AIRLINES COLLABORATE TO STRENGTHEN HOLD ON BUSINESS EVENTS MARKET

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KUALA LUMPUR, 4 APRIL 2016: In the highly competitive global business events market, Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysia Airlines Berhad (MAB), have taken a leap forward by joining forces in the realm of business tourism and major events through a Strategic Partnership Agreement (SPA).

The agreement will see MyCEB and Malaysia Airlines collaborate through a one-year agreement in the area of co-operative sales and marketing to jointly harness on mutually beneficial business opportunities.

The agreement was exchanged between MyCEB Chief Executive Officer, Datuk Zulkefli Hj Sharif and Malaysia Airlines Head of Sales, Mr. Laurent Recoura here today.

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The collaborative partnership is geared towards branding and promoting Malaysia as a preferred destination for business events, and further upholds the Ministry of Tourism and Culture's target of achieving 36 million in tourist arrivals by 2020.

Through the partnership, MyCEB also aims to elevate its business tourism offerings, hence, the partnership will mark a new milestone in the industry that is hoped to set precedence for other industry experts.

“This collaborative arrangement is certainly a win-win situation for both parties as it leverages on each other’s inherent strengths and helps reinforce Malaysia’s business tourism brand as well as ensure a competitive edge in bidding for the hosting of international business events in the country,” said Datuk Zulkefli Hj Sharif.

Laurent Recoura added, “Malaysia Airlines is delighted to be partnering MyCEB for this important market segment. As the country’s national airline, we are fully supportive of the country as the leading destination for business events and tourism. Guests who choose Malaysia for business tourism will have the opportunity to benefit from the internationally accredited conference facilities within the beautiful and tranquil setting of Malaysia. Our comprehensive network within the country is the perfect complement to this, as the best way to fly to, from and around Malaysia”.

MyCEB, an agency under the Ministry of Tourism and Culture, established in 2009, serves as a one-stop centre to assist meeting and event planners to bid for and stage regional and international business tourism events in Malaysia and act as a conduit for national product development.



Under the strategic partnership, Malaysia Airlines stands to benefit in terms of participation in MyCEB-fuelled trade events, obtaining insights first-hand from an array of experts from various industries. This will enable Malaysia Airlines to forge new relationships and strengthen working ties with partners alongside creating a stronger brand presence in the tourism industry.

In return, MyCEB will be able to utilise Malaysia Airlines' offer of global connectivity, especially with their oneworld hubs, providing seamless journeys worldwide. This will further add value to business travellers, support MyCEB in pushing for more business opportunities and ensure high success rates in securing bids.

The strategic partnership is expected to showcase Malaysia's comprehensive eco-system in delivering a world-class business events environment and reinforce Malaysia as Asia's Business Events Hub.

With this partnership being a first of its kind for MyCEB, it is hoped to result in success beyond compare, opening up more partnership opportunities in the future.

Last year, MyCEB together with its partners won a total of 153 international conferences, incentive groups and trade exhibition events with a total estimated economic impact value of RM 898 million.

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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.

About Malaysia Airlines Berhad

Malaysia Airlines (malaysiaairlines.com) is the national carrier of Malaysia and one of Asia's largest, serving 40,000 guests on 330 flights to more than 50 destinations daily. Malaysia Airlines operates flights from its home base, Kuala Lumpur International Airport, and offers great connectivity across the globe; including oneworld® hubs.

Malaysia Airlines is a part of oneworld®, which brings together 15 of the world's biggest and best names in the airline industry and 30 affiliate airlines serving more than 10,000 daily departures. Through this global alliance Malaysia Airlines offers the best connectivity with seamless journeys to almost 900 destinations across 150 countries and access to over 550 airport lounges worldwide.