

Press release

For Immediate Release

MALAYSIA BUILDS A LEGACY IN COMMUNITY-BASED BUSINESS TOURISM

... **KUALA LUMPUR, 5 October 2016** – Beyond tourism, optimising event opportunities to stimulate local economies depends not only on how much business is transacted, but how it is organised. Combining Malaysian hospitality, Malaysia recently welcomed overseas delegates by hosting the second Community Based Rehabilitation (CBR) World Congress to engage in a dialogue to promote the well-being of people with disabilities around the world.

From engaging dialogues to promoting equal opportunities and experiencing Malaysia's rich country heritage, the three-day event themed 'CBR: Empowering and Enabling' saw 1,000 delegates, out of which 450 are overseas delegates from 80 countries being part of an impactful initiative focused on principles of community development to make development inclusive for all people with disabilities.

... **Increasing Impact Through a Legacy of Winning Bids**

By building on a community-based legacy beyond tourism, the event which was co-hosted and supported by the Ministry of Women, Family and Community Development, the CBR Network Malaysia, the Malaysian Council for Rehabilitation, and the Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia sought to take a holistic approach by making it accessible, affordable to both local and foreign delegates far and wide.

Malaysia continued to attract participants from key industries, in particular community driven organisations due to the nation's world-class services, competitive cost, destination appeal and hospitality.

With a line-up of upcoming major events in early October such as the International Congress of the Asian Confederation for Physical Therapy (ACPT) 2016, MyCEB is proud to maintain Malaysia's leadership position as a preferred business events hub in Asia which drives the industry's contribution to the economy.

Converging with The Best Industry Practitioners

The successful event bid had placed Malaysia at the forefront in putting the rights of people with disabilities centre stage on a global level. The event had many sessions and interactive dialogues with the best practitioners, civil society, government and academia around critical issues that are community-based.

“There is no better place to take forward our fight to eliminate poverty and exclusion of people with disabilities than at the CBR World Congress. The congress could not have come at a better time and Malaysia had been an incredible host, to bring dedicated and experienced practitioners from all over the world at one place,” said Venkatesh Balakrishnan, President of CBR Global Network.

“From the welcoming ceremony of the para-athletes who won gold at the 2016 Paralympic Games in Rio de Janeiro, to the energy and commitment in hosting a large-scale event, the congress had truly led Malaysia to outshine as a host country. The event has helped to further promote a strong cause that reflects the work of the network to bring together all stakeholders in one place for a sustainable future for the disabled,” said Chris Underhill, Founder and President of Basic Needs.

Recognising the Nation’s Needs

According to the World Health Organisation (WHO), it is estimated that 10% of a country’s population have people with disabilities. Malaysia, to date, only has 5% out of 21,869 people registered to receive services in the Pemulihan Dalam Komuniti (PDK), which are CBR Centres Department of Social Welfare Department with collaboration with other agencies, such as Department of Health and Department of Education

Malaysia has, thus, committed to chairing the CBR World Congress and invested in a mechanism and a platform for information-sharing and education on disability equality.

Unending Display of Malaysian Hospitality

“The community activities and unending display of Malaysian vibrancy from the culture to the culinary delights have been nothing short of a remarkable experience. It is wonderful to see the whole world gathered at such a vibrant country in Asia all in unity and respect for a common goal of information sharing,” said Ms. Alexandria Miles, a US participant from the International Society of Wheelchair Professionals.

“It was an honour for us to be present at this wonderful occasion. From the homecoming celebration to being part of an event that contributes significantly to the disabled community, I am proud to be a Malaysian. Our core belief has always been on displaying strength beyond belief and witnessing the participants shared experiences has been a celebration of each individuals’ greatness and capabilities,” said Mohamad Ridzuan Mohamad Puzi from Perlis, a graduate from CBR centre in Perlis and the Malaysian Paralympian who won a gold medal in the men’s 100m at the 2016 Paralympic Games in Rio De Janeiro, Brazil.

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.

About CBR World Congress

CBR is an umbrella organisation of CBR national and regional networks and partners with other international networks and organizations to promote CBR. Our partners work for Community-based Inclusive Development (CBID) by mobilizing local communities. Through this strong

network of partners, the CBR Global Network empowers people with disabilities to speak with one voice, from the community to the global level.

Our members include Asia Pacific CBR Network, CBR Africa Network, Americas CBR Network, Disabled Persons International (DPI), The International Disability Alliance (IDA), World Health Organization (WHO), International Disability and Development Consortium (IDDC).

We promote the concept of Community-based Inclusive Development, and the principles of the CBR Guidelines and the United Nations Convention on the Rights of Persons with Disabilities [UN-CRPD]. We believe that people in local communities understand their own circumstances best. The Network provides the platform to act locally and think globally. We work with others to strengthen communities, give a voice to local people, and make sure this voice is heard at the global level.