

Press release

For immediate release

Sabah to Host the Largest Incentive Group from China

**3,500 delegates from China's giant healthcare business, Joymain Group (JM)
set to arrive in Kota Kinabalu over one week period**

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KOTA KINABALU, 5 May 2017 – Malaysia is playing host to 3,500 delegates from Chinese healthcare giant, Nanjing Joymain Sci & Tech Development LTD (JM) for their annual distributor conference and corporate incentive trip. The seven days event will witness daily arrivals of between 1000 to 1200 delegates from 6 to 12 May, and is set to generate an estimated RM31.8 million in economic impact from the largest-ever meeting and incentives group from China to arrive to-date in Sabah.

Sabah's Minister of Tourism, Culture and Environment, Datuk Seri Panglima Masidi Manjum is expected to officiate the opening ceremony on 9 May and to join the Chinese delegates for the biggest-ever beach gala dinner here on the same day.

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The group will be in Malaysia to attend a three-day company seminar and conference trip at Universiti Malaysia Sabah (UMS) and will be experiencing Malaysia through an event packed with various incentive activities. The activities range from visits to popular tourist spots and the AMPM Food and Fruit Festival, as well as to enjoy cultural performances, all planned by Sunflower Destination Management Company (DMC) and supported by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

"We have seen continued growth in China in the corporate meeting and incentive groups market and we are thrilled to have the Joymain Group here in Malaysia once again. This is their first visit to Sabah, with a larger group size after last year's visit to Kuala Lumpur with 2,500 delegates. The support we have received is a testimony that Malaysia is one of the preferred destinations of choice for corporate meeting and incentive groups from China," said Datuk Zulkefli Haji Sharif, Chief Executive Officer of MyCEB.

Established in 2010, MyCEB was given a critical role to position Malaysia as a leading international business events destination under the Entry Point Project (EPP) 10 of the National Key Economic Area (NKEA) – Tourism. Since its inception, MyCEB together with its strategic partners have been proactively embarking on various sales missions globally to secure more business events for the country comprising of association meetings, conferences, conventions, trade exhibitions and incentive travels. The impact from hosting international business events in a country amplifies the "benefits beyond tourism".

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About MyCEB

MyCEB was established in 2009 by 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 December 2016, MyCEB mapped out the way forward for Malaysia in business events with the launch of 'Malaysia's Business Events Roadmap: Charting Malaysia's Journey to 2020 and Beyond'. In helping to power Malaysia's knowledge and creative economy, the business events roadmap will lay the groundwork, set up and manage the platforms for collaboration and support the development of strong local hosts. The country has also played host to 65 associations and conventions, 28 exhibitions and 283 corporate meeting and incentive groups in 2016.

With a total of 1726 events for the past seven years and delivering an estimated economic impact of RM8.8 billion, Malaysia is on track to drive positive momentum for the business events industry.

Malaysia Major Events, 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 and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.

