

Press release

For immediate release

MALAYSIA CONTINUES TO ATTRACT INCENTIVE TRAVEL GROUPS FROM CHINA

The demand for business events and incentive trips in Malaysia are certainly on the rise with more international companies choosing Malaysia as their preferred incentive travel destination.

... **KUALA LUMPUR**, 23 October 2016 - Malaysia business events industry once again marked another milestone by hosting another incentive travel group from China for a four-day event. Returning to the country for the second time, Xi'an 38FULE, a premier health and advisory company headquartered in Xian, China selected 652 of its high achievers to participate in the 38FULE Employee Malaysia Fantastic Tour happening from 20 to 24 October 2016.

... The group is currently in Malaysia to attend a one-day conference at Putrajaya International Convention Centre (PICC) and will be experiencing Malaysia through a three-day event packed with various incentive activities planned by a local Destination Management Company (DMC), Mayflower Corporate Travel Services Sdn Bhd and supported by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

Malaysia has been one of the preferred incentive travel destination for China due to the country's good track record in hosting seamless incentive travel programmes. Incentive travel is the most popular employee reward programme for many companies in China that want to boost profit and lift employees' loyalty through incentive trips. For many years now, Malaysia has welcomed and hosted an impressive number of incentive groups from China.

"To date, we have generated a staggering RM433 million in economic value with a record breaking of 28,990 participants in attendance. This has benefitted our country, local hotels, suppliers and retail outlets tremendously", said Ho Yoke Ping, General Manager of Business Events of MyCEB during the conference's Opening Ceremony held earlier today.

Established in 2010, MyCEB was given a critical role to position Malaysia as a leading international business events destination under the Entry Point Project (EPP) 10 of the National Key Economic Area (NKEA) – Tourism. Since its inception, MyCEB together with its strategic partners have been proactively embarking on various sales mission globally to secure more business events for the country comprising of association meetings, conferences, conventions, trade exhibitions and incentive travels. The impact from hosting international business events in a country amplifies the “benefits beyond tourism”.

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 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.