



KUALA LUMPUR  
CONVENTION CENTRE

## PRESS RELEASE

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### **MyCEB BODES WELL FOR 'TEAM MALAYSIA' EFFORTS**

- *Establishment of Malaysia Convention and Exhibition Bureau positive for country's business tourism*

Kuala Lumpur, 16 December 2008 – The Kuala Lumpur Convention Centre (the Centre) sees the fruition of a national convention body, the Malaysia Convention and Exhibition Bureau (MyCEB) as a positive move that bodes well for the country's business tourism industry. Launched by Minister of Tourism Malaysia, YB Dato' Sri Azalina Binti Dato' Othman Said at the Kuala Lumpur Convention Centre, MyCEB as a

one-stop centre will co-ordinate the needs of convention and exhibition organisers who want to bring their programmes and activities to Malaysia.

Commenting on the launch of MyCEB, Peter Brokenshire, General Manager, Kuala Lumpur Convention Centre said, "The formation of MyCEB is timely and crucial to strengthen Malaysia's position in the global arena.

"We believe that MyCEB, led by Encik Rosly Selamat will be a very valuable and important partner to the Centre in profiling Malaysia's business tourism offerings and in attracting international conferences, meetings and events to Malaysia through joint marketing initiatives."

Even before MyCEB was formed, the Centre had taken a 'Team Malaysia' approach by working cohesively with strategic partners such as Tourism Malaysia, Malaysia Airlines, Malaysia Airports Holdings Berhad (MAHB) and the Kuala Lumpur City Hall (DBKL) to actively promote the country, the city and in turn, the Centre as a preferred destination for business events.

"The Centre looks forward to continued collaboration and cooperation in partnership with Tourism Malaysia and MyCEB to further develop the business tourism industry in Malaysia. And ultimately, to improve the country's destination ranking as a premier conference and meetings destination," Brokenshire added.

Since 2005, Kuala Lumpur has maintained its top 20 ranking as a leading meeting destination globally, as reported by the International Congress & Convention Association (ICCA).

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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.

Winner of the TravelWeekly (Asia) Industry Awards 2007 and 2008's "Best Exhibition and Convention Centre in Asia" and the BrandLaureate Awards 2007-2008 for brand excellence in Product Branding - Convention Centre, 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 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, represents an investment of RM550 million (approximately USD146 million) and 20,059 sq metres of function space in the heart of Kuala Lumpur.

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