

Press release



MyCEB TO REVEAL MALAYSIA'S 2014 PLANS AT EIBTM

- **Press conference will present key updates for Malaysia's business events industry**

... **Kuala Lumpur, 11 November 2013-** The Malaysia Convention and Exhibition Bureau (MyCEB) will, for the first time, hold an exclusive press conference during EIBTM this year. Titled 'Malaysia in 2014 and beyond' the press conference will take place on day two of the exhibition (20th November) from 3pm-3.30pm at the MyCEB stand, booth number J60.

Presented by MyCEB's General Manager, Business Events, Ms Ho Yoke Ping, MyCEB will reveal plans for several new venue developments in Malaysia over the next couple of years. These developments include two projects in the state of Penang as well as updates on the KL Metropolis venture. The developments are set to raise Malaysia's capacity for holding international business events to the next level.

... As 2014 marks Visit Malaysia Year (VMY 2014), MyCEB will update on key events taking place in Malaysia next year such as Tropfest SEA, which is the world's biggest short film festival. Malaysia will also be host to Festival International Sports Extreme World Series 2014 (FISE) which will take place in the historic city of Malacca in September and the Ironman Triathlon in Putrajaya and Langkawi by April and September respectively.

An overview of MyCEB's popular Malaysia Twin Deal Programme (MTD) ++ will also be discussed as this forms a part of the VMY 2014 campaign by showcasing a range of cultural activities to ensure visitors will experience what makes Malaysia a truly rewarding business events destination.

2014 will mark four years since MyCEB started its operations, over this time it has succeeded in increasing the number of business events hosted in Malaysia, establishing its position as Asia's business events hub. Since 2012, MyCEB secured a total of 135 international and regional conventions and incentives and these events are expected generate in excess of RM634 million (USD 199.2 million, Euro 147.5 million) in economic impact. MyCEB also supported a total of 255 business events which accounted for 124,406 delegates with an estimated RM1.198 billion ((USD 374 million, Euro 276.9 million) in economic impact.

2013 is the fourth year of MyCEB participation at EIBTM. This year, the organisation will be joined by 11 partners who will also be playing major roles in presenting Malaysia's range of venues and services available. Please refer to the below list for partners:

- Berjaya Hotels & Resorts
- Borneo Incentives

- Destination Resorts & Hotels
- Destino Malaysia
- Exotic Escapes Incentives & Events Sdn Bhd
- Kuala Lumpur Convention Centre
- Langkawi Development Authority
- Meritus Pelangi Beach Resort & Spa, Langkawi
- Putrajaya International Convention Centre
- Renaissance Kuala Lumpur Hotel
- Synergy Tours

Attendance of the press conference is open to all registered media of EIBTM, refreshments will also be served during the event. MyCEB will also be bringing its renowned Spice Market to the tradeshow.

To register your attendance of this event, please email sales@myceb.com.my or call +603 20342090.

EIBTM is the leading global event for the meetings, incentives, conferences, events and business travel industry. The event gathers over 15,000 MICE industry professionals from across the globe for three days of focused access to a dynamic business environment with over 3,100 exhibitors, thought provoking professional education and business networking.

EIBTM is taking place from 19th-21st November 2013 at the Fira Gran Via, Barcelona, Spain.

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism & 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 November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

Malaysia Major Events, previously known as International Events Unit (IEU) is a 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

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