

Press release

Press Release

For Immediate Release

MALAYSIA HOSTS 2,500 DELEGATES FROM CHINA'S JOYMAIN (JM) GROUP

*Conference and Corporate Incentive Trip Generates
An estimate of RM 18.8 million in Economic Impact*

KUALA LUMPUR, 14 JUNE 2016 – Today witnessed another step forward in Malaysia Convention & Exhibition Bureau's (MyCEB) continued bid to transform Malaysia as a top-of-the mind destination for Business Events and Incentive Groups regionally. Malaysia plays host to 2,500 delegates from **JOYMAIN (JM) CHINA CO. LTD. GROUP** for their conference and corporate incentive trip. The event, from the 12th to the 17th of June 2016 is aimed at enhancing business loyalty which is a business tool designed to change consumer behaviour to improve profit.

Delegates from **JOYMAIN (JM) CHINA CO. LTD. GROUP** participated in a one-day conference on the 14th of June followed by several days of traveling to various touristic spots in Malaysia. This will include an immersive cultural experience, site visits and slice of life experiences. A Gala Dinner was held on the same night of the 14th of June at Sunway Lagoon Surf Beach.

The Opening Ceremony was officiated by **Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB** at the Kuala Lumpur Convention Centre.

The staging of this event marks another feather in MyCEB's cap as more and more incentive groups are making Malaysia their destination of choice. MyCEB is diligently employing continued efforts to fulfil its mandate in realising the Government's aspiration to achieve a target of 36 million tourist arrivals and RM 160 billion in receipts by 2020.

... The economic impact of this event will generate an estimate economic value of RM18.8 million within the various industries that are involved. In March 2016, Perfect China, a large incentive group that held its business event here in Malaysia, generated a staggering RM242 million in economic value with a record breaking 12,000 delegates in attendance. More focus is being put into creating a stronger support system to accommodate events of this scale due to its sound economic viability.

... **Datuk Zulkefli Hj Sharif said,** "China is one of the top markets for corporate meeting and incentive, contributing 25% of this sector's arrival. This makes China a practical and promising business partner. Our idyllic beaches, vast green spreads, diversity of culture and food variety ensures that we have a strong competitive edge over the rest of the neighbouring destinations."

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

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.

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.