



## **PRESS RELEASE**

**18 May 2009**

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### **KUALA LUMPUR CONVENTION CENTRE CLINCHED 17 CONFERENCES IN THE FIRST FOUR MONTHS OF 2009**

Kuala Lumpur, *18 May 2009* --- Malaysia's Kuala Lumpur Convention Centre (the Centre), strategically located in the heart of the capital city, has clinched 17 more conferences for the city in the first four months of 2009.

The five international conferences between 2009 and 2014 are expected to attract 5,700 delegates and the seven regional conferences, 3,000 delegates between this year (2009) and 2011. The five national conferences, all in 2009, will see participation from 2,250 delegates.

Mr Peter Brokenshire, General Manager of Kuala Lumpur Convention Centre said, "The successful bids are a reflection of international and regional associations and meeting planners' confidence in Malaysia as an attractive destination for business tourism, the country's strong track record and more importantly, they are testimony to Malaysia's excellent value for money proposition.

The World Economic Forum ranked Malaysia as the 4<sup>th</sup> most price competitive country in the world for travel and tourism in 2009, offering excellent price competitiveness with its low comparative hotel and fuel prices, low ticket taxes and airport charges plus a favourable tax regime.

Kuala Lumpur was also rated the most price competitive city by Swiss banking giant, UBS in 2008 and the country scored for having the cheapest Big Mac among 34 countries surveyed according to the latest Big Mac index published by The Economist in February 2009.

“In addition, Kuala Lumpur has evolved as a preferred international and regional meetings destination due in part to its strategic location in the heart of South East Asia, which is complimented with comprehensive and world-class infrastructure, professional service delivery and supporting infrastructure”, Mr Brokenshire added.

Mr Brokenshire also attributed Malaysia’s growing reputation in the business tourism industry to the efforts of Team Malaysia, comprising Malaysia Convention and Exhibition Bureau (MyCEB), Tourism Malaysia, Malaysia Airlines (MAS), Malaysia Airports Holdings Berhad (MAHB), Kuala Lumpur City Hall (DBKL) and the Kuala Lumpur Convention Centre in promoting Malaysia and Kuala Lumpur as the destination of choice for business tourism.

Highlights of the wins include:

**Evaluation of Learning for Performance Improvement Conference (ELPIC) : 13 – 16 Oct 2009 (700 delegates)**

The ELPIC is specially designed to review the current trends and approaches of evaluation using best practices from all over the world. The Conference, featuring world renowned speakers, will focus on the importance of learning evaluation for the organisations’ overall performance and productivity improvements. The exhibition which will run concurrently with the conference is expected to attract 5,000 visitors.

Website: <http://www.elpic.com.my/>

**25<sup>th</sup> Asia Pacific Metrology Programme (APMP) General Assembly: 13 – 18 Dec 2009 (250 delegates)**

Hosted by the National Metrology Laboratory, SIRIM Berhad, this annual conference will be held in Malaysia for the first time. Founded and based in Korea, the APMP is a regional organisation formed by a group of 42 national and territorial measurement laboratories from the region with the mission of developing international recognition for regional measurement competence.

**SAMPE Asia 2010 Conference and Exhibition: 19 – 20 Jan 2010 (300 delegates)**

Hosted by the Society for the Advancement of Material and Process Engineering (SAMPE®) based in California, USA, the two-day conference and exhibition is a unique gathering of materials and processes experts and users. This event will provide a forum for the advanced materials community by bringing technical sessions, tutorials,

and exhibits to the Asian region. This conference is supported by the Composites Industry Association of Malaysia, Chulalongkorn University, and the Iran Composites Institute.

Website: <http://www.sampe.org>

**6<sup>th</sup> World Islamic Economic Forum (WIEF) 2010: 18 – 20 May 2010 (2,000 delegates)**

Making its return to Malaysia for the second time, the WIEF 2010 is poised to gather prominent Heads of State and government, captains of industry and the world's business elite to share views, expertise and discuss solutions following the major world crises. The WIEF Businesswomen Forum and the WIEF Young Leaders Forum will be held concurrently with the conference.

