

Press release

For Immediate Release

MyCEB CONTINUES TO ENTICE KOREAN BUYERS WITH ANNUAL ROADSHOW

SEOUL, 12 April 2016 – Malaysia Convention & Exhibition Bureau (MyCEB) is currently embarking on its annual roadshow in South Korea to continue its mission in enhancing the country's strategic position as Asia's Business Events Hub in order to charm more meetings and incentives businesses from the thriving Korean market.

Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB said, *"The main objective of the roadshow is to strengthen the existing relationships and seek better cooperation between South Korean buyers and Malaysian sellers. Since the success of the first roadshow to South Korea in 2012, we have recognised the importance of the Korean market to Malaysia's business events industry."*

10 industry partners, comprising of hotels and venue providers, event suppliers, to airlines and convention centres, will offer new business propositions and to network with some 100 Korean corporate and incentives planners and buyers. This provides a great platform for the Malaysian sellers to exchange ideas with their Korean counterparts on how to promote incentive packages that suits the requirement of the Korean market.

MyCEB will host a mini travel mart session and a networking dinner in Seoul on 12 April and in Busan on 15 April. On both days, the Korean version of the unique Malaysia Like Never Before promotional website will be launched to enable more Korean incentives operators to offer tailor-made incentive packages to Malaysia as a preferred corporate meetings and incentives destination. A lucky guest at both dinners will go home with an exclusive incentive holiday package comprising of one return flight ticket, accomodation at an international 5-star hotel, airport transfer and a city tour.

South Korea is one of Malaysia's top incentives markets in 2015, attracting mostly delegates from the insurance and finance sectors, comtributing an estimated economic impact of RM52 million.

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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. Malaysia Airlines Berhad
2. Doremi Services & Rental Sdn. Bhd.
3. Parkroyal Hotels & Resorts
4. Hilton Worldwide
5. The Saujana Hotel Kuala Lumpur
6. Putrajaya International Convention Centre
7. Putra World Trade Centre
8. Genting Malaysia Berhad
9. Sunway Lagoon Sdn. Bhd.
10. Sutera Harbour Resort, Kota Kinabalu