



MEDIA RELEASE

KL CONFIRMS 28 MICE EVENTS THIS YEAR

Some 28 conventions have been confirmed this year to take place between 2009 and 2014, estimated to bring in more than 16,000 delegates to the country's capital city Kuala Lumpur.

The MICE events, secured by Kuala Lumpur Convention Centre (the Centre), range from medical, science and technology to Islamic finance, and are expected to boost Malaysia's rising reputation as one of Asia's leading meetings, incentives, conferences and exhibitions (MICE) destinations.

Among the 28 conventions scheduled to be held in Malaysia are:

- 6th World Islamic Economic Forum (WIEF) 2010 (*2,000 delegates*)
- World Engineering, Science and Technology Congress 2010 (*1,000 delegates*)
- 67th Malaysia Dental Association Scientific Convention 2010 (*1,000 delegates*)
- 22nd Pacific Science Congress 2011 (*1,000 delegates*)
- 14th Western Pacific Congress on Chemotherapy & Infectious Diseases (WPCCID) 2014 (*3,000 delegates*)

According to Datuk Peter Brokenshire, General Manager, Kuala Lumpur Convention Centre, "It is indeed heartening to note that, despite the global

economic scenario and increasing competition, international and regional meeting planners continue to consider and choose Malaysia and Kuala Lumpur as the destination for their important events.”

Datuk Mirza Mohammad Taiyab, Director-General of Tourism Malaysia said, “Malaysia’s tourism industry partners’ collaboration in attracting more MICE events has elevated Malaysia’s stature as a world-class destination among the international conventions, exhibitions and meetings community.” He was referring to Team Malaysia, Tourism Malaysia, Malaysia Convention and Exhibition Bureau (MyCEB), Malaysia Airlines (MAS), Malaysia Airports Holdings Berhad, the state tourism action councils, hoteliers and MICE venue operators, for promoting Malaysia as a value-for-money destination for business tourism, complemented by excellent infrastructure, a wide range of pre- and post-tour options and of course, professional world-class services.

Tourism Malaysia has drawn up a series of promotional programmes annually with a focus on participating in MICE trade fairs worldwide, roadshows to selected markets as well as hosting of international association and corporate executives.

Besides that, Tourism Malaysia has developed the *Meet & Experience* campaign to showcase Malaysia’s attraction as a top venue for meetings, incentives, conventions and exhibitions. This campaign, which combines the resources of Tourism Malaysia, the government and MICE industry partners, will be continued, to offer the latest products and incentives to potential event organisers at favourable prices.

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