

# Press release

For Immediate Release

## MyCEB'S KESATRIA ACHIEVES INTERNATIONAL ACCOLADES IN MEDICAL INDUSTRY

*Datuk Dr. Abdul Aziz Yahya is conferred the Honorary Fellowship of the American College of Obstetricians and Gynecologists*

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**KUALA LUMPUR, 14 November 2016** – The Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to applaud one of its Kesatria, Datuk Dr. Abdul Aziz Yahya on his latest achievement as the only Malaysian to have been elected into the Honorary Fellowship of the American College of Obstetricians and Gynecologists. The prestigious award was conferred on him recently based on his contributions in the international arena of obstetrics and gynecology.

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Datuk Dr. Abdul Aziz Yahya is currently a highly respected Obstetrician and Gynecologist at Gleneagles Kuala Lumpur and Prince Court Medical Centre in Malaysia. His most recent interest is in Robotics – Assisted Gynecological Surgery. He received his extensive training in South Korea and performed the first Robotic-Assisted Hysterectomy in Malaysia in 2009. To-date, he has done more than 130 robotic-assisted surgeries both for benign gynecological diseases and gynecological cancers. He was an executive board member of the International Federation of Gynecology and Obstetrics (FIGO), headquartered in London, a position he held from 2002 until 2016 and the organising chairman of the very successful XVIth FIGO World Congress in Kuala Lumpur in 2006.

His latest achievement was a unanimous decision by the Executive Board of the American College of Obstetricians and Gynecologists to elect him as Honorary Fellow in the College. This award is limited for only two to three awardees per year and was given to him in recognition of his global and international contribution to women's health through his work in FIGO as he was one of the longest serving Board Member of FIGO between 2002 – 2015. He is expected to receive the award at the 2017 ACOG Annual Clinical and Scientific Meeting scheduled to be held from 6 – 8 May 2017 in San Diego, California, USA.

Kesatria 1Malaysia Programme is MyCEB's conference ambassador programme that champions Malaysia's business events industry. The Kesatria programme is modelled on the best of similar programmes operating internationally whereby leaders of key industry sectors who have previously hosted large scale international events, voluntarily assist in identifying and encouraging other potential local hosts to bid for and stage international conventions.

"The Industry Leaders are the best ambassadors of business events (Meetings, Incentives, Conventions and Exhibitions) in our country. They are leaders in their field and command a lot of respect amongst their peers. The latest achievement of Datuk Dr. Abdul Aziz Yahya is indeed a proud moment for Malaysia to have such a highly skilled individual which will prove most

beneficial to our healthcare industry. This also drives the industry's contribution to the economy, demonstrating the continuing importance of international accreditation and exposure for Malaysia in the medical fraternity," said Dato' Seri Mohamed Nazri Bin Tan Sri Abdul Aziz, Minister of Tourism and Culture.

Dato' Seri Mohammed Nazri, who is also the Chief Patron of Kesatria 1Malaysia Programme, continued, "The award to Datuk Dr. Abdul Aziz Yahya marks new strides in medical tourism signifying the rise of accredited specialists working in high-quality medical facilities that have state-of-the-art technology and materials. As an established medical tourism destination, Malaysia represents a high growth market for medical tourism in the region, with revenue levels rising by around 15% per annum and is expected to grow in the coming years with rising demand for private healthcare."

Launched in 2012, the programme has 41 Kesatria, and has generated 104 business events leads that are set to deliver an estimated economic impact of RM1.7 billion to Malaysia.

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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](mailto:nazatul@myceb.com.my) **W:** [www.myceb.com.my](http://www.myceb.com.my) #myceb

### **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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