

Press Release


FOR IMMEDIATE RELEASE


MyCEB STRENGTHENS ITS TEAM

- MyCEB Announces Key Appointments Across All Business Units

Kuala Lumpur, 28 September 2010 – The Malaysia Convention & Exhibition Bureau (MyCEB) has recently strengthened its team with key appointments across all business units, to support its commitment to further develop Malaysia’s profile as the preferred meetings destination globally.

Joining MyCEB’s team of professionals are:

	<p><u>Sales Manager, Corporate & Incentives</u></p> <p>Ms Annie Tay has an established background of eight years in the meetings industry including her last appointment with the Kuala Lumpur Convention Centre. With her forte in sales and yield management, Ms Tay will be focusing on the management and implementation of sales programmes to secure corporate and incentive meetings for Malaysia.</p>
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	<p><u>Sales Manager, Associations</u></p> <p>Appointed as the Sales Manager for associations market, Ms Yushiza Mohd Yusof will concentrate on sales promotions, convention bidding and securing international associations meetings for Malaysia. A highly dynamic and committed professional, Ms Yushiza brings with her significant experience in business events and association management, including the past 10 years with an international professional conference organiser.</p>
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Industry Services Manager

Ms Shazalina Ghazalli will be responsible for spearheading initiatives to enhance MyCEB's relationship with industry players, including the Industry Partners Programme, to be launched by year-end. Her key emphasis will be on maximising collaborative marketing and sales efforts with the industry. Prior to this, Ms Shazalina was involved in promoting Malaysia for meetings and tourism under Tourism Malaysia.



Marketing Services Manager

Mr Mohd Adli Shafri's role will focus on the development and management of MyCEB's sales and marketing tools, which includes web development, e-marketing and marketing collateral. Joining from Kuala Lumpur Convention Centre, Mr Mohd Adli specialises in marketing management for the meetings industry.



Event Services Manager

The Event Services Manager will be responsible for the management and implementation of MyCEB's event support programme. This includes providing meeting planners with local knowledge and expertise and coordinate on-site support for business events.



Mr Roslan Rahim and Ms Putri Sharizad Tengku Mustapha, each with more than 15 years of experience in destination marketing and business events have been appointed as Event Services Managers for MyCEB.

Mr Roslan will be supporting events from the ASEAN countries, India and Middle East whereas Ms Putri Sharizad will be servicing events from Europe, USA, Australia and New Zealand plus China.



Public Relations Manager

Appointed as the Public Relations Manager for MyCEB, Ms Phang Wei Yin's role will focus on the development and management of MyCEB's media and publicity programmes to position Malaysia as a premier meetings destination globally. Ms Phang's professional background includes over four years of experience in marketing and communications in the meetings industry.

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For more information and hi-resolution images, please contact:

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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 events brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A non-profit organisation, MyCEB serves as a one-stop shop to assist meeting and event planners to bid for and stage regional and international business events in Malaysia and act as a conduit for national product development.

SEPTEMBER 2010