

# Press release

FOR IMMEDIATE RELEASE

## Malaysia's Business Events Industry Surges Ahead with New, Unique Experiential Rewards Programme

*With MTDXP, Malaysia makes headway to attract more corporate meeting & incentive group at IBTM 2016*

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**BARCELONA, SPAIN, 29 November 2016** – Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia unveiled the exciting and experiential *Malaysia Twin Deal XP (MTDXP)* rewards programme, offering more added value rewards at IBTM 2016 which begins here today.

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Following a similar concept as the MTD X programme, the MTDXP maintains the incentive Deal 1 and Deal 2 which offer rewards for both participants and meeting planners, to further enhances the success of their events. Deal 1 of MTDXP offers international corporate meeting and incentive groups with a minimum of 30 participants, various value-added supports where larger groups stand to gain more, such as complimentary cultural performance, traditional welcome, traditional costume photo opportunity and partial sponsorship for dinner.

Deal 2 offers incentive rewards for corporate meeting and incentive planners and is based on cumulative numbers of participants. The corporate meeting and incentive planners will stand a chance to be rewarded with iPad mini, a holiday for two to Kuala Lumpur and a holiday for two to any two preferred destinations in Malaysia. Additionally, the MTDXP reward programme also includes special cumulative rewards for planners with a minimum of 3,000 participants for a familiarisation trip to Malaysia for up to four corporate clients of international corporate meeting and incentive planner. The MTDXP is applicable for booking period from 1 Jan 2017 to 30 June 2018 and group need to arrive before 31 December 2018.

The MTDXP programme that aims to provide more interesting options and ideas for planners, will support the highly popular *Malaysia Like Never Before (MNLB)* campaign which highlights the unique and new experiences of five key Malaysian destinations: Kuala Lumpur, George Town, Langkawi, Kota Kinabalu and Kuching, for event planners and is specially customised to the corporate meeting and incentives market.

“With the combination of *MLNB campaign* and *MTDXP*, we are confident we will grow our share of the booming corporate marketing and incentive market. Malaysia is well known for its cultural diversity and this is the experience that we would like to offer to all corporate meeting and incentive travellers,” said Ho Yoke Ping, General Manager-Business Events of MyCEB.

At IBTM 2016, MyCEB has set up a special booth located at H60 showcasing a hive of activities offered under MLNB for visitors to enjoy. One of the main attractions is the ‘Malaysia Puzzle Wall Challenge’ where visitors get to test their skills to complete a puzzle wall of different destinations in the MLNB campaign within 10 minutes.

Malaysia’s has been participating annually at the important IBTM show to promote the country in the international business events market while strengthening and increasing Malaysia’s visibility as an attractive business events destination market.

MTDXP details can be obtained via Malaysia Like Never Before website, [www.likeneverbefore.com.my](http://www.likeneverbefore.com.my), and instagram hashtag #MalaysiaLikeNeverBefore #SayangMalaysia.

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### **About MyCEB**

MyCEB was established in 2009 by the Ministry of Tourism & 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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB), Twitter (@MyCEB) and Instagram/MyCEB.