

# Press Release

For immediate release

## MALAYSIA SECURES BUSINESS EVENTS WORTH RM32.7 MILLION IN ECONOMIC IMPACT IN 2017

### Second half of 2017 will also witness Malaysia hosting five prominent and progressive international conferences

**KUALA LUMPUR, 1 August 2017:** Malaysia thrives ahead in becoming the preferred destination to host prominent global business events. During the first half of the year, Malaysia successfully won three highly competitive bids to host world class business events which are expected to generate a collective economic impact of RM32.7 million.

The winning bids are for the hosting of the World Tunnel Congress (WTC) 2020 in conjunction with the 46<sup>th</sup> International Tunneling and Underground Space Association (ITA-AITES) General Assembly; the 17<sup>th</sup> World Congress for Endoscopic Surgery of the Skull Base and Brain (ENDO KL) 2020 and the Congress of the International Board on Books for Young People (IBBY) 2022.

With the collaborative effort, dynamic support and wealth of experience by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, the WTC 2020 is expected to generate RM17.2 million in economic impact with 1,500 delegates; the ENDO KL 2020 with RM8.8 million in economic impact and 900 delegates; and the IBBY 2022 with RM6.7 million in economic impact and 800 delegates. Over 60 percent of the delegates are expected to be from overseas.

“Malaysia has secured several prestigious conferences in our bid to position Malaysia as top-of-the-mind country of choice globally for business events. Our winning ingredients reflect the country’s commitment by offering value added benefits for organisers to select Malaysia as their next business events destination,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

“All these augur well for the continued dynamic growth of the business events industry in the country. It brings Malaysia’s business events calendar forward by delivering a business conference that is progressive and at the cutting edge of innovation and business networking. I am also pleased to announce that between August and December 2017, the country will also play host to five international conferences and exhibitions that will generate an estimated economic impact of RM46.9 million with around 6,000 delegates,” he added.

Datuk Zulkefli said that the five international conferences and exhibitions are the International Forum on Quality and Safety in Healthcare: Asia 2017 (24 to 26 August 2017); the IWA-ASPIRE Conference and Exhibition 2017 (10 to 14 September 2017); the World Congress of the International Federation of Freight Forwarders Associations (FIATA) (4 to 8 October 2017); the

18<sup>th</sup> Asia-Pacific Retailers Convention & Exhibition (APRCE) (25 to 27 October 2017) and the 11<sup>th</sup> Asia Pacific Vitreo-Retina Society Congress (APVRS) 2017 (7 to 10 December 2017).

Ms. Ho Yoke Ping, General Manager - Business Events, MyCEB said that the upcoming FIATA World Congress 2017 in Kuala Lumpur will coincide with the expected implementation of the Logistics and Trade Facilitation Master Plan by the Ministry of Transport Malaysia, designed to improve the efficiency of transport and trade facilitation and elevate Malaysia to become the preferred logistics gateway to Asia.

“The FIATA 2017 is also expected to generate RM11.5 million in economic impact to the country and increase Malaysia’s potential as a top regional gateway for freight transport and logistics. The four day conference is expected to attract 1,200 participants of which 60 percent are international participants,” she continued.

MyCEB together with its strategic partners have secured an impressive record of 807 international business events over the last seven years comprising of international conferences, corporate meetings, incentive travel and trade exhibition events which will contribute an estimated economic impact of RM5.2 billion to the country and benefit Malaysia’s local businesses and communities.

**ENDS**

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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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