

Press release

For immediate release

MALAYSIA TO EMBARK ON 7th CHINA ROADSHOW FOR BUSINESS EVENTS IN APRIL

MyCEB's annual China Roadshow to Beijing, Shanghai, Chengdu and Guangzhou to showcase the best and latest of Malaysia's offerings

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KUALA LUMPUR, 27 March 2017: Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture will lead a strong delegation of 26 industry partners to China to promote Malaysia as an attractive and preferred corporate meeting and incentive travel destination. The roadshow covering four cities will kick start in Beijing on 18 April, and will continue to Shanghai on 20 April, Chengdu on 24 April and Guangzhou on 27 April.

The 7th China Roadshow is expected to help further intensify the Ministry of Tourism & Culture's on-going effort to tap into the lucrative China outbound market, which contributes to the tourist arrival to Malaysia.

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The mission will be led by Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB and supported by a strong Malaysian team comprising of Penang Convention & Exhibition Bureau (PCEB), Sabah Tourism Board, hotels, unique venues, destination management companies, event companies and convention centres. **(For a full listing of accompanying industry partners, please refer to the list at the end of the press release.)*

The roadshow will showcase the best and latest of Malaysia's offerings to attract more corporate meeting and incentive groups from China.

Apart from facilitating B2B engagements between the participating industry players, there will be destination workshop featuring new developments and product offerings and experiences in Kuala Lumpur, Penang, Langkawi, Sabah and Sarawak during the roadshow.

MyCEB will also be launching the new edition of the highly attractive Malaysia Twin Deal XP (MTD XP) programme, designed to add more volume to clients and corporate incentive and meeting planners.

Participating corporate meeting and incentive planners will get to interact with Malaysian partners and stand a chance to win lucky draw prizes including four days and three nights (4D3N) trip to Malaysia.

To join us at the Roadshow, please contact us by email: mycebci@myceb.com.my

ENDS

*ACCOMPANYING INDUSTRY PARTNERS – CHINA ROADSHOW 2017

1. State Bureau & Local Authorities

- Malaysia Convention & Exhibition Bureau
- Penang Convention & Exhibition Bureau
- Sabah Tourism Board

2. Destination Management Companies

- Asian Overland Services Tours & Travels Sdn Bhd
- HTC Travel Services (M) Sdn Bhd
- Majestic Express Holidays Sdn Bhd
- Mayflower Holidays Sdn Bhd
- Pearl Holiday (M) Tour & Travel Sdn Bhd
- Rainbow Leisure Sd Bhd
- Sunflower Holidays

3. Event Supplier

- DOREMI Services and Rental Sdn Bhd

4. Venues & Accommodation

- Borneo Convention Centre Kuching
- Club Med Cherating
- Eastin Hotel (Kuala Lumpur)
- Eastin Hotel (Penang)
- Genting Malaysia Berhad
- Hard Rock Hotel Penang
- Kerjaya Hotel & Residences
- Lexis Hotels & Resorts Sdn Bhd
- One World Hotel
- Putrajaya International Convention Centre
- Shangri-la's Rasa Sayang Resort & Spa Penang
- Sunway Lagoon Malaysia
- The Zenith Hotel Sdn Bhd
- Themed Attractions Resorts & Hotels Sdn Bhd

For more information, please contact:

Noor Nazatul Janah Binti Mahmood
PR & Communications Manager
Malaysia Convention & Exhibition Bureau (MyCEB)

T: +603 2264 3000 ext 3057

F: +603 2034 2091

M: +6019 3388 059

E: nazatul@myceb.com.my W: www.myceb.com.my #myceb

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.