

# Press release



## MyCEB BRINGS MALAYSIA TWIN DEAL ++ TO CHINA!

**– The Malaysia Convention & Exhibition Bureau (MyCEB) to lure more Meetings & Incentive groups from China with Malaysia Twin Deal ++**

••• **Kuala Lumpur, 21 August 2013** – It is all-systems-go for the Malaysia Convention & Exhibition Bureau (MyCEB) as it geared up to visit China for its third roadshow from the 23-30 August 2013. This comes shortly after the appointment of Travel Link Marketing (TLM) as their representative office in China. TLM has offices based in Beijing, Shanghai and Guangzhou will be responsible for assisting MyCEB in securing more wins for the country.

MyCEB team and its industry partners will be covering four cities namely Chengdu, Guangzhou, Shanghai and Beijing. This roadshow is made even more significant as it will be MyCEB's first roadshow in Chengdu, a strong indication of the bureau's presence in China. MyCEB leads a delegation of 11 industry partners including Sabah Tourism Board, YTL Hotels, Resorts World Genting and Mayflower Acme Tours.\* (For a full listing of accompanying industry partners, please refer to the list at the end of the press release).

••• Amongst the programme that has been planned during the roadshow are the highly interactive Malaysia Open House and Spice Market, table talk sessions where MyCEB and its partners will be meeting key China's meetings and events planners and corporate houses. At the same time, the Bureau will also be introducing its latest offering - the Malaysia Twin Deal ++ (MTD ++). The MTD++, a global campaign is aimed to support Tourism Malaysia's objective to welcome 28 million international tourists to the country under the Visit Malaysia Year 2014 campaign. Participants of the roadshow are also entitled to a lucky draw session, where they will win a trip to Malaysia with flight tickets sponsored by Malaysia Airlines.

According to Ms Ho Yoke Ping, General Manager of Sales & Marketing, MyCEB, "This trip to China is particularly special to MyCEB as we are not only bringing the MTD ++ but it is also to introduce our new representative office in China. At the same time, it is our first time introducing our world renowned Spice Market to China. This will be complemented with the Malaysia Open House and other cultural showcase. We hope that our counterparts in China will enjoy the experience of our unique Malaysian culture and hospitality through these activities."

The MTD ++ is tailored to enhance the experience of international corporate meetings and incentive groups through Deal 1 and Deal 2. The privileges included in Deal 1 for delegates range from welcome gifts to cultural showcase during dinner or even a complimentary dinner. Deal 2 on the other hand offers various exciting incentive rewards for meeting planners such as a vacation for two in Kuala Lumpur and an iPad mini. This is applicable for agents who bring in an accumulative 500 participants and above.

\*For full listings of industry partners, please refer to end of press release



In addition to Deal 1 and Deal 2, the MTD++ was designed to include special value added benefits in collaboration with participating hotels in Kuala Lumpur, Penang, Langkawi, Sabah and Sarawak. These special value-add items include discounts on meeting packages, complimentary rooms with minimum 25 paying rooms and free welcome amenities. The impressive line-up of participating hotels includes global brands such as Grand Hyatt Kuala Lumpur, Le Meridien, Four Points by Sheraton, Berjaya Tioman Resort and 31 more hotels.\*\*

Ho continued, “MyCEB would like to invite all meetings and event planners to join us at the roadshow and grab this opportunity offered under the MTD++ as we aim to provide more interesting options for both corporate groups and meeting planners.”

To qualify for the MTD++, all confirmed bookings must be made between 1 August 2013 and 31 December 2013 for group arrivals in 2014.

To know more about the MTD++, meeting planners and incentive agents are invited to contact MyCEB on Tel +603 2034 2090 or Email [sales@myceb.com.my](mailto:sales@myceb.com.my). Planners can also visit <http://www.myceb.com.my/promotions> for more information.

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\*Participating industry partners for the road show

1. Austen MICE Tours Sdn Bhd
2. Asian Overland Services Tours & Travel Sdn Bhd
3. Impiana Hotels, Resorts & Spas
4. Majestic Express Holiday Sdn Bhd
5. Mayflower Acme Tours Sdn Bhd
6. Parkroyal Hotels & Resorts
7. Pearl Holiday (M) Travel & Tour Sdn Bhd
8. Resorts World Genting
9. Sabah Tourism Board
10. Sunway Lagoon Sdn Bhd
11. YTL Hotels

\*\*Participating hotels for MTD ++

1. Aloft Kuala Lumpur Sentral
2. Berjaya Times Square Hotel Kuala Lumpur
3. Best Western Premier Dua Sentral
4. Double Tree by Hilton
5. Grand Hyatt Kuala Lumpur
6. Hilton Kuala Lumpur Hotel
7. Hotel Istana Kuala Lumpur
8. J.W. Marriott Kuala Lumpur
9. Parkroyal Kuala Lumpur
10. Renaissance Kuala Lumpur Hotel
11. Sheraton Imperial Kuala Lumpur
12. Sunway Putra Hotel Kuala Lumpur
13. The Majestic Hotel Kuala Lumpur
14. The Ritz-Carlton Kuala Lumpur
15. The Westin Kuala Lumpur
16. Traders Hotel Kuala Lumpur
17. Hilton Petaling Jaya Hotel
18. Pullman Putrajaya Lakeside
19. Sama-Sama Hotel
20. Four Points by Sheraton Penang
21. G Hotel Penang
22. Holiday Inn Resort Penang
23. Parkroyal Penang Resort
24. Berjaya Langkawi Resort
25. The Andaman Langkawi
26. The Westin Langkawi Resort & Spa
27. Hilton Kuching Hotel
28. Pullman Kuching
29. Le Meridien Kota Kinabalu
30. Sutera Harbour Resort
31. Four Points by Sheraton Sandakan
32. Pangkor Island Beach Resort
33. Berjaya Tioman Resort
34. Grand Lexis Port Dickson
35. Lexis Port Dickson



**For more information, please contact:**

Ms Julia Oh

Manager, PR & Communications, Malaysia Convention & Exhibition Bureau (MyCEB)

Tel: +603 2034 2090

• Fax: +603 2034 2091

• Email: [juliaoh@myceb.com.my](mailto:juliaoh@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 a business events destination 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](http://www.myceb.com.my)

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