



***For Immediate Release***

# Press Release

## **LEADING EXPERTS IN WOMEN MATERNAL MATERNITY ISSUES TO MEET IN MALAYSIA IN 2013**

- ***Malaysia's ongoing effort to improve women's health globally recognised***

**Kuala Lumpur, 10 May 2012** – Malaysia is increasingly being selected as the choice destination for international meetings which is firmly supported by its positioning as the gateway for global associations to connect with the world's largest region.

Representing the many cultures of Asia in a safe and politically stable environment in the heart of South East Asia, Malaysia provides a compelling setting for 3<sup>rd</sup> Global Women Deliver Conference 2013 that brings together views from around the world to call for action against maternal deaths. Its mission is to work globally to generate political commitment and financial investment for fulfilling Millenium Development Goal 5<sup>1</sup> which is to reduce maternal mortality and achieve universal access to reproductive health.

Organised by the Women Deliver headquartered in New York, United States of America, Malaysia is the first Asian country to be given the honour to host this landmark conference. It is expected to attract 5,000 delegates and generate an estimated RM47.4 million in economic impact. The groundbreaking conference which was launched in 2007 was previously held in London and Washington.

<sup>1</sup> [http://www.who.int/topics/millennium\\_development\\_goals/maternal\\_health/en/index.html](http://www.who.int/topics/millennium_development_goals/maternal_health/en/index.html)

Supported by Malaysia Convention & Exhibition Bureau (MyCEB), Malaysia was chosen to be the host country due to its status as a fast growing democratic and liberal progressive country with stability and sound socio economic and developmental policies. Malaysia is also noted for its efforts to improve women's health and reduce maternal mortality as a national initiative and a national priority long before the international agencies called for attention to lower maternal mortality.

Announcing the country's bid success, Datuk Dr. Raj Karim, Consultant of Women Deliver said, "The selection of Malaysia as the destination for the conference was based on the government's commitment to improve health of its people. Malaysia is internationally recognised for its comprehensive and well planned health care system reaching out to remote rural populations and providing free or affordable health care across all ages. In fact, Malaysia has one of the best primary health care service delivery systems in the region or even globally".

"With this conference, Malaysia will have an opportunity to share its experience with other lesser developed countries with high maternal mortality and learn of new advances and modern technology that can save women's lives and improve their health. Further, the conference could also provide a platform for participating countries to share their experiences on elimination of poverty, empowerment of women and education of girls which are crucial to improving women's health", continued Datuk Dr. Raj.

For more information about the 3<sup>rd</sup> Global Women Deliver Conference, please visit <http://www.womendeliver.org/>

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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 business events 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 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.

As reflected in the newly coined business events tagline, 'Malaysia – Asia's Business Events Hub', it communicates Malaysia's proposition as a gateway to Asia for meetings. Owing to its stature as an Asian microcosm, Malaysia is increasingly becoming a first port of call for international meetings and associations wanting to engage with Asia – the world's largest and fastest growing economic region.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

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