



Press Release

MyCEB TO LEAD 27 MALAYSIAN INDUSTRY PARTNERS TO AIME 2012

- ***Malaysia will woo attendees of world's premier industry event with new offerings and unique cultural experience***

Melbourne, 20 February 2012 – Things are in full gear as Malaysia Convention & Exhibition Bureau (MyCEB) leaves for Australia leading an enthusiastic group of 27 Malaysian industry partners to the 20th Asia Pacific Incentives & Meetings Expo (AIME) in Melbourne from 21 - 22 February 2012.

Fresh from launching its new tagline, “Malaysia – Asia’s Business Events Hub” and armed with a more user-friendly website (www.myceb.com.my), MyCEB has announced that this year’s encouraging number of participation will promote new networking opportunities for global AIME attendees. With new initiatives and incentives, the Malaysian team is all set to woo attendees to discover Malaysia’s exotic incentive offerings, where “For 600 years, adventurers have been coming to Malaysia for a change of pace. And now, it’s incentive participants for the sheer adrenaline rush of the exotic”.

Another interesting aspect this year for MyCEB is its new booth design with visuals of its new brand and taking on the fireworks and nature pattern known as ‘Kelarai Bunga Api’. The abstract motif is a traditional Malay design used by mengkuang (a species of the pine) weavers in Malaysia and is a popular craft among village women. The motifs, which have their source in Malaysian flora and fauna, were arranged and carefully woven into intricate and beautiful patterns.

During the two days event, MyCEB will showcase its Malaysian Cultural Experience with pocket activities depicting the diversity in its culture. The activities will include experts in rattan weaving, traditional Chinese calligraphy, making of Indian flower garlands and the crafting of ‘kasut manik’ or beaded slippers.

“We hope that the attendees of AIME 2012 will visit the Malaysian Pavilion at booth number 4724 and 4732 of the Melbourne Convention & Exhibition Centre, and experience the world famous Malaysian hospitality. I am very sure that we could accommodate to any of your requests and make your event in Malaysia the real incentive Asian experience” said Ho Yoke Ping, General Manager – Sales & Marketing of MyCEB.

This year will also see the participation of new industry partners and state tourism bureaus – a clear testament to the country’s efforts to further improve and develop its business events industry. Amongst the new exhibitors are:

Langkawi Development Authority (LADA)

LADA was officially established on March 15, 1990 to plan, promote and carry out development on the world-famous island of Langkawi. Listed by Condé Nast Traveler as one of the top ten island destination in the world for 2011, Langkawi is an archipelago made up of 99 islands on Malaysia’s west coast - a mystical island of jungle-covered mountains, lakes, caves and waterfalls, swathed with legends of romance and mystery. The government of Malaysia has also declared the entire Langkawi island as a duty free zone and all goods sold in this island are exempted from government tax. Declared as the first geopark island in Malaysia and Southeast Asia, Langkawi has its own international airport and can easily be reached via sea and air.

Penang Global Tourism

Penang Global Tourism is the state tourism bureau set up to work with key tourism players to promote the state through better forged ties, reliable data as well as synergistic activities. A fascinating fusion of the East and West, Penang embraces modernity while retaining its traditions and old world charm. These are reflected in its harmonious multiracial populace and well-preserved heritage buildings which led to George Town being accorded a listing as a UNESCO World Cultural Heritage Site recently. Long regarded as the food capital of Malaysia, Penang also entices visitors with its beautiful coasts and scrumptious cuisines.

Tourism Melaka

Tourism Melaka is the state tourism bureau set up to work with key tourism players to promote the enchanting Melaka (Malacca). Dubbed the historic state, Melaka is the third smallest Malaysian state with rich historical and culture offerings. On July 7, 2008, Melaka was bestowed by UNESCO with the title ‘World Heritage Site’ due to its distinctive identity. Malacca has been listed by influential The New York Times as one of the 45 places to visit this year. “With its lantern-lighted canals and silent, narrow streets lined with decades-old ornate temples and shophouses, few places in South-East Asia conjure romantic images of the past as effectively as Malacca,”

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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.

In November 2011, MyCEB unveiled its new 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.

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

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