

# Press release

For immediate release

## ICCA MALAYSIA COMMITTEE CHARGES AHEAD FOR 2017

Kuala Lumpur, 4 April 2017 – ICCA Malaysia has elected Ho Yoke Ping as the ICCA Malaysia Committee’s Chair and Ashwin Gunasekeran as Deputy Chair.

Ping is the General Manager, Business Events of Malaysia Convention & Exhibition Bureau (MyCEB) while Ashwin is the Chief Executive Officer of Penang Convention & Exhibition Bureau (PCEB).

“I’m honoured to be given this leadership position by my peers. We will continue with our core objectives in the area of developing future leaders, associations and government advocacy. It’s important that the whole ICCA community and other industry players continue to communicate and promote the value of business events to support the goals of the Malaysia Business Events Roadmap 2020 and beyond”, said Ping.

Among the activities organised by ICCA Malaysia include the BE Future Leaders Day during the Malaysia Business Events Week and Bid Challenge for students, and various government advocacy programmes.

In line with ICCA Malaysia’s commitment for industry-wide advocacy, the committee has adopted the Global Meetings Industry Day campaign for 2017. The objective for this initiative is to create awareness on the Business Events industry in Malaysia and to share the power of meetings.

“ICCA Malaysia has always been a supportive community that has been working together to strengthen the Malaysian business events industry. Since 2016, Penang, through PCEB, has part of the ICCA Malaysia family. With my appointment as the Deputy Chair, I look forward to bridging a greater participation of Penang in growing the efforts of ICCA Malaysia,” said Ashwin.

Malaysia was the host of ICCA Congress 2016, which was held in Kuching, Sarawak, and ICCA’s Asia Pacific Regional Office and Global Research Centre is based in Malaysia.

**For media inquiries/interview request, please contact:**

**Ho Yoke Ping**

Chair, ICCA Malaysia Committee

**E-Mail:** pingho@myceb.com.my

## About the new committee Chair and Deputy Chair

Ms. Ho Yoke Ping is the General Manager, Business Events of Malaysia Convention & Exhibition Bureau (MyCEB). As the General Manager, Business Events of the non-profit organization, Ms. Ho is responsible for the overall management and development of strategic plans for MyCEB to position Malaysia as a preferred destination for business events internationally. She has more than 23 years' experience in sales and marketing, mainly in the tourism industry, working with regional tourism offices and convention bureaus. She is currently the Chairperson for the International Congress and Convention Association (ICCA) Malaysia committee and sits on the advisory Board of the Malaysia Society of Association Executives (MySAE) Editorial Advisory Board for BizEvents Asia; the Industry Advisory Board for Centre for Tourism, Hospitality and Culinary Management, Sunway University Business School and member of the Malaysia Business Events Academic Council (BEAC).

Mr. Ashwin Gunasekeran is the Chief Executive Officer of Penang Convention & Exhibition Bureau (PCEB), the first State Convention Bureau in Northern Malaysia set up in 2016 to develop and grow its Business Events industry. Prior to joining PCEB, he was the Assistant Vice President of Group Sales & Marketing of Destination Resorts and Hotels. A born and bred Penangite, Mr. Ashwin worked for the Penang Tourism Action Council upon obtaining his Master's degree in International Tourism from IMI University, Switzerland. An industry veteran of over 13 years, he brings to PCEB his accrued experience in tourism and hospitality management, revenue analysis, yield management, business development and business tourism.

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 2276 4092

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