Press release

MALAYSIA EMBARKS ON A MISSION TO IMPROVE QUALITY AND SAFETY IN HEALTHCARE

Business healthcare events continue to bring the healthcare agenda to the forefront after Malaysia wins bid to host a forum on healthcare in 2017

KUALA LUMPUR, 25 August 2017: Malaysia is the host to one of the world's largest gatherings of healthcare professionals, the International Forum on Quality and Safety in Healthcare: Asia 2017 to improve patient care and their safety in the Asia-Pacific region.

The three-day session at the International Forum from 24 – 26 August 2017 at Kuala Lumpur Convention Centre following a successful bid on March 2016 by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia and partners, the Institute for Healthcare Improvement (IHI) and BMJ and the Malaysian Society for Quality in Health (MSQH)

"The International Forum on Quality and Safety in Healthcare underlines Malaysia's leadership position as a preferred healthcare events hub in Asia which drives the industry's contribution to the economy. With around 1,200 delegates, the forum is expected to generate an estimate of RM7.9 million in economic impact," said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

"Malaysia is fast in becoming a player in helping the country's mission to achieve high-quality healthcare at the heart of Asia. This as a lucrative industry to tap into and has actively promoted itself as the healthcare destination in Asia with more event bids due to highly qualified healthcare specialists, healthcare centres and quality services. Malaysia won the bid due to our high ranking as Asia's Healthcare Provider and Quality in Safety in Healthcare for Malaysia among the APAC countries. This is also in line with Ministry of Health Malaysia's vision in having a nation working together for a better health," he further added.

Themed "*Aim. Act. Achieve.*", the forum explores healthcare quality and safety in Asia while covering key topics including learning from sentinel events, implementing safety improvements in primary care, and preventing burnout. Inclusive of 35 main programme sessions, over 40 speakers and workshop sessions from local, regional and global health experts. As part of the forum's transformative approach, featured experience visits to local Malaysian healthcare organisations and in-depth workshops with leading figures in quality improvement will be part of the forum agenda.

Now in its 22nd year, the International Forum on Quality and Safety in Healthcare is an annual gathering of healthcare professionals in quality improvement and patient safety. Moving forward, the forum will energise the movement for healthcare improvement and connect healthcare leaders and practitioners worldwide to improve outcomes for patients and communities.

In the past, the event usually offers more than 100 sessions, which are delivered by over 200 international speakers and quality improvement experts, thus bringing together practical experiences, studies and skill sets from all over the world.

"The forum provides an ideal platform to network with other experts in the region who share a concern and a passion for improving quality and safety in healthcare and to share and learn best practices and build practical tools and ways of how to introduce real and sustainable systems," said Saifulhazmi Bin Salihin, Executive Manager, Corporate Affairs & Finance, Malaysian Society for Quality in Health (MSQH).

"Healthcare is priority and with this forum we intend to raise confidence and build a conversation on the future of healthcare in an inspirational setting to meet, learn and share knowledge that will improve the quality and safety of patients in the region," Saifulhazmi continued.

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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 1691 events for the past seven years and delivering an estimated economic impact of RM8.66 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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