

Press release

For immediate release

MyCEB ANNOUNCES KEY APPOINTMENTS FOR BUSINESS EVENTS DIVISION

**A blend of new and familiar talents to helm the growth of Malaysia's
business events industry**

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KUALA LUMPUR, 8 November 2017: Malaysia Convention & Exhibition Bureau (MyCEB) has announced the appointment of Ms. Premala Danapakiam as Senior Manager, Business Events and the promotion of Ms. Tuty Elyanie Medali to the position of Assistant Manager, Event Support.

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Ms. Premala's key focus will be on assisting in the planning and development of the strategic sales and marketing plan of the Business Events (Sales, Association Development, Corporate Meeting and Incentive, Exhibition and Event Support) team. She will report directly to Ms. Ho Yoke Ping, General Manager, Business Events of MyCEB. Meanwhile, Ms. Tuty will be responsible for the entire spectrum of the Event Support team within Business Events division and she will be reporting directly to Ms. Premala.

"The appointment of Ms. Premala as Senior Manager is timely to help facilitate business development initiatives and in securing more international business events to our shore," said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

"We are also pleased to have Ms. Tuty, who is one of the pioneer staff at MyCEB, as the new Assistant Manager. Her promotion signifies our belief in talent development, and we look forward to Ms. Tuty working together alongside Ms. Premala to help drive positive and dynamic changes for the business events industry in Malaysia," he added.

Prior to joining MyCEB, Ms. Premala, who graduated with a Bachelor of Business (Tourism Management) from Edith Cowan University, Australia, worked as the Director of Sales and Marketing at the Borneo Convention Centre Kuching where she developed effective strategies, built partnerships and cultivated and grew local association for hosting international conferences. She also managed significant business events including the International Congress and Convention Association – ICCA Congress 2016. Ms. Premala also has an extensive experience in the hospitality industry after serving as a Senior Sales Manager for Four Points by Sheraton Kuching.

As for Ms. Tuty, MyCEB is her first job after she graduated in Tourism Management from UITM Shah Alam, Ms. Tuty joined MyCEB in 2010 upon completing her internship at Tourism Malaysia under Convention division. She is one of the pioneers at MyCEB since its inception in 2009.

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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