

# Press release

For immediate release

## MyCEB PRESENTS BEST OF MALAYSIA AT IMEX AMERICA 2017

### Positioning Malaysia as top-of-the mind destination to the North American buyers

**LAS VEGAS, 10 October 2017:** Malaysia continues to showcase its business events' offerings and capabilities at IMEX America 2017 at the back of a strong showing to date, recording a total of 114 international conferences, incentive groups and trade exhibition events that will deliver an estimated economic impact value of 181 million US dollar.

Now in its seventh consecutive year of participation at the prominent roadshow, Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia will be leading the Malaysian delegation at America's world exhibition for incentive travel, meetings and events in Las Vegas, USA from 10 – 12 October 2017. Other participating partners are Penang Convention & Exhibition Bureau, Kuala Lumpur Convention Centre, Setia SPICE Convention Centre, Asian Trails (M) and Destination Asia Malaysia.

Recent bids won by Malaysia were the World Tunnel Congress 2020, 17<sup>th</sup> World Congress for Endoscopic Surgery of the Skull Base and Brain 2020 and the Congress of the International Board on Books for Young People 2022. These three world-class business events are expected to draw 3,200 delegates to Malaysia, further highlighting the country's capabilities as a thriving knowledge and creative nation.

To find out more about Malaysia and its multitude of offerings at IMEX America 2017, visit booth no. D2841 or go to [www.myceb.com.my](http://www.myceb.com.my) for more information.

**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