

Press release

For immediate release

MyCEB Presents Malaysia's New Expansions and Offerings for Business Events at IMEX in Frankfurt 2016

FRANKFURT, 19 APRIL 2016: Malaysia returns to Frankfurt this year for the IMEX in Frankfurt 2016 worldwide exhibition for incentive travel, meetings and events that brings together global players in business events. This year, Malaysia is set to show to the world its renewed offerings that will validate its position as Asia's preferred destination for business events.

"I firmly believe that IMEX in Frankfurt has always been and will continue to be a strategic forum for us as it is one of the avenues that opens up to the European and international market. We are delighted to be part of this occasion once again and look forward to meeting the world's biggest players in the business events industry while taking advantage of this forum to attract more buyers to Malaysia," said Ho Yoke Ping, General Manager of Business Events (BE), a division under Malaysia Convention & Exhibition Bureau (MyCEB).

Ms Ho will also be engaging with the media to share new products and developments available in Malaysia that will enhance the country's offerings to the business events industry as well as entice event planners and organisers to hold their meetings, corporate and incentives groups, exhibitions and conferences.

"While 2015 has been a successful year for Malaysia with a total of 153 secured events, which brings in 97,078 number of delegates raking in an notable 204.4 million Euro, 2016 is seen as the year of expansions, showing that Malaysia is getting a stronger hold of the business events industry," added Ms Ho.

Getting the most from Malaysia's offerings

Malaysia is set to introduce 36 new hotels throughout the country by December 2016 catering to business travellers. Venues that have already opened its doors to travellers include St Regis Langkawi, which complements the world-class Langkawi International Convention Centre (LICC) that opened in 2015. St Regis Langkawi offers 6 meeting and event venues. Its largest venue space, The Astor Ballroom, spans 300 sq metres and features state-of-the-art technology.

LICC special features includes a 93-sq-metre VIP suite, VIP holding room, foyer areas and pillar-less function rooms, while its Grand Ballroom has a capacity of 1,000 persons at 1,660 sq metres that can be divided into three rooms. LICC has already hosted international business events such as the 26th ASEAN Summit and Langkawi International Maritime & Aerospace Exhibition (LIMA) ASEAN Summit.

Other hotels and venues:

- In May, Kuala Lumpur is set to see the opening of St Regis Hotel & Residences, offering 7 meeting rooms and 208 rooms.
- Double Tree Resort by Hilton Penang is also slated to open in May, with 5 meeting rooms in addition to 317 rooms.

- Putrajaya will see the addition of the prestigious Le Meridien come July this year, offering 11 meeting rooms and 350 rooms.
- The existing Setia City Convention Centre (SCCC) is undergoing expansion slated to be completed this year, with an additional 6,000 sq metres of gross exhibition space.
- One of the new venues includes the highly anticipated Malaysia International Trade & Exhibition Centre (MITEC) located in KL Metropolis. This 75.5 acre KL Metropolis master plan development includes multiple hotel developments, retail, residential and office towers set for completion by mid to late 2017.
- Between 2017 and 2019, four new venues are also expected to be completed, adding to the 20 existing convention centres, exhibition centres and event arenas.

For the sixth consecutive year, MyCEB is leading the Malaysian delegation at IMEX in Frankfurt 2016 that takes place from 19 to 21 April.

Among the Malaysian delegation this year includes Penang Convention & Exhibition Bureau (PCEB), Sarawak Convention Bureau (SCB), Malaysia Airlines Berhad (MAB), Kuala Lumpur Convention Centre (KLCC), Borneo Convention Centre Kuching (BCCK), Berjaya Hotels & Resorts, Parkroyal Hotel & Resorts, Asian Overland Services Tours & Travel Asian Trails, Destination Asia Destination Management, Exotic Escapes Incentives & Events, EXO Travel and Lotus Asia Tours.

END

For more information, please contact:

Noor Nazatul Janah Binti Mahmood
PR & Communications Manager
Malaysia Convention & Exhibition Bureau (MyCEB)

T: +603 2034 2090 ext 125

F: +603 2034 2091

M: +6019 3388 059

E: nazatul@myceb.com.my **W:** www.myceb.com.my #myceb #mymajorevents

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.