

Press release

For immediate release

Malaysia Fuels New Business Events Growth at IMEX Frankfurt

Growth in Incentive Travel and Meetings industry profiles Malaysia as a leading business tourism market

FRANKFURT, 8 May 2017 – Malaysia returns to Frankfurt for the IMEX worldwide exhibition for incentive travel, meetings and events from 16 to 18 May 2017 that brings together global player in the business events industry.

The IMEX in Frankfurt, for the seventh consecutive year, has given Malaysia a powerful platform in further marking Malaysia on the map of the global meetings industry. Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia and its industry partners participated in the event to trigger momentum and advance the country's business events offerings.

“Being part of IMEX in Frankfurt spells valuable opportunities for Malaysia's business events industry. With Malaysia quickly becoming one of the most influential players in the business events industry, IMEX provides a lucrative platform to meet the biggest players in the business events industry and use this tradeshow to attract delegates from Europe to our country,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

“Malaysia is well-positioned in attracting high-level international meetings and has maintained its credentials as one of the Top 10 countries ranking in at no.9 in the Asia-Pacific region and 35th in the world in the ICCA (International Convention & Conference Association) Global Ranking in 2016. This is a clear testament of the growing collaboration and commitment between the various industry partners to deliver successful international meetings,” added Datuk Zulkefli Hj. Sharif.

In 2016, MyCEB has secured a total of 153 events, with a total of 111,298 delegates and delivering an economic of RM 1.035 billion (USD 234 million) to the country. This continues to drive Malaysia's positive momentum for the business events industry.

New Growth Frontier in the Business Events Industry

Malaysia is set to introduce 33 new hotels and an estimate of 6689 rooms throughout the country by December 2017 catering to business travellers. Venues that have already opened its doors to travellers include **St Regis Langkawi**, which complements the world-class Langkawi International Convention Centre (LICC) that opened in 2015. St Regis Langkawi offers six meeting and event venues. Its largest venue space, The Astor Ballroom, spans 300 sq metres and features state-of-the-art technology.

Kuala Lumpur will see hotels and meeting facilities such as Element Kuala Lumpur, the tallest hotel with a 360 view of Kuala Lumpur and a range of hotels that will redefine the hospitality industry such as **Royale Pavilion Hotel Kuala Lumpur**. Penang, on the other hand will see four

hotels with one of them being **DoubleTree Resort By Hilton** in May while Sabah will see three new hotels, among them **Hilton Kota Kinabalu Sabah** and **Ibis Styles Kota Kinabalu Inanam**.

Malaysia also welcomes five new convention centres in 2017 and beyond. One of them is **Malaysia International Trade and Exhibition Centre (MITEC) @ KL Metropolis** which is a masterpiece of design and is set to be Malaysia's largest exhibition space with which will have a total of 11 exhibition halls and a gross floor area of 1 million square feet, supported by state-of-the-art facilities.

Malaysia is all set to showcase its international appeal, strategic locations and together with MyCEB's new marketing initiative by offering an enhanced rewards programme, Malaysia Twin Deal XP (MTDXP) offering more value-added rewards at the IMEX in Frankfurt.

Malaysia Like Never Before

Malaysia Like Never Before (<http://www.likeneverbefore.my/>) campaign highlights the unique features of five key Malaysian destinations for event planners: namely **Langkawi**, **Georgetown**, **Kuala Lumpur**, **Kota Kinabalu**, and **Kuching**. Though familiar to regulars of the business events industry, the campaign has reimagined these destinations, guaranteeing a fresh and memorable experience for visitors.

Each destination has its own unique theme, such as:

- *Explore the Urban Jungle in Kuala Lumpur: Shop Like Never Before;*
- *Indulge in Cultural Luxury in Georgetown: Explore Like Never Before;*
- *Roar in the Mighty Jungle in Kuching: Unwind Like Never Before;*
- *Feel the Pulse of Nature in Kota Kinabalu: Escape Like Never Before; and*
- *Sail Beyond the Horizon in Langkawi: Party Like Never Before*

'Do', 'Stay', and 'Eat' recommendations for the most unique and luxurious offerings are listed for each of the destination.

Malaysia Twin Deal XP (MTD XP)

Enhancing "Malaysia Like Never Before" campaign, the Malaysia Twin Deal XP (MTDXP) is an experiential rewards programme for hosting corporate meetings and incentive groups of 30 participants onwards in Malaysia.

MTD XP comprises of two programmes, namely Deal 1 and Deal 2, which provides value added support for international corporate meeting and incentive groups and incentive rewards for international corporate meeting and incentive planners respectively depending on group size.

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For more information, please contact:

Farah Annesa bt Jasmi
PR & Communications
Malaysia Convention & Exhibition Bureau (MyCEB)

T: +603 2264 3000 ext 3031

F: +603 2276 4092

M: +6012 2177 611

E: annesa@myceb.com.my W: 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.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.