

Press release

For immediate release

MALAYSIA BUSINESS EVENTS WEEK TO TARGET BUSINESS EVENT LEADERS

Upcoming Malaysia Business Events Week will gather business events leaders to converge, communicate and debate on latest trends

••• **KUALA LUMPUR, 4 September 2017:** A collaborative and united business events industry will come together at the Malaysia Business Events Week (MBEW) 2017, to be held from 11 – 13 September 2017 at One World Hotel, Petaling Jaya,

Themed **“Our Future by Design: Accelerating Transformation”**, the event aims to speed up the process of transformation and growth of existing business events industries to help draw even more knowledge and business opportunities to Malaysian shores. This would be the event’s third edition after it was first organised back in 2014.

••• This year’s Malaysia Business Events Week will be officiated by Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture Malaysia. Organised by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia, the event will also serve to create a platform for all stakeholders of the business events industry to converge, communicate and debate issues that impact on the future growth and sustainability of the industry.

Delegates will hear insights from renowned speakers such as Johan Mahmood Merican of the Economic Planning Unit; Leoni Ashford, Tourism New Zealand, Aloysius Arlando from SingEx Holdings and Noor Ahmad Hamid, International Congress and Convention Association, among others, over a 3-day period of plenary, breakout sessions and networking events.

For more information and to register for the event, kindly visit <http://mbew.com.my/>. Registration deadline is Friday, 8th September 2017.

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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.