

Press Release

POSITIONING MALAYSIA AS ASIA'S BUSINESS EVENTS HUB

MyCEB's new branding campaign bolsters country's global standing in the business events industry



The key visual for the launch advertisement

Barcelona, 29 November 2011 – The Malaysia Convention & Exhibition Bureau (MyCEB) today unveiled the country's new branding campaign and tagline which reinforces its evolving business and embraces the positioning of Malaysia as Asia's business events hub.

Created to convey Malaysia's value propositions for business events, the global launch of the campaign at EIBTM also coincides with the introduction of MyCEB's new website and a uniquely designed Quick Response (QR) Code to the European meetings market.

According to Dato' Dr James Dawos Mamit, Deputy Tourism Minister Malaysia, "The new tagline, 'Malaysia – Asia's Business Events Hub' encompasses our aim to communicate Malaysia's proposition as a gateway to Asia– where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings. Malaysia is increasingly becoming a first port of call for international organisations wanting to engage with Asia through business events, due to its positioning as a microcosm of Asia and it is also an easy place to do business."

Strategically located between the booming economies of China and India, Malaysia has always been the place to meet and do business for the past 600 years, which continues on to this day. The Arabs, Chinese, Indians and Europeans have long appreciated Malaysia's position as the nexus for trade which resulted in the assimilation of cultures, customs and lifestyle. This infusion makes Malaysia truly Asia, dynamic and progressive country. These are the inspiration and rationale of the new brand direction, capturing the spirit of Malaysia's past and taking it into modern Malaysia.

Malaysia's strength in engaging with new and emerging economic centres lies in its rich historical links with China, India and the Middle-East while simultaneously enhancing ties with the West.

"The strategic changes are instituted to clearly define and communicate Malaysia's business event proposition for the international and regional markets. It is also pertinent that the new campaign supports Tourism Malaysia's world renowned tagline – Malaysia Truly Asia, but with a business spin," Dato' Dr James Dawos Mamit continued.

The launch of the new brand campaign was seen as timely with MyCEB planning a more progressive approach towards achieving its mission of positioning Malaysia as Asia Pacific's top five meeting destinations by year 2020.

Speaking to a group of media at the international launch, Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB said, "We have lined up a series of strategic communication initiatives to actively pursue MyCEB's target markets including international and regional associations plus meeting and incentive planners. The brand proposition will be applied in all MyCEB's core programmes including trade advertising, website, editorials, trade shows and promotions. Industry partners are also encouraged to carry the brand message in their sales and marketing programmes overseas."

Formed in 2009, MyCEB has been committed to fulfilling its role to further strengthen Malaysia's brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. The business events industry was recognised in Malaysia's Economic Transformation Programme (ETP) Roadmap as one of the Entry Points Project to establish Malaysia as a developed nation by year 2020.

Please access the following links to view

Brand launch video : <http://tinyurl.com/6tsfkug>

Latest advertisement visuals : <http://tinyurl.com/735szkv>

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) 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.

As a measure to further develop the international events industry, MyCEB has launched a specialist unit known as the International Events Unit (IEU) which focuses on identifying and supporting international event bids including sports, art and culture and lifestyle events. The IEU's goal is to identify and assist homegrown events with the potential to attract international publicity and international attendances.

For more information, please visit www.myceb.com.my

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