

Press Release

TO BE EMBARGOED UNTIL 11 SEPTEMBER 2012

MALAYSIA – ASIA LIKE NEVER BEFORE

- ***MyCEB's second roadshow to China unveils brand new corporate incentive campaign and re-launch of Malaysia Twin Deal Programme***

Beijing, 11 September 2012 – Following the resounding success and overwhelming response of its first roadshow in China last year, Malaysia Convention & Exhibition Bureau (MyCEB) has again taken the initiative to conduct its second business events roadshow to the world's most populous country. Held in conjunction with its participation in the China Incentive, Business Travel and Meetings Exhibition (CIBTM) scheduled to be held at the China National Convention Centre, Beijing from 12 – 14 September 2012, the roadshow targets local industry players, especially Chinese meeting planners and incentive agents.

The highlight of this year's roadshow is the unveiling of MyCEB's new brochure "**Malaysia – Asia like Never Before**" for the Chinese corporate and incentive market. The spanking new brochure, focusing on 'Theme Events & Experiences', 'Team Building', 'Corporate Social Responsibility' and 'Unique Venues', provides creative ideas on each product which is essential for corporate and incentive planners. The English version will be launched by end of the month, and includes an integrated digital and print campaign. The campaign targets specifically the corporate and incentive market and is set to introduce a wide range of unique and exciting new experiences in Malaysia.

In line with the roll-out of the new brochure, MyCEB also introduce an updated Malaysia Twin Deal (MTD) Programme for China and Hong Kong. The MTD Programme, which was first launched in China last September, 'booked' more than 13,000 participants from China and has since been launched in other potential countries such as Korea, Taiwan, Hong Kong, Europe and India based on this amazing success.

Mr. Zulkefli Hj. Sharif, Chief Executive Officer, MyCEB will lead a delegation 10 industry partners from Malaysia during the roadshow which will cover three main cities namely, Beijing, Shanghai and Guangzhou. Besides the planned seminar and table top sessions, there will be an array of other mini cultural activities to showcase Malaysia including traditional cultural performances, batik drawing (or 'canting'), henna painting, Chinese knots and lantern making demonstration - reflecting the unique diversity of Malaysian cultures.

"When we successfully launched the MTD Programme in China last year, we knew we would be coming back to this country. The decision to make China the first stop to launch the new **'Malaysia – Asia like Never Before'** brochure is to further emphasize the importance of the China corporate and incentive market for Malaysia" said Mr. Zulkefli Hj. Sharif, Chief Executive Officer, MyCEB.

"The campaign reflects the spirit and essence of Malaysia as a whole – a true microcosm of Asia. It aims to promote our best destinations, theme activities, unique venues, incentive ideas and also Corporate Social Responsibility (CSR) programme for your clients. If you are looking to 'wow' your clients, look no further because Malaysia is the place to be. And, with so many direct flights between China and Malaysia, getting to Malaysia has never been easier", he adds.

With the endorsement of a new corporate and incentive campaign and a successful MTD Programme, MyCEB is looking forward to receive more business tourists from China to the country. The MTD programme are valid only for corporate and incentive groups from China and Hong Kong. All confirmed bookings for the MTD programme must be made between 10th September 2012 to 30th June 2013 and group arrivals are before 31st December 2013.

To know more about Malaysia's Twin Deal, meeting planners and incentive agents are invited to contact MyCEB on Tel +603 2034 2090 or Email sales@myceb.com.my

###

For more information, please contact:

International Enquiry:

Ms Ho Yoke Ping

General Manager, Sales and Marketing

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090

• Fax: +603 2034 2091

• Email: pingho@myceb.com.my

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 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 International Congress and Convention Association (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.

In November 2011, MyCEB unveiled its new tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit www.myceb.com.my

September 2012