

Press release

For Immediate Release

MALAYSIA WINS BID TO HOST WORLD LIBRARY AND INFORMATION CONGRESS 2018

*Kuala Lumpur selected as the host city in encouraging widespread understanding of
the value of good library and information services*

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COLUMBUS, 18 August 2016 – The International Federation of Library Associations (IFLA) has announced that Malaysia will play host to the 84th IFLA World Library and Information Congress (WLIC) in 2018. The announcement was made by IFLA at the 82nd WLIC, which is currently being held in the city of Columbus, Ohio in the United States of America. The Malaysian delegation was present to receive the great news on the announcement made by IFLA as a triumphant moment after working together with its partners to secure the bid to host the congress in 2018.

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The WLIC is an international flagship professional and trade event for the library and information services sector. The bid was led by the Librarians Association of Malaysia (PPM), with strong support from two agencies under Ministry of Tourism and Culture Malaysia, National Library of Malaysia (NLM) and Malaysia Convention & Exhibition Bureau (MyCEB), along with Malaysian Communications and Multimedia Commission (MCMC) and Kuala Lumpur Convention Centre (KLCC).

WLIC 2018 is expected to generate RM44.4 million in economic impact to the country and fully maximise Malaysia's growth potential as an international education hub and first-world knowledge economy. The eight-day annual congress is expected to draw over 3,000 participants from more than 100 countries.

With a mission to set a higher education standard and provide access to a wealth of library and informational services, PPM, NLM together with MyCEB aims to encourage understanding of the value and importance of high quality library and information services in the public, private and voluntary sectors. The IFLA strategic initiatives and objectives are aligned with Malaysia's 2020 vision, to establish a social well-being community that will raise the profile of Malaysia internationally.

"The WLIC 2018 adds to the list of the growing number of world conferences that have selected Malaysia as the host country. In a time where Malaysia is already being recognised for its effort to elevate the quality of Malaysian education offerings, we are giving rise to a platform that provides the opportunity for delegates both locally and globally. This will allow them to network, raise awareness and support a library and information profession which anticipates and responds to the needs of communities," said Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

Through WLIC, Malaysia will be seen as a leader in cultivating a reading culture as well as providing a platform to advocate and promote the importance of library and information services that will result in societal, cultural and economic growth in the country.

“The importance of reading in a nation's development cannot be disregarded. We need to build ways to sustain a reading culture and improve our nation's literacy rate. For these reasons, we have initiated this event to foster the growth of knowledge and engage all communities the right to access information regardless of geographical boundaries,” said Puan Hajah Nafisah binti Ahmad, President of PPM who is also Director General of NLM.

“We have always placed emphasis on building a strong learning culture for people to help foster growth and make a positive impact. This approach will shape the work we do and put Malaysia at the forefront of providing access to information, ideas and works of imagination for social, educational, cultural, democratic and economic well-being. We look forward to more similar events that will create new opportunities and champion a secure future for people in Malaysia and across the world,” said Dato' Seri Mohamed Nazri Abdul Aziz, Minister of Tourism and Culture, Malaysia.

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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.

••• 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.

About PPM

The Librarians Association of Malaysia, (Persatuan Pustakawan Malaysia or PPM) began as a fledgling association in 1955 known as the Malayan Library Group (MLG), comprising librarians from both the then Malaya and Singapore. In 1963, as a result of political developments, MLG became two distinct associations, representing Malaysia and Singapore. In 1998, the name "Library Association of Malaysia" was changed to the "Librarians Association of Malaysia".

PPM is committed to the development of Libraries and Librarianship in Malaysia---- promoting library education, the establishment of the National Library, the development of state public libraries, promoting school libraries as a teaching and learning resource, developing special libraries, supporting collaboration with university libraries, promoting professionalism in library activities through awards, as well as giving emphasis to standards and accreditation. The development of digital libraries in Malaysia and initiatives in Knowledge Management (KM) are examples of PPM's leadership role as a professional association that functions as the voice of the

profession, committed to enhancing the dynamism of libraries and librarianship in Malaysia.

PPM does not function as a standalone association – its operational structure through committees, groups and chapters as well as the development of national, regional and international networks allows for connectivity and collaboration making it possible for libraries and librarians in Malaysia to not only showcase their uniqueness of practice to the world but to also have access to the world’s best practices which augurs well for the library profession within Malaysia and regionally within ASEAN.

Hosting the prestigious IFLA WLIC 2018 (International Federation of Library Associations and Institutions, World Library and Information Congress) is the ultimate in recognition for a library association that is only 60 years old. It is indeed international recognition for an association that has functioned on a voluntary basis since its inception in 1955. PPM’s passion and dedication to the professional development of libraries, librarianship and librarians will be showcased with Malaysia’s hosting of the IFLA WLIC 2018.

For more information, please visit <http://www.ppm55.org/> or like our Page on Facebook; Persatuan Pustakawan Malaysia.