

# Press release

For immediate release

## MALAYSIA GEARS UP TO HOST MAJOR MEDICAL CONGRESS

**World Congress for Endoscopic Surgery of the Skull Base and Brain in 2020  
set to deliver RM8.7 million in economic impact**

**KUALA LUMPUR, 31 October 2017:** Malaysia has once again secured the privilege to host a major medical congress – the World Congress for Endoscopic Surgery of the Skull Base and Brain from 10 - 13 June 2020, marking the first time the world congress will be held outside of US and Europe.

With the rise in specialised medical research in Malaysia gaining traction, over 900 delegates from around the world and locally are scheduled to attend the four-day congress held at Shangri-la Hotel Kuala Lumpur. A legacy of successful medical-based business events in Malaysia has been hailed as the prime reason for the winning bid put forward by Malaysia Convention & Exhibition Bureau (MyCEB), in strategic partnership with the local organiser, the Malaysian Society of Otorhinolaryngologists Head and Neck Surgeons.

“With over 900 delegates set to attend the congress and generate an estimated economic impact of RM8.7 million, the congress will further strengthen our credibility as a knowledge and creative hub. The proven bidding strategy, as well as strategic collaboration with relevant ministries and industry partners have helped Malaysia to secure a range of medical-based business events over the years, thanks to our internationally-acclaimed professors and doctors, as well as our close partnership with local medical associations,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB, an agency under the Ministry of Tourism and Culture Malaysia.

The congress will act as a platform for delegates to network and identify new medical trends and breakthroughs, while the show’s powerful line up of conference programme also helps to provide a holistic and comprehensive view of the latest technologies, issues and opportunities in the sector. The hosting of the event will also further strengthen the country’s aspiration to become a knowledge and creative hub by 2020. In 2016, the medical sector has attracted a record number of 10,532 delegates to the country.

This winning bid also coincides perfectly with the appointment of Prof Dato' Dr Prepageran Narayanan from the Department of Otorhinolaryngology, Head & Neck Surgery, Faculty of Medicine, University Malaya as the President of the 9<sup>th</sup> World Congress of Endoscopic Surgery of Skull Base and Brain by The World Council of Endoscopic Surgery of Skull Base and Brain. This immense international recognition perfectly sums up Malaysia’s growing stature as a medical hub.

## 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 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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB), Twitter (@MyCEB) and Instagram/MyCEB.