



MEDIA RELEASE

MEET & EXPERIENCE MALAYSIA

Malaysia is fast emerging as a choice destination for international conventions and exhibitions in this part of the world. This is proven by a remarkable 22 per cent growth in total conference arrivals in 2007. Its growing appeal to convention and exhibition organisers is not surprising in view of the country's easy connectivity from most parts of the world.

In the past five years, convention centres and their supporting trades have shown acute growth especially in major Asian capitals, and Malaysia is no exception. Realising the importance and potential of the MICE sector in boosting our arrivals and revenue, Malaysia is moving swiftly to capture a greater share of the international MICE market. This is facilitated by the existing supply situation in the country as many new convention centres and world-class hotels have come on-stream to cater to the growing demand.

As a MICE destination, Malaysia is an attractive choice due to its strategic geographic location, modern integrated infrastructure, political stability, favourable exchange rates, state-of-the-art meeting and conference facilities, and accessibility, complemented by a wealth of natural and cultural pursuits. These contribute towards Malaysia's competitive edge against other countries in the region.

The rapid development of conference and meeting facilities in Malaysia has enhanced its popularity as an ideal conference venue. Besides having world-class MICE venues throughout the country such as the state-of-the-art Kuala Lumpur Convention Centre, the Putrajaya Convention Centre, and Putra World Trade Centre, many major hotels also offer excellent MICE facilities.

Beyond Kuala Lumpur, other convention and exhibition centres of international standards include the Sarawak Convention and Exhibition Centre, Mahsuri International Exhibition Centre and Persada Johor International Convention Centre.

For a venue up in the highlands, the Genting International Convention Centre offers a cool and comfortable ambience all year round. Its world-class accommodation, entertainment and theme parks present delegates with an integrated business and leisure experience.

The various awards that Malaysia received have added to the country's appeal as a MICE destination. International recognition such as the Travel Weekly (Asia) Industry Awards 2007 for the Best Brand Campaign and Best Ecotourism Destination speaks for Malaysia's efforts in promoting itself as an attractive top-of-mind destination.

Another example is the Best Marketing Award 2008 that the Sarawak Convention Bureau team clinched at the 47th ICCA Congress, beating the other two finalists namely Salt Lake City and Liverpool. The Kuala Lumpur Convention Centre has also garnered several accolades such as the TravelWeekly (Asia) Industry Awards' – Best Exhibition and Convention Centre in Asia – for 2007 and 2008, and the BrandLaureate Awards 2007-2008 for brand excellence in Product Branding – Convention Centre.

Malaysia's capability in hosting international and regional events is proven by its impressive track record, which include the hosting of the 11th Asian Pacific Congress of Nephrology (ACPN) 2008, 4th CINP Pacific-Asia Regional Meeting 2008, the 5th International Convention of Asia Scholars (ICAS5) 2007, 3rd International Congress of the Asia Pacific Society of Infection Control 2007, and Microsoft Tech Ed 2007 South East Asia, to name a few.

As a MICE venue, Malaysia is truly about choice. The various unique attractions throughout the country offer a choice of exciting pre- and post-event tour programmes. There is a wide selection of international standard hotels and resorts offering warm and hospitable services. Renowned spas and wellness centres are also available for delegates who seek relaxation. As for cuisine, Malaysia serves up a multicultural and international gourmet fare that will definitely be well remembered.

Malaysia is a melting pot of unique traditions, practices and cultures that encapsulates the true meaning of 'Malaysia Truly Asia', making any MICE event here truly memorable.

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