
Press Release

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MALAYSIA WINS BEST STAND DESIGN OVERALL AWARD AT EIBTM 2010

- The Malaysian Pavillion Scored on Practicality, Strong Branding and an Inviting Ambience



Mr Zulkefli Hj Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau (MyCEB) (right) and Graeme Barnett, EIBTM Event Director (left) flanked by the Malaysian performers at the award presentation ceremony during EIBTM

Kuala Lumpur, 17 December 2010 – Malaysia took home the top honour for winning the Best Stand Design Overall award at the recent EIBTM¹, The Global Meetings & Events Exhibition held in Barcelona, Spain.

The EIBTM Stand Awards were created to recognise and acknowledge the brightest, busiest and best stands at this year's show. There were eight categories scored by independent judges who visited over 300 stands from 90 countries before selecting the best in each category.

"The Malaysian stand design was based on a contemporary interpretation of Malaysia using the iconic PETRONAS Twin Towers as the central structure and the four corners of the stand for live performances depicting the unique blend of Malay, Chinese, Indian and Indigenous cultures. The performances along with the traditional 'teh tarik' tea-pulling demonstration by champion Meor proved to be a crowd pleaser," said head of delegation, Mr Zulkefli Hj Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau.

Malaysia's cultural diversity is one of the country's greatest attributes for facilitating business events that must cater for a global audience.

Summing up perfectly Malaysia's award-winning stand, Rob Allen, Chief Executive of experimental marketing and events agency TRO said, "The judges applauded this stand because it delivered against a combination of clear-cut practical factors and attractive, emotional notes. The stand stood out predominantly through its clear, high level branding and strong reference to the PETRONAS Twin Towers. The central space accommodated small meetings, a discreet circular space for larger presentations and hospitality. The delegate seating plan was prominently signed. The environment was made very inviting through attractive finishing touches with fabrics, textures and lighting.

"Finally, the four corners of the space were dramatised through a small stage effect where performers dressed in national costumes engaged with visitors, answering questions and even demonstrating the traditional game of 'congak'."

Mr Zulkefli continued, "The recognition given by the independent judges testified to the success of our stand's design, effectiveness and the unique multi-cultural experience offered to visitors at the Malaysian pavilion."

Led by the Malaysia Convention & Exhibition Bureau (MyCEB), this year's EIBTM saw participation from 14 Malaysian industry partners.

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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 one-stop centre to assist meeting and event planners to bid for and stage regional and international business tourism events in Malaysia and act as a conduit for national product development.

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ⁱ EIBTM is one of the world's leading global meetings and incentive exhibition held in Barcelona, Spain annually. The three-day event attracted over 8,395 people plus 3,125 exhibiting companies from 90 countries.