

# Press release

For immediate release

## MYCEB, MALAYSIA AIRLINES EXTENDS PARTNERSHIP

**KUALA LUMPUR, 25 SEPTEMBER 2017:** Malaysia Convention & Exhibition Bureau (MyCEB) renewed its Strategic Partnership Agreement (SPA) with Malaysia Airlines Berhad (MAB) for another year, following a positive collaboration between the two national bodies in showcasing Malaysia as a world-class business and major events destination.

The agreement renewal was exchanged between Chief Executive Officer of MyCEB, Datuk Zulkefli Hj Sharif, while Malaysia Airlines Berhad was represented by its Chief Commercial Officer, Mr. Arved Von Zur Muehlen.

MyCEB and MAB first signed the SPA back in 2016, widely hailed at that time as a strategic move to brand and promote Malaysia as a preferred destination for business and major events.

“This partnership has seen a fruitful collaboration between both parties and we at MyCEB are delighted to continue it for another year. We are constantly working to position Malaysia as the preferred destination for business and major events, and this renewal augurs well with the Ministry of Tourism and Culture’s target of achieving 36 million tourist arrivals by 2020,” said **Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB, an agency under the Ministry of Tourism and Culture Malaysia.**

**Chief Commercial Officer of MAB, Arved Von Zur Muehlen added,** “Malaysia Airlines is pleased with the results this partnership has brought and we look forward to be working with MyCEB for the second year. This strategic partnership offers the perfect synergy for promoting Malaysia as the ideal place for meetings, incentives, conventions and conferences.”

“Besides our excellent network and connectivity, we continue to work on upgrading our products and services to ensure visitors are introduced to the Malaysian hospitality as soon as they are onboard a Malaysia Airlines’ flight. Our guests can expect a new level of comfort, quality service and a seamless flight experience.”

This strategic partnership benefits Malaysia Airlines Berhad in terms of participation in MyCEB-fuelled trade events, gaining first-hand insights from thought leaders in the industry, as well as creating a stronger brand presence in the business and major events industry. Meanwhile, MyCEB will benefit from Malaysia Airlines Berhad’s proposition of global connectivity and presents a competitive and attractive edge in securing bid to host international business and major events in the country.

In 2017 to date, MyCEB together with its partners have won a total of 102 international conferences, incentive groups and trade exhibition events with a total estimated economic impact value of RM696 million.

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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 8.8 billion ringgit, 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) and Twitter (@MyCEB) and Instagram/MyCEB.

### About Malaysia Airlines

Malaysia Airlines is the national carrier of Malaysia, offering the best way to fly to, from and around Malaysia. Malaysia Airlines carries 40,000 guests daily on memorable journeys inspired by Malaysia's diverse richness. Malaysia Airlines embodies the incredible diversity of Malaysia, capturing its rich traditions, cultures, cuisines and warm hospitality on board, while opening up more of Malaysia's destinations than any other airline.

Since September 2015, the airline has been owned and operated by Malaysia Airlines Berhad. Via our alliance with **oneworld**®, Malaysia Airlines offers superior connectivity with seamless journeys to 1,000 destinations across 150 plus countries, and access to over 650 airport lounges worldwide. Up to 90 destinations will be serviced across Asia, Africa, the Americas and the Middle East via a new codeshare partnership with Emirates, signed in early 2016. For more information, please visit <http://www.malaysiaairlines.com>.