
Press Release

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LET'S MEET AND GREEN IN MALAYSIA

- Business Tourism Delegates Can Now Contribute to Greening Malaysia

Kuala Lumpur, 9 November 2010 – Delegates attending business tourism¹ events in Malaysia can now do their share for the environment by participating in the country's first ever environmental programme for business tourism. Aptly named the Malaysia Business Tourism Green Programme, this initiative is spearheaded by the Malaysia Convention & Exhibition Bureau (MyCEB).

The Malaysia Business Tourism Green Programme was launched in support of the government's commitment to offset carbon emissions by 40 percent by year 2020 and in line with the Ministry of Tourism's '1Malaysia Green, 1Malaysia Clean' campaign.

The programme was officiated by YBhg Dato' Dr Ong Hong Peng, Secretary-General of Ministry of Tourism on behalf of the Minister of Tourism, YB Dato' Sri Dr Ng Yen Yen in a symbolic tree planting ceremony at the Kuala Lumpur Convention Centre.

"The programme operated on the simple premise whereby the participating event's delegates are given the opportunity to contribute a minimum USD10 (RM31) as part of event registration. Contributions collected will be channelled to the Forest Research Institute Malaysia (FRIM)'s tree planting activity which was readily established," said YB Dato' Sri Dr Ng.

¹ Business tourism refers to Meetings, Incentives, Conventions and Exhibitions (MICE)

“For a convention of 3,000 delegates and a donation of USD10 per delegate, even if only 30 percent of the delegates choose to contribute, FRIM would be able to plant more than 270 trees in the event’s name.

YB Dato’ Sri Dr Ng added that “even the smallest contribution can make a positive difference in leaving an ongoing environmental legacy in Malaysia by preserving, conserving and protecting nature”. She further urged meeting planners and event organisers to participate in the programme and to encourage event delegates to join in the efforts to green the earth in conjunction with their meetings and events in Malaysia.

The first major international congress supporting the programme is the 18th World Congress of Accountants 2010, hosted from 8 to 11 November in Kuala Lumpur. The Congress is expected to attract 6,000 delegates, making it the largest international congress in Malaysia for the year.

The Malaysia Business Tourism Green Programme is under the purview of MyCEB, the country’s one-stop centre to assist meeting and event planners to bid for and stage regional and international business tourism events in Malaysia. MyCEB aims to develop and position Malaysia as one of the world’s leading meeting, incentive, convention and exhibition destinations.

Also present at the event were MyCEB Chief Executive Officer, Mr Zulkefli Hj Sharif, local industry partners and representatives from Tourism Malaysia and Malaysian Institute of Accountants.

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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 events in Malaysia and act as a conduit for national product development.

NOVEMBER 2010