

Press release

For Immediate Release

MALAYSIAN ASSOCIATIONS PREPARE FOR THE SECOND MALAYSIA ASSOCIATION NEXT (MyneXt)

The one-day event serves as a knowledge platform for local associations to get ahead in the association industry.

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KUALA LUMPUR, 24 October 2016 – Leading the way with knowledge and information sharing to enhance the business events industry, Malaysia Convention & Exhibition Bureau (MyCEB), is gearing up for the second Malaysia Association neXt (MyneXt) 2016.

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Scheduled on 27 October, at VE Hotel and Residence, Bangsar South, the event serves as a platform for all associations' members to learn, exchange ideas and network amongst each other. With the presence of international and local industry experts, participants will be presented with the opportunity to converge, communicate and debate issues that impact on the future growth and sustainability of the local association industry.

The presentations are expected to be highly informative and relevant to today's local market trends. Leadership-oriented, management and innovation topics such as *Managing an association on local perspective*, *Strategic stakeholder relations* and *Embracing digital technology* are part of the event highlights. This give delegates the chance to learn and discuss the latest insights and best practices in the association management industry.

Throughout the event, attendees will hear from prominent leaders and experts from the association industry in Malaysia as well as other countries, including Jason Yeh, Founder & CEO of GIS Group, a leading meeting solution provider in Taiwan and Craig J Selby, director, Metanoia Ltd, a specialist Reputation and Change Management consultancy.

MyneXT, a dedicated conference to boosting the performance and professionalism of the associations sector encourage the attendance of the office bearers and executives who manage the associations.

To learn more about this year's MyneXT, please visit www.mynext.com.my. Interested participants are encouraged to contact mynext@myceb.com.my.

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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.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.

