

# Press release

FOR IMMEDIATE RELEASE

## MALAYSIA PLAYS HOSTS TO AVIATION SECURITY WORLD CONFERENCE

*The International Air Transport Association (IATA) chose Kuala Lumpur, Malaysia as its starting point in South East Asia to discuss issues surrounding aviation security*

... **KUALA LUMPUR, 25 October 2016** - The International Air Transport Association (IATA) together with the International Civil Aviation Organization (ICAO) and Airports Council International (ACI) have joined hands to address evolving aviation security risks with integrated solutions at the the 25<sup>th</sup> AVSEC World conference. The conference is held in Mandarin Oriental, Kuala Lumpur from 25<sup>th</sup> to 27<sup>th</sup> October 2016 which brings together over 500 security experts, government agencies, defense and equipment and technology manufacturers.

... With strong support from the Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, the aim of the three-day conference is to unite professionals in the security sphere to discuss current issues and actions to be taken to manage risks in the aviation industry today.

In light of the MH370 and MH17 tragedy, the conference programme aims to shine a spotlight on the critical role security plays in protecting air connectivity and sharing of information future cooperation and coordination. This includes, forming a collaborative approach with the government to manage risks, exchange ideas and operational experiences to create the future of aviation security. Moreover, establish Malaysia as the air transportation hub among South East Asia allaying fears to the negative perception of aviation safety.

The impact of the 25<sup>th</sup> AVSEC World Conference in ensuring that aviation security is of prime importance, especially with the growth of global economic uncertainty and evolving security threats. With the tragedy in Malaysia and spate of airport attacks in Europe, the AVSEC World Conference showcases Malaysia's capabilities of holding world-class critical security events with leaders and thinkers that will reap benefits for Malaysia's growth in the next few years.

Through Malaysia's competitive advantages as an air transportation hub in Southeast Asia, the AVSEC World Conference presence in Malaysia will accelerate discussions and collaborations with government stakeholders to help construct the framework for the future of aviation security. The estimated economic impact of the conference is expected to generate a total of **RM4.4 million**, projecting excellent opportunities for Malaysia to bid and host aviation related conferences.

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### 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.

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