

# Press release

## Get More of Malaysia Like Never Before, at IMEX Frankfurt 2015

**– More Updates, Refreshing Ideas and Value Deals  
from Malaysia at IMEX Frankfurt 2015**



**Frankfurt, 19 May 2015** - Malaysia Convention & Exhibition Bureau (MyCEB) is leading the Malaysian delegation at IMEX Frankfurt 2015 which is being held at Halle 8, Messe Frankfurt, Ludwig-Erhard-Anlage 1, Frankfurt from 19-21 May 2015. During the three-day event, the Chef de Mission, Mr. Zulkefli Haji Sharif, Chief Executive Officer, MyCEB and members of the Malaysian delegation will be networking with corporate meeting and incentive planners and the media at the Malaysian Pavilion at B200 on the latest initiatives and updates on business events Malaysia.

This is the fifth consecutive year Malaysia is participating in IMEX Frankfurt. *“IMEX Frankfurt 2015 is a strategic forum for us as it is one of the avenues that open up to the European market. We are pleased to participate in this world wide exhibition for incentive travel, meetings and events and we look forward to take advantage of this platform to attract more buyers to Malaysia,”* said Zulkifli Haji Sharif, CEO, MyCEB

The delegation size of 11 industry partners indicates Malaysia’s serious commitment in offering events and meetings services to meeting planners, exhibitors and tradeshow organizers. Among the delegation breakdown includes; Destination Marketing Companies (DMC), hotel operators and two convention centres (Kuala Lumpur Convention Centre and Borneo Convention Centre Kuching).

## **Claim Your Mystery Gift and Catch the Latest Updates at Malaysia Booth B200**

Besides networking and catching up on the latest updates, visitors at the Malaysia booth (B200) can enjoy exciting moments and collect a “mystery gift” (while stocks last).

### **New Initiatives – Malaysia Like Never Before and Twin Deal X**

Corporate meeting planners and media can catch up and be informed of the latest products and initiatives from Malaysia at the booth B200. Among the newly-introduced products are the “Malaysia Like Never Before” campaign and MTD-X promotion for corporate meetings and incentives planners.

#### ➤ Malaysia Like Never Before

Tailored to the incentives market, the “Malaysia Like Never Before” campaign highlights the unique and unheard features of five key Malaysian destinations for event planners: they are; Langkawi, Georgetown, Kuala Lumpur, Mount Kinabalu, and Kuching. Though already familiar to regulars of the business events circuit, the campaign has reimagined these destinations, guaranteeing a fresh experience to visitors.

Each destination has its own theme, such as ‘Party like never before in Langkawi’ and ‘Soar like never before at Mount Kinabalu’. ‘Do’, ‘Stay’, and ‘Eat’ recommendations for the most unique and luxurious offerings are listed for each destination

#### ➤ Malaysia Twin Deal X (MTD X)

Along with “Malaysia Like Never Before,” MyCEB introduced the Malaysia Twin Deal X (MTDX) Programme, a continuation of its popular Malaysia Twin Deal ++ (MTD++) programme in 2014. Similar to its predecessor, MTDX comprises two programmes, namely Deal 1 and Deal 2, which provides value-added support for international corporate meeting and incentive groups and incentive rewards for international corporate meeting and incentive planners respectively depending on group size.

Malaysia’s participation IMEX Frankfurt 2015 will strengthen Malaysia’s presence in the European market and increase awareness on the diverse products and attractions available in Malaysia, thus making it an ideal leisure and business events destination. Malaysia’s participation IMEX Frankfurt 2015 will strengthen Malaysia’s presence in the European market and increase awareness on the diverse products and attractions available in Malaysia, thus making it an ideal leisure and business events destination.

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For more information, please contact;

**RITZERAYNN RASHID**

Manager – Public Relations and Communications

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090 • Fax: +603 2034 2091 • Email: ritz@myceb.com.my

## 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. Last year, MyCEB (Business Events Division) supported 130 associations, 112 corporate incentive groups and 19 exhibitions. Together, these accounted for 131,936 delegates with an estimated economic impact of RM1.5 billion to the country.

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](http://www.facebook.com/MyCEB) and Twitter (@MyCEB).

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