

Press release

For Immediate Release

MALAYSIA CONTINUES TO SET PACE IN WINNING AND HOSTING OF INTERNATIONAL CONVENTIONS THROUGH INTER ORGANISATIONAL COLLABORATION

The success of the 2016 International Congress and Convention Association (ICCA) Congress in Kuching augurs well for the Business Events Industry

... **KUALA LUMPUR, 6 February, 2017** - The Malaysia Committee on the International Congress and Convention Association (ICCA) - the global community and knowledge hub for the international association meetings industry - met recently to discuss the success and impact of the ICCA Congress 2016 held in Kuching, Sarawak. The meeting discussed the role of business events in achieving the goals of various government agencies and economic benefits on the various sectors, including the people.

... The 55th ICCA Congress which took place from November 13-16 last year, attracted 834 participants from over 60 countries. The host country, Malaysia fielded 92 participants, the largest ever Malaysian delegation to any ICCA Congress, with many ICCA Malaysia members taking the opportunity to enrol their team members to network and interact with the industry's global experts and practitioners.

The ICCA represents specialists in organising, transporting, and accommodating international meetings and events, and comprises over 1,000 member companies and organisations in almost 100 countries worldwide.

Two CSR programmes – one targeted at raising awareness of the endangered *orang-utan* or “man of the forest”, while the other was to instil and nurture the love of reading among the children of Sarawak – helped ensure that the ICCA 2016 not only brought direct economic benefits to the state of Sarawak, but also left a philanthropic footprint that will remain long after the event concluded.

The successes of these two CSR programmes are only two of the many “beyond tourism” benefits of hosting the ICCA Congress. More intangible benefits are being studied and documented by the Malaysia Convention and Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia.

“It is important to examine the intended legacies of the 2016 ICCA Congress in order to gain greater understanding of the potential benefits an event can deliver to a host destination, particularly for second tier cities – like Kuching - if leveraging strategies are implemented correctly,” said Ms. Manisa Mohamed Nor, Market Research Manager of MyCEB, when asked about her study.

“One key finding will be on how the hosting of the ICCA Congress in Kuching created new business partnerships and collaborations; and what these are,” she added.

Ms. Ho Yoke Ping, General Manager of Business Events, MyCEB and Chair of ICCA Malaysia Committee, said: “This project is in line with MyCEB’s strategic goal to drive deeper engagement and cooperation with Malaysia’s public and private sectors so that the nation will continue winning international conventions. This initiative underscores the need to review and focus event evaluation in a way that Malaysia can learn and improve at subsequent event bidding, planning, and eventually hosting the event. Ultimately, it is not just about the dollars and cents but how, we as the host community, can optimise the cross-leveraging opportunities that are presented.”

Prior to the congress taking place in Kuching in November 2016, the ICCA Malaysia Committee with the full support of the International Congress and Convention Association (ICCA), exemplified how such a carefully planned leverage strategy can amplify the event’s benefits.

ICCA President Mrs. Nina Freysen-Pretorius had discussions with Malaysia’s Minister of Tourism & Culture, Dato’ Seri Mohamed Nazri Abdul Aziz and the Chief Minister of Penang, Lim Guan Eng, when she attended the World Tourism Conference (WTO) in Penang as a speaker in October last year.

This demonstration of cross-leveraging was further expanded when she and ICCA CEO Martin Sirk re-routed their journey to Kuching for the ICCA Congress, with a stop-over in Kuala Lumpur to attend an inter-ministries forum on the real benefits of international conventions hosted by the Deputy Secretary General of the Ministry of Tourism & Culture of Malaysia. This was followed by a meeting with the Deputy Tourism Minister at Malaysia’s Parliament and later by a courtesy call on the Governor of Sarawak when both of them were in Kuching.

“These are excellent examples of inter-organisational collaboration that have helped to shape the overall success of the ICCA Congress Kuching. One of the strategic goals as outlined in the newly launched Malaysia’s Business Events Roadmap 2020 is to deeply engage government ministries and agencies to communicate how business events will play a major role in achieving the 2020 goals of every government ministry.

Our ultimate objective is to get the full support from the government to help Malaysia bid, plan and leverage on international conventions. We are proud and appreciative that ICCA had given us their support to help us leverage the opportunity for an independent, third party voice of wisdom and global experience in the various meetings with Malaysia’s government officials,” added Ms. Ho.

Founded in 1963, the ICCA’s Head Office is based in the Netherlands with regional offices in Malaysia, South Africa, UAE, USA and Uruguay.

END

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 **W:** www.myceb.com.my #myceb #mymajorevents

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