
Press Release

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MALAYSIA'S POSITIONING AS CHAMPION AMONGST EMERGING ECONOMIES KEY TO BID SUCCESS

–MyCEB to Present Malaysia's Credentials at AIBTM Baltimore 2011

Baltimore, 22 June 2011 – Strategically located in the heart of South East Asia between the two booming economies of China and India coupled with its multi-cultural diversity and excellent value for money¹, Malaysia offers a compelling proposition for North American associations as well as other global associations who aim to connect with Asia and increase their profile in the world's largest region.

Malaysia's strength in engaging with new and emerging economic centres lies in its rich historical links with China, India and the Middle-East while simultaneously enhancing ties with the West.

Leading the Malaysian team to the AIBTM, the Americas Meetings & Events Exhibition 2011, Ms Ho Yoke Ping, General Manager – Sales & Marketing, Malaysia Convention & Exhibition Bureau (MyCEB) said, "Our recent success in securing international meetings is supported by Malaysia's positioning as a role model among emerging economies and as Asia's education hub. Hosting a meeting in Malaysia meant international associations can use the opportunity to engage with their Asian counterparts, raise their association profile and create interest in their respective fields in this region of four billion people.

"As outlined in the national Economic Transformation Programme (ETP), Malaysia aims to become a high income and developed nation by year 2020. Investments in key economic areas including medical sciences, technology, oil and gas and education are expediting progress and advancements for the country in the respective fields. This has provided us with the perfect opportunity to

¹ The World Economic Forum's Travel and Tourism Competitive Index 2011 ranks Malaysia as the world's fourth most price competitive country. The UBS Price & Earnings Report 2009 rated Kuala Lumpur as having the most competitive hotel rates in Asia.

strengthen our international networks and engagements – which is vital through conferences,” Ms Ho continued.

As Ms Anouk Rey, Conference Director, International AIDS Society attested, “Hosting the International AIDS Conference in Malaysia in 2013 will not only be attractive to our delegates in terms of destination (touristic aspects, value for money) but it is also centrally located in Asia to attract HIV professionals from neighbouring countries.

“We are very impressed by the Malaysian government’s commitment to provide free HIV treatment to all Malaysians in need of antiretroviral therapy. It underscores our interest in bringing the conference to Malaysia so that our colleagues from around the world can learn from such best practice,” Ms Rey continued. Malaysia will be hosting the 7th International Aids Society (IAS) HIV Conference in Pathogenesis, Treatment and Prevention with 5,000 delegates in 2013.

With over 20 percent of international associations based in North America, MyCEB’s initiative to grow its presence in the market is viewed as a timely step in the right direction and is a significant market for Malaysia to tap into.

“We will participate in two major tradeshows in the USA this year, namely AIBTM and IMEX America. We are currently upgrading our sales and marketing efforts to target associations in the market as well as looking at appointing sales representation in North America. In addition, a subvention programme worth USD8 million has been developed to attract international association meetings to Malaysia,” added Ms Ho.

Joining MyCEB at AIBTM is the Kuala Lumpur Convention Centre. Datuk Peter Brokenshire, General Manager commented, “As one of the country’s leading business tourism facilities, the Kuala Lumpur Convention Centre has always enjoyed a cordial relationship with USA-based clients and Malaysia-based USA companies. We look forward to expanding these links as more international event organisers get acquainted with Malaysia’s multi-cultural diversity and extensive business tourism offerings and hopefully, decide to come and experience for themselves Malaysian hospitality”.

Malaysia is currently ranked one of the world’s top 10 friendliest destinations according to a HSBC survey (2011) and ranked the second most peaceful nation in Asia in the Global Peace Index 2011.

Meeting planners and delegates can truly experience Asia through Malaysia’s blend of the vibrant cultures of Asia’s three major races: Malay, Chinese and Indian plus 47 ethnic groups.

Malaysia has a well-established track record and reputation in hosting successful meetings organised by USA-based associations. This include the 18th World Congress of Information Technology 2008 (3,300 delegates) and 18th World Congress of Accountants 2010 with over 6,000 delegates – both attracted a record attendance.

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB is a non-profit organisation established by the Ministry of Tourism Malaysia to further strengthen the country's business tourism brand for the international meetings, incentives, conventions and exhibitions (MICE) market. As a central hub to assist meeting and event planners to bid for and stage regional and international business events in Malaysia, MyCEB also acts as a conduit for national product development. MyCEB's goal is to improve Malaysia's ranking as an international meetings destination within ICCA² and to grow international business tourism arrivals to Malaysia.

JUNE 2011

² ICCA is the International Congress and Convention Association