

# Press release

FOR IMMEDIATE RELEASE

## MALAYSIA GETS THUMBS UP FOR HOSTING AVIATION SECURITY WORLD CONFERENCE

*The first-ever AVSEC World Conference in Southeast Asia hailed as a success by participants and exhibitors; generating an estimated RM 5.2 million in economic impact.*

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**KUALA LUMPUR, 27 October 2016** – Organisers, delegates, exhibitors and speakers heaped praises on Malaysia for successfully hosting the 25<sup>th</sup> AVSEC World Conference which ended here today. The 3-day conference, the first to be held in Southeast Asia, brought together over 500 top security experts, government agencies, defence and equipment and technology manufacturers to deliberate and address evolving security risks with integrated solutions.

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Organised by The International Air Transport Association (IATA) together with the International Civil Aviation Organization (ICAO) and Airports Council International (ACI), the conference received strong support from the Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture.

“Kuala Lumpur was chosen as the host city for the 25<sup>th</sup> AVSEC Conference because of its good connectivity, strong local support and an excellent array of venues to choose from. I am pleased to say that the delegates were very receptive and positive. The facilities were excellent and the feedback from the exhibitors was great given the high number of attendees and visitors. This is the fourth event I have organised in Kuala Lumpur and it is something that runs very smoothly,” said Ms. Jill Schaefer, Senior Manager, WorldTEK Events, San Diego, United States of America and a member of the Organising Committee.

“I think it is always good to have the global aviation community come and visit Kuala Lumpur so that they can experience what it would be like to be traveller to this destination and also relate from a personal perspective,” she continued.

“Personally, I would recommend Malaysia to friends and colleagues. It is clean, friendly, accessible and with lots of fun,” she added.

One of the speakers, Mr. Andrew Nicholson, Global Security Director of MedAire, United Kingdom praised the leadership that Malaysia has shown over in the aviation industry. “I spoke about the next generation risk management, the methodology we use for risk management that we are providing to the airlines at the highest level. I am pleased the response from the delegates has been very good,” he said.

“It has been a really wonderful conference with attendees from different parts of the world especially Europe and Asia Pacific. We are very happy with the outcome, the quality of the speakers and the quality of attendance. We have received very good comments. I will give an A for this conference,” said Ms. Erika Jacinto, Head, Events & Communications, Airports Council International, Montreal, Canada.

“I find Malaysia warm in terms of weather and people. I felt so welcomed here and really enjoyed the food and quality of service is something to be proud of,” she added.

“The Kuala Lumpur conference was certainly an eye-opener for me as we were able to have access to the latest developments in the aviation industry and its socio-economic impact. There was so much to learn. I also had time to visit the city of Kuala Lumpur and found it be a very pleasant, clean and inviting destination. I certainly want to return for a longer holiday,” said Mr. Mouren Ben Haj Yahya, a delegate from Tunisia.

The estimated economic impact of the conference is expected to generate a total of RM5.2 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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