



KUALA LUMPUR
CONVENTION CENTRE

PRESS RELEASE

1 December 2009

CONVENTIONS END ON A HIGH NOTE FOR KUALA LUMPUR CONVENTION CENTRE

Kuala Lumpur, 1 December 2009 – The Kuala Lumpur Convention Centre (the Centre) has clinched a total of 28 conventions this year, adding more events to its growing business tourism portfolio; ranging from the medical, science and technology to Islamic finance. These conventions will further boost Malaysia's rising reputation as one of Asia's leading meetings, incentives, conferences and exhibitions (MICE) destinations.

The 28 conventions are expected to bring in more than 16,000 delegates to the country's capital city Kuala Lumpur between 2009 and 2014. These include:

- 6th World Islamic Economic Forum (WIEF) 2010 (2,000 delegates)
- World Engineering, Science and Technology Congress 2010 (1,000 delegates)
- 67th Malaysia Dental Association Scientific Convention 2010 (1,000 delegates)
- 22nd Pacific Science Congress 2011 (1,000 delegates)
- 14th Western Pacific Congress on Chemotherapy & Infectious Diseases (WPCCID) 2014 (3,000 delegates)

According to Datuk Brokenshire, General Manager, Kuala Lumpur Convention Centre, "It is indeed heartening to note that, despite the global economic scenario and increasing competition, international and regional meeting planners continue to consider and choose Malaysia and Kuala Lumpur as the destination for their important events.

He attributed this to the ongoing joint efforts of Team Malaysia, comprising Tourism Malaysia, Malaysia Convention and Exhibition Bureau (MyCEB), Malaysia Airlines (MAS), Malaysia Airports Holdings Berhad, Kuala Lumpur City Hall (DBKL) and the Centre, for promoting Malaysia and Kuala Lumpur as a value-for-money destination for business tourism, complemented by excellent infrastructure, a wide range of pre- and post-tour options and of course, professional world-class services.

Datuk Brokenshire added, “Committed to being ahead of the times, 2009 marks a year of innovation for the Centre. We launched the ‘We Have A Deal For You’ campaign to cater for different budgets, size and types of functions in response to the economic situation.”

The Kuala Lumpur Convention Centre has also made Malaysia proud with prestigious accolades like the CEI Industry Awards 2009’s ‘Asia’s Best Convention and Exhibition Centre’ and ‘Asia’s Best MICE Sales Team (joint third) and winning Gold for ‘Best Marketing Campaign’ and Silver for ‘Best Use of Budget’ at the Meetings Industry Marketing Awards (MIMA) 2009 held in London. On the home front, the Centre was the only recipient from the hospitality industry to be presented the ‘Prominent Company’ Award 2009 at the inaugural Malaysia Independence Award 1957 for its contribution towards building the country’s reputation as a preferred destination for meetings and exhibitions.

The Kuala Lumpur Convention Centre’s success to date reaffirms its stature as a world-class destination among the international conventions, exhibitions and meetings community.

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NOTE TO EDITORS

About the Kuala Lumpur Convention Centre

The Kuala Lumpur Convention Centre (the Centre) is a component of the Kuala Lumpur City Centre (KLCC) and is managed and operated by Convex Malaysia Sdn Bhd, a joint-venture company between KLCC (Holdings) Sdn Bhd and AEG Ogden Pty Ltd, Australia.

A winner of numerous awards including the TravelWeekly (Asia) Industry Awards 2007 and 2008 and CEI Industry Award 2009 for best convention and exhibition centre in Asia, the Centre is a wholly-owned facility of Kuala Lumpur Convention Centre Sdn Bhd which in turn, is owned by KLCC (Holdings) Sdn Bhd, a wholly-owned subsidiary of Petroliam Nasional Berhad (PETRONAS).

The Centre has ISO 9001, ISO 22000 and OHSAS 18001 certifications and achieved Green Globe Benchmarked status (environment) and Hazard Analysis and Critical Control Points Certification (HACCP) recognition, the international food safety system for international convention facilities and five-star hotels.

The Centre, comprising of two auditoria (seating 3,000 and 500 respectively), 9,710 sq metres of Exhibition Halls, a Grand Ballroom which seats 2,000 diners, a Banquet Hall for 500, a Conference Hall for 1,800 and 20 other meeting rooms, providing 20,059 sq metres of function space in the heart of Kuala Lumpur.

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