

Press release

For immediate release

MyCEB ACCELERATES TRANSFORMATION OF BUSINESS EVENTS INDUSTRY

Malaysia is on track to achieve its status as a leading business events destination through Malaysia Business Events Week 2017

●●● **KUALA LUMPUR, 11 September 2017:** Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, today accelerated the transformation of the business events industry with the launch of the 3rd Malaysia Business Events Week (MBEW) at One World Hotel, Petaling Jaya.

The event is poised to create a platform for the industry stakeholders to converge, communicate and debate issues that impact on the future growth and sustainability of the business events industry.

●●● Minister of Tourism and Culture Malaysia, YB Dato' Seri Mohamed Nazri Abdul Aziz said, "The business events industry is linked to all NKEAs (National Key Economic Areas) in high-growth sectors covering health, finance, investment and education, as well as playing a major role in achieving the 2020 goals of other ministries under the NKEA. Business events is a catalyst for socio-economic growth. The benefits from hosting international meetings, incentives, conventions and exhibitions stretches beyond tourism. The legacy these events leave behind will help power Malaysia's continued development as a knowledge and creative society."

"Through Malaysia Business Events Week, MyCEB is putting Malaysia on track with the government's aspirations under the NKEA to position Malaysia as a preferred business events destination in the region, to complement the target of the Ministry of Tourism and Culture in achieving 36 million tourist arrivals by 2020," Dato' Seri Mohamed Nazri added.

Aptly themed "Our Future by Design: Accelerating Transformation", over 200 prominent and leading business professionals are expected to attend MBEW 2017. The three-day event is expected to speed up the process of transformation and growth of the existing business events industry to help draw even more knowledge and business opportunities Malaysian shores.

Chief Executive Officer of MyCEB, Datuk Zulkefli Hj. Sharif said, "Our main goal is to compete effectively in the international arena and play a paramount role in the country's economic progress. This is successfully harnessed through events like MBEW where we continuously lead the way in championing Malaysia's business events sector through our sessions and innovative programme pipeline."

Datuk Zulkefli reiterates that business events in Malaysia has been a thriving sector by allowing MyCEB and its industry partners, in the past seven years, to have secured 807 international business events comprising of international conferences, corporate meetings, incentive travel and trade exhibition events which adds an estimated RM5.2 billion into Malaysia's economy.

"Each programme is designed to serve as an opportunity as Malaysia aims at hastening the transformation and growth of the business events industry. MBEW 2017 is thus projected be a game-changer, creating a catalyst for business success in the fast-growing modern digital economy in ASEAN," added Datuk Zulkefli.

This year would be the event's third edition after it was first organised back in 2014. The engaging format in the form of seminars, workshops, dialogue sessions, expo, networking and media events maximises all levels and segments of the business events industry. Delegates will hear insights from renowned speakers such as Johan Mahmood Merican of the Economic Planning Unit; Leoni Ashford from Tourism New Zealand, Aloysius Arlando from SingEx Holdings and Noor Ahmad Hamid from International Congress and Convention Association (ICCA), among others, over a three-day period of plenary, breakout sessions and networking events.

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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.

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