

Press release

For Immediate Release

MALAYSIA DELEGATED TO HOST WORLD-CLASS CONGRESS FOR FREIGHT LOGISTICS INDUSTRY IN 2017

Kuala Lumpur selected as the host city to bring the International Federation of Freight Forwarders Associations (FIATA) World Congress in 2017.

DUBLIN, IRELAND, 10 OCTOBER 2016 – Kuala Lumpur, Malaysia has been announced as the host city of the 2017 International Federation of Freight Forwarders Associations (FIATA) World Congress at the recent FIATA World Congress in Dublin. The FIATA World Congress is an annual world congress that brings together the freight forwarding and transportation industry professionals from all over the world to discuss the development, growth and encourage trade business opportunities among delegates.

The delegation was led by the Federation of Malaysia Freight Forwarders (FMFF) with strong support from the Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia as well as the Ministry of Transport Malaysia, Ministry of International Trade and Industry Malaysia and Malaysia External Trade Development Corporation (MATRADE).

As the host city of the FIATA event in 2017, the Malaysian delegation is promoting Kuala Lumpur as the destination of choice. The importance of creating more business collaboration between local freight forwarders and regional and international counterparts is a central focus area during the congress. The FIATA 2017 is also expected to generate RM11.5 million in economic impact to Malaysia and increase Malaysia's potential as a top regional gateway for freight transport and logistics. The four-day congress is expected to draw 1,200 participants out of which 60 per cent will be international participants.

"Prospects for Malaysia's freight logistics are aplenty. ASEAN is set to be a single market place where we foresee production and logistics to be the main driver of ASEAN integration and Malaysia has all the opportunities to serve growth in this region. With the FIATA World Congress in 2017, we look forward to draw the world to Malaysia and showcase our logistics capabilities," said Alvin Chua Seng Wah, President of FMFF.

The FIATA World Congress in 2017 would coincide with the expected implementation of the Logistics and Trade Facilitation Master Plan by the Ministry of Transport Malaysia, designed to overhaul and revamp the logistics industry to position Malaysia as the preferred gateway to Asia.

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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.

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