

# Press release

For Immediate Release

## MALAYSIA ASSOCIATION NEXT (MyneXt) EVENT PROVIDES A CATALYST FOR COLLABORATION

*MyneXt's array of experts and thought-leaders provided innovative insights into associations' management.*

••• **KUALA LUMPUR, 27 October 2016** – For the second consecutive year, prominent leaders and experts from the association industry in Malaysia including international speakers gathered at the Malaysia Association neXt (MyneXt) 2016.

Organised by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, the one-day event held at VE Hotel and Residence, Bangsar South featured keynote presentations on leadership-oriented, local association management and innovation topics relevant to today's local market trends.

••• The event gave an opportunity to the local associations' players to converge, communicate and debate issues that will impact future growth and sustainability of the industry.

“MyneXt was conceptualised with the idea to become a dedicated event in boosting the performance and professionalism of the associations and its management teams and executives. It is hoped that today's event will serve as a platform for all associations' players to learn and discuss the latest insights and best practices in association management,” said Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

Sharing sessions regarding effective management, communication, innovation, leadership and strategic stakeholder relationships in the association management area provided ideas and insights and paved the way for practical and informative sessions. Speakers used case studies, trend reports, research and evidence-based best practices to examine key topics which were well-received by the delegates.

## Marking Malaysia as the destination for business events

“The MyneXt event is a good platform for local associations to come together to learn new trends and also, in order to generate revenue within their organisation. In MyCEB, we are focused on bringing relevance and localised examples from varied perspectives to boost our attendees understanding without having to travel far,” said Ms. Ho Yoke Ping, General Manager for Business Events, MyCEB.

### ... Leading with insights and quality discussions

“The MyneXt event was an occasion not to be missed. It provided a fruitful discussion supported by MyCEB in identifying major challenges and trends within association management. It most certainly enabled participants such as myself to gain a broader perspective that I can fundamentally apply in association management,” said Professor Zilfalil Alwi, Genetics Society of Malaysia and the Chairperson of the Human Genome Meeting 2015 (previously held in Kuala Lumpur from 14 - 17 March 2015).

“As associations, we have the ability to serve; we needed a platform to showcase our knowledge and set the pace for commonalities within the industry. With MyCEB and the partners onboard, the MyneXt platform gives way for valuable insights in association management from a local and international perspective. Whether it’s curated case studies or our sharing our challenges and successes, we are given opportunities to learn, discuss and exchange best practices to get our bearings right,” said Prof. Dato’ Dr. Zaliha Omar, Speaker at MyneXt event and the President of Malaysian Association of Rehabilitation Physicians (MARP).

The event was met with positive response from local associations and addressed the challenges and issues faced by business leaders, making way for long-term effective association management and goal-setting for all.

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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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