

# Press release

For immediate release

## MALAYSIA'S UNIQUE BUSINESS EVENTS OFFERINGS WITH NEW EXPERIENTIAL REWARDS PROGRAMME

*Malaysia makes significant headway to attract more corporate meeting & incentive groups at the in Melbourne*

**MELBOURNE, 21 February 2017** – The Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia unveiled the latest experiential *Malaysia Twin Deal XP (MTDXP)* programme, offering more value-added rewards at the Asia-Pacific Incentives and Meetings Expo (AIME) 2017 which begins here today.

With Malaysia representing a strong track record in driving outcomes for the business events industry, Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB is actively pitching the latest campaign initiatives to boost visitor numbers and further strengthen the country's rapidly growing business tourism potential.

"AIME is one the largest business events, and having Malaysia participate for the seventh consecutive year is imperative for us. Known as microcosm of Asia, Malaysia has an impeccable track record for ease of doing business, diversity, infrastructure and lifestyle," asserts Datuk Zulkefli.

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 enhance 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 or 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 groups need to arrive before 31 December 2018.

The MTDXP programme which 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 double winning combination of the MLNB *campaign* and *MTDXP*, we are confident in enhancing our share of the booming corporate meeting and incentive market. After all, Malaysia is already well known for its rich cultural diversity and this is the experience we like to share with all our corporate meeting and incentive participants,” continues Datuk Zulkefli.

Located at booth No. 2714, Malaysia showcases a hive of activities offered under MLNB for trade visitors to enjoy. One of the main attractions is the ‘Malaysia Puzzle Wall Challenge’ where trade visitors get to test their skills to complete a puzzle wall of different destinations in the MLNB campaign within 10 minutes.

Malaysia continues to participate annually at the AIME to promote the country in the international business events market while strengthening and increasing Malaysia’s visibility as an attractive business events destination market. This year, a total of 20 exhibitors representing the state of bureaus, airlines, Destination Management Companies (DMC), hotel operators and convention centres under one roof.

Last year, Malaysia received 308,798 tourists from Australia, making it the 10<sup>th</sup> largest group of tourist arrivals to the country. Since 2011, Malaysia has played host to 6,938 business delegates from 51 Australian companies and organisations.

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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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 #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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB), Twitter (@MyCEB) and Instagram/MyCEB.