

# Press release

For Immediate Release

## MyCEB FORGES AHEAD TO STAMP PRESENCE AT IT&CM ASIA 2016

*MyCEB banking on common Asian values in the bid to host more  
international and regional incentive participants*

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**BANGKOK, 27 September 2016** – Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, is currently participating at the IT&CM Asia in Bangkok, Thailand to establish and strengthen the existing collaboration with international buyers in securing more regional and international corporate meetings and incentive travel groups to come to Malaysia.

25 industry partners are currently participating in the three-day trade show, comprising of hotels, venue providers, corporate incentive operators, airlines, as well as state tourism bureaus. With new developments, state of the art facilities and attractive unique venues to offer business events participants, Malaysia hopes to entice more corporate incentive groups from all over the world and in particular, the Asian region.

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In conjunction with IT&CM Asia 2016, MyCEB also organised a special product presentation to selected Thai MICE operators, with the objective of creating new contacts and strengthening existing bond between Malaysian sellers and Thai buyers.

“In 2016, a group of 100 corporate incentive participants from Thailand came to enjoy Malaysia’s corporate incentive offerings. We were glad to be given that opportunity and look forward to bringing more corporate incentive groups from Thailand this year and the years to come,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB during the product presentation.

“This is also a good opportunity for us to continue promoting *Malaysia Like Never Before*, our signature campaign that is tailored specifically for the incentive market, which highlights five key Malaysian destinations for event planners - Kuala Lumpur, Langkawi, Georgetown, Kuching and Kota Kinabalu.”

To find out more about Malaysia and its multitude of offerings at IT&CM Asia 2016, visit booth no. D1 or go to [www.myceb.com.my](http://www.myceb.com.my) for more information.

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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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB), Twitter (@MyCEB) and [www.instagram.com/myceb](https://www.instagram.com/myceb).

## APPENDIX 1

### LIST OF PARTICIPATING INDUSTRY PARTNERS

1. Penang Convention & Exhibition Bureau
2. Sarawak Convention Bureau
3. Putrajaya International Convention Centre
4. Putra World Trade Centre
5. Malaysia Airlines Berhad
6. Berjaya Hotels & Resorts
7. Capri by Fraser Kuala Lumpur
8. Eastern & Oriental Hotel
9. Eastin Hotel Penang
10. Fraser Residence Kuala Lumpur
11. G Hotel Penang
12. Genting Malaysia
13. Hotel Equatorial Group
14. Olive Tree Hotel
15. One World Hotel
16. Seri Pacific Hotel Kuala Lumpur
17. Sutera Harbour Resort
18. Swiss-Garden International
19. The Saujana Hotel Kuala Lumpur
20. The Zenith Hotel Kuantan
21. VE Hotel & Residence, Kuala Lumpur
22. Aisan Overland Services Tours & Travel
23. Mayflower Holidays
24. Bukit Gambang Resort City
25. UOA Hospitality-Connexion Conference Event Centre