

Press release

For immediate release

MALAYSIAN E-VISA SET TO WOO MORE BUSINESS EVENTS FROM CHINA

MyCEB to leverage on Malaysia's e-visa programme to boost meetings and incentives groups arrival from China

●●● **SHANGHAI, 6 April 2016** – The launch of Malaysia's electronic visa (e-visa) for Chinese tourists will help boost meetings and incentives groups' arrivals from China, as well as help to realise the government's goal of receiving two million tourist arrivals from China annually.

The introduction of the e-visa programme, which commenced on 1 March 2016 will help to boost the efforts of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, in attracting more incentive trips from China to Malaysia.

●●● Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB said, *"MyCEB's sixth participation in IT&CM and the e-visa programme will help to further increase the business tourists' arrivals from China in 2016, which is to complement the Malaysian government's target of 30.5 million tourist arrivals and RM103 billion in tourism receipts by 2016. A total of 49 incentive groups with 18,461 delegates came to experience Malaysia in 2015, further solidifying the country's growing appeal among China incentive travellers.*

The combination of MyCEB's Malaysia Twin Deal X and the e-visa programme is expected to strengthen the country's positioning and offers added benefits for the Chinese organisers to stage their events in Malaysia.

2015 saw the arrival of several incentive groups with large delegates from China, such as Perfect China Group (6000 delegates) and Infinitus (5,182 delegates), signalling Malaysia's continual capabilities in hosting large number of delegates.

To find out more about Malaysia and its multitude of offerings at IT&CM 2016, visit booth no. B11 or go to www.myceb.com.my for more information.

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About Malaysia Convention & Exhibition Bureau (MyCEB)



MyCEB was established in 2009 by Ministry of Tourism and 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.

MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' in November 2011, 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, 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 www.instagram.com/myceb.

APPENDIX 1

LIST OF PARTICIPATING INDUSTRY PARTNERS

1. Sabah Tourism Board
2. Sarawak Convention Bureau
3. Kuala Lumpur Convention Centre
4. Langkawi International Convention Centre
5. Putrajaya International Convention Centre
6. Malaysia Airlines Berhad
7. Berjaya Hotels & Resorts
8. Genting Malaysia
9. Hotel Equatorial Group
10. Lexis Hotels & Resorts
11. One World Hotel
12. Seri Pacific Hotel Kuala Lumpur
13. The Saujana Hotel Kuala Lumpur
14. Asian Overland Services Tours & Travel
15. Borneo Nature Tours
16. Sunway Lagoon