

Press release

For Immediate Release

Business Events Industry Experts Crown team from Sunway University the Inaugural 'Malaysia Bid Challenge' Winner MyCEB and partners crown winning university group

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PUTRAJAYA, 1 JUNE 2016 - Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, together with its industry partners, have offered students a ticket to the fast-paced environment of the business events industry, through the *2016 Malaysia Bid Challenge* that also aims to increase awareness of business events opportunities and ensure sustainability of future talents in the industry.

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The challenge reaches out to students majoring in Business Events, Business Management, Hospitality and Tourism Management related fields with the aim to provide insights into the actual bidding process to secure international or regional conferences to be held in Malaysia. The final bid presentation of the *2016 Malaysia Bid Challenge* took place earlier today at PICC.

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After listening to the final bid presentations by finalist groups this morning, the judging panel named Hong Ngoc Nguyen, Keila Putrikakalih Herawan and Chia Hui Shin from Sunway University as winners. The judging panel was represented by Institute of Electrical and Electronics Engineers (IEEE) Malaysia Immediate Past Chair, Assoc. Prof. Dr. Norliza, Diabetes Malaysia Treasurer, Muniandy Subramaniam, MyCEB General Manager of Business Events, Ho Yoke Ping, Sarawak Convention Bureau Managing Director, Mike Cannon, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) Chief Executive Officer, Amos Wong and International Congress and Convention Association Manager Membership (Asia Pacific), Ms Margaret Lu.

Organised by the Malaysian Business Events Action Council (MBEAC) and the International Convention & Conference Association (ICCA) Malaysia Committee, the *2016 Malaysia Bid Challenge* is supported by MyCEB and the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS).

"Congratulations to the winning group for preparing the best bid. This is exactly the kind of development of the industry we want to see. The Bid Challenge's larger objective is to nurture and guide future leaders in the area of Business Events, in turn boosting Malaysia's expertise and offerings to the global market. At the same time, it also gives us an opportunity to engage with the universities to further develop the business events industry in Malaysia," said Ho Yoke Ping, who is also ICCA Malaysia Committee Chairman.

Kenneth Fong, Chairman of Education and Training, MACEOS, said, "The Malaysia Bid Challenge will build a foundation for business events students, enabling them to know the event industry better. It will also prepare students for the real world, equipping them with the knowledge and experience in overcoming challenges in the industry and shaping new trends to make the industry better."

Five finalists groups presented their winning bid today. One group was from Berjaya University College of Hospitality, two from Sunway University and two from UiTM. In total, there have been eight submissions from local universities comprising of public and private institutions. The 2016 *Malaysia Bid Challenge* is also supported by two national associations, which are the Malaysia Diabetes Association, represented by Mr. Muniandy Subramaniam, and the Institute of Electrical and electronics Engineers (IEEE) Malaysia section, represented by Assoc. Prof. Dr. Zuhaina Zakaria.

This inaugural programme is also supported by Sarawak Convention Bureau (SCB) and Putrajaya International Convention Centre (PICC). The winning team will be given the opportunity to attend an educational workshop and seminar on the business events industry sponsored by ICCA and MACEOS. Besides that, ICCA Malaysia will also sponsor the registration fees for winners to attend the 2016 ICCA Congress in Kuching.

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About MyCEB

MyCEB was established in 2009 by the 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.

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.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.

About ICCA

ICCA - the International Congress and Convention Association- is the global community and knowledge hub for the international association meetings industry. ICCA represents the main specialists in organising, transporting, and accommodating international meetings and events, and comprises over 1,000 member companies and organisations in over 90 countries worldwide. ICCA specialises in the international association meetings sector, offering unrivalled data, communication channels, and business development opportunities.

In order to enhance regional cooperation between members, particularly at national level, ICCA has formed regional and national groupings where active members organise activities for the benefit of the members and community at large. The ICCA Malaysia Committee is one of the 5 active national groupings in Asia Pacific region which is dedicated to expertise sharing through education & training, promotion and networking, leading to the concerted promotion of the country as an attractive destination for international meetings. The Committee is led by Chair, Ms Ho Yoke Ping of Malaysia Convention & Exhibition Bureau and Deputy Chair, Ms Premala Danapakiam of Borneo Convention Centre Kuching.

About MACEOS

The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) was established in December 1990 with the objective to promote and encourage orderly growth of the convention and exhibition industry in Malaysia. During its initial years, the Association's membership was confined mainly to exhibition organisers, stand designers and builders, freight forwarders and venue providers. Membership has since included conference organizers, event management companies, destination management companies, AV suppliers and a host of other supporting industry partners.

With about 100 members, MACEOS is now registered with the Human Resource Development Fund (HRDF) as an approved training provider of exhibition and conference management courses to their members and industry players. Participants can acquire “continuing education units” that will help them to qualify for entry into the Certified Meeting Professional (CMP) programme.

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