Website: <http://www.wief.org.my>

**9<sup>th</sup> Asia Congress on Oral & Maxillofacial Surgery: 25 – 28 Nov 2010 (500 delegates)**

Themed "Expanding the Horizon and Bridging the Distance", the biennial congress will see experts from the Asian region discuss common areas of interest, introducing new surgical concepts and research findings as well as share knowledge in areas of difficulty and failures. It is hosted by the Malaysian Association of Oral and Maxillofacial Surgeons.

Website: <http://www.acoms2010.org>

**22<sup>nd</sup> PACIFIC SCIENCE CONGRESS (1,000 delegates) : 13 – 17 June 2011**

The Pacific Science Congress, first held in Honolulu in 1920, is the principal meeting of the Pacific Science Association and is held every four years. The 22<sup>nd</sup> edition will be organised by the Malaysian Academy of Science (ASM), the Ministry of Science, Technology and Innovation Malaysia, the International Science, Technology and Innovation Centre for South-South Cooperation and the ICSU Regional Office for Asia Pacific.

Website: <http://www.pacificscience.org/index.html>

**15<sup>th</sup> OTTAWA CONFERENCE (800 delegates): 9 – 13 March 2012**

The Ottawa Conference, held biennially in North America and elsewhere in the world, provides an international forum for the exchange of ideas and new developments in the evaluation of medical and healthcare professionals with the aim of improving healthcare and healthcare delivery around the world. The Conference is organised by the Association for Medical Education in Europe (AMEE).

Website: [www.ottawaconference.org](http://www.ottawaconference.org)

**14<sup>th</sup> Western Pacific Congress on Chemotherapy & Infectious Diseases (WPCCID 2014): November 2014 (3,000 delegates)**

Hosted by the Malaysian Society of Infectious Diseases and Chemotherapy (MSIDC) with the Western Pacific Society of Chemotherapy, the Congress will be returning to Malaysia for the third time since 1989. The WPCCID 2014 will see experts in the field of chemotherapy and infectious diseases explore issues of growing concern and have significant impact on global public health particularly in the Western Pacific region.

Since the Kuala Lumpur Convention Centre's opening in June 2005 to December 2008, it has been the venue of choice for more than 1,800 events, which generated more than RM 1.8 billion (EUR 0.38 billion, USD 0.49 billion, AUD 0.67 billion) in economic impact to the city.

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**NOTE TO EDITORS**

**About the Kuala Lumpur Convention Centre**

The Kuala Lumpur Convention Centre (the Centre) is a component of the Kuala Lumpur City Centre (KLCC) and is managed and operated by Convex Malaysia Sdn Bhd, a joint-venture company between KLCC (Holdings) Sdn Bhd and AEG Ogden Pty Ltd, Australia.

The Centre, comprising of two auditoria (seating 3,000 and 500 respectively), 9,710 sq metres of Exhibition Halls, a Grand Ballroom which seats 2,000 diners, a Banquet Hall for 500, a Conference Hall for 1,800 and 20 other meeting rooms, providing 20,059 sq metres of function space in the heart of Kuala Lumpur.

A winner of numerous awards including the TravelWeekly (Asia) Industry Awards 2007 and 2008 and CEI Industry Award 2009 for best convention and exhibition centre in Asia, the Centre is a wholly-owned facility of Kuala Lumpur Convention Centre Sdn Bhd which in turn, is owned by KLCC (Holdings) Sdn Bhd, a wholly-owned subsidiary of Petroliam Nasional Berhad (PETRONAS).

The Centre has ISO 9001, ISO 22000 and OHSAS 18001 certifications and achieved Green Globe Benchmarked status (environment) and Hazard Analysis and Critical Control Points Certification (HACCP) recognition, the international food safety system for international convention facilities and five-star hotels.

May, 2009