

Press release

For Immediate Release

Malaysia Named as Top 10 Best International MICE Destination at Annual China MICE Industry Golden Chair Awards

KUALA LUMPUR, 7 APRIL 2016 - The Malaysia Convention & Exhibition Bureau (MyCEB) is proud to announce that Malaysia has again climbed the ranks as a preferred destination for business tourism as it was named as a Top 10 Best International MICE Destination. The title was conferred on Malaysia at the 9th China MICE Industry Golden Chair Awards ceremony in Beijing.

The China MICE Industry Golden Chair Awards is an authoritative award in the MICE industry in China and is granted by MICE Magazine to commend hotels, destinations, airline companies and travel agencies for their performance. Winners of the award are selected by trade reputation and readers feedback, and evaluated by a panel of experts from November 2015 until January 2016.

Speaking on the win, MyCEB Chief Executive Officer, Datuk Zulkefli Hj Sharif said, "We are truly honoured to receive this award and I thank MICE Magazine for the award. No doubt, it is an achievement to be proud of, but above all, it is testament to Malaysia's capabilities and expertise in hosting business events on a global scale."

"Throughout last year, we have hosted many large international conferences, exhibitions, meetings and incentives groups. China is one of the top market for corporate meeting and incentive, contributing 25% of this sector's arrival. In 2015, Malaysia welcomed Perfect China Incentive & Travel Seminar 2015 group that brought in 6,000 participants and the Infinitus Jiyang Overseas Training 2015 trip that saw some 4,800 participants.

"Getting this award in China, with whom we have a successful bilateral relationship, makes the occasion even more meaningful. Malaysia has a lot to offer for the China corporate meeting and incentives groups with our Malaysia Like Never Before campaign"

Datuk Zulkefli said this while leading a delegation at the Incentive Travel & Conventions, Meeting (IT&CM) China held at the Shanghai Convention & Exhibition Centre of International Sourcing Shanghai.

MyCEB, in 2015 has supported a total of 214 business events in Malaysia that included 78 conventions, 112 corporate meetings/incentives and 24 trade exhibitions. These business events accounted for 108,105 international delegates and raked in RM 825 million (USD 206.2 million) in visitor expenditure. The events also created an economic impact of RM 1.3 billion (USD 0.325 billion).

Malaysia has steadily been gaining ground as a chosen destination for business events with its myriad of offerings. Strategically located in the heart of Asia, it is accessible easily via air, land and sea, the country offer corporate and incentive groups with exotic beaches and gastronomic experiences. A force to be reckoned with in the business events industry, Malaysia also offer one of the best luxury shopping experiences along with its ability to provide all of Asia experience due to its multicultural diversity.

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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.