

Press release

For immediate release

MyCEB CONNECTS MALAYSIA TO CORPORATE MEETING & INCENTIVE GROUP AT IBTM WORLD 2017

Continue to showcase Malaysia Twin Deal XP (MTDXP) rewards programme

BARCELONA, SPAIN, 28 November 2017: Malaysia is once again participating in the annual IBTM World 2017, the leading and biggest global event for the meetings, incentives, conferences, events and business travel industry which will take place at Barcelona, Spain from 28th – 30th November 2017.

This year will mark the seventh consecutive year of participation at the prominent tradeshow and Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia will be leading the Malaysian delegation along with other participating partners namely Kuala Lumpur Convention Centre, Asian Trails (M), Berjaya Hotels & Resorts, Mandarin Oriental Kuala Lumpur, Prime HTT Travel (M) Sdn. Bhd. and Meritus Pelangi Beach Resort & Spa, Langkawi.

The Malaysia Twin Deal XP (MTDXP) programme continues to be MyCEB's best offering for corporate meeting and incentive planners at IBTM World this year. The rewards programme aims to provide more interesting options and ideas for planners, which will support the highly popular Malaysia Like Never Before (MLNB) campaign that highlights the unique and new experiences of five key Malaysian destinations: Kuala Lumpur, George Town, Langkawi, Kota Kinabalu and Kuching, specially customised to the corporate meeting and incentives market.

Chief Executive Officer of MyCEB, Datuk Zulkefli Hj. Sharif, said, "IBTM World allows MyCEB to continue promoting Malaysia's top experiential locations for corporate meetings and incentive travels through the Malaysia Twin Deal XP (MTDXP) rewards programme to the European business events market. It helps strengthen and increase Malaysia's visibility as a preferred business events destination while enabling us to connect with the key players in the business events industry, opportunity to be exposed with various innovative ideas, and to gain insights of the current trends which will help propel Malaysia's business events industry to the forefront."

MyCEB will have a dedicated booth at IBTM World 2017, located at B200 showcasing a hive of activities offered under MLNB for visitors to enjoy. One of the main attractions is the 'Malaysia Puzzle Wall Challenge' where visitors get to test their skills to complete a puzzle wall of different destinations in the MLNB campaign within 10 minutes. Additionally, potential planners can also set at least two appointments with MyCEB's partners and stand a chance to win a 5D4N trip inclusive of two return flight tickets to Malaysia.

MTDXP details can be obtained via Malaysia Like Never Before website, www.likeneverbefore.com.my, and Instagram hashtag #MalaysiaLikeNeverBefore and #SayangMalaysia.

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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.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB