

Press release

For Immediate Release

MyCEB AT IMEX AMERICA TO ATTRACT MORE BUSINESS EVENTS OPPORTUNITIES

Malaysia out to woo North American and international business events delegates

LAS VEGAS, 18 OCTOBER 2016 – Malaysia continues to charm international meeting planners with its ever-growing appeal as Asia's Business Events Hub after securing a total of 102 international events for the period of January until August 2016, which is expected to bring in more than 80,000 delegates and deliver an estimated 199.48 million US dollar of economic impact to the country's business events industry.

To continue its mission to attract more business events opportunities to come to Malaysia, particularly among North American meeting planners, Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, is currently taking part in the IMEX America 2016 in Las Vegas, USA. This is MyCEB's sixth consecutive year of participation at the renowned tradeshow, taking place this year from 18 – 20 October 2016 at the Sands Expo and Convention Centre.

With the number of bids won, Malaysia is ready to play host to a number of prominent international events such as the recently won FIATA World Congress 2017 and World Library and Information Congress 2018. These wins highlighted Malaysia's strength as a leading business events destination among international meeting and event planners.

Up to August 2016, Malaysia has secured a total of 35 association conferences and 25% of the leads originated from North America, contributing an estimated 23.1 million US dollar of economic impact, hence the reason for MyCEB and its industry partners' continued involvement in IMEX America for the past six years, signifying the importance of the region's market to Malaysia.

The Malaysian delegation to IMEX America 2016 is spearheaded by MyCEB, together with the participation of four industry partners, comprising of state bureau, convention centre, hotel and destination management company.

To find out more about Malaysia and its multitude of offerings at IMEX America 2016, visit booth no. 2841 or go to www.myceb.com.my for more information.

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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.

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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.