

Press release



MyCEB ADVANCES INTO CHINA MARKET

– MyCEB appoints Travel Link Marketing as representative office in China

••• Kuala Lumpur, 18 July 2013 – In tandem with the rapid growth of Malaysia’s business tourism sector, the Malaysia Convention & Exhibition Bureau (MyCEB) has carved another milestone with the opening of its representative offices in China. Travel Link Marketing (TLM) has been appointed as MyCEB’s representative in China with offices in three of the largest cities in China namely, Beijing, Shanghai and Guangzhou.

TLM, an established and notable marketing company is also planning to open a new office in Chengdu. With a strong local Chinese team who truly understands the goals and objectives of MyCEB, TLM possesses the full capacity and expertise of developing leads and providing extensive contact networks with the country’s business events stakeholders.

••• According to Mr Zulkefli Sharif, CEO of MyCEB, “We feel that this advancement into China, one of the largest economies in the world is in line with Malaysia’s growing business events industry. We look forward to working with TLM in this endeavour, which will be representing MyCEB starting from 1 July 2013. We are confident that this partnership will further assist MyCEB in our mission to position Malaysia as Asia’s business events hub.”

“We are pleased for the opportunity to represent Malaysia to the business events market in China. We appreciate the trust placed in us, and the team will work diligently and enthusiastically to secure many wins for Malaysia,” said Brenda He, Director of TLM.

The appointment follows MyCEB’s strategic plan for the business events industry’s expansion into China, solely focusing on the Great China region. MyCEB’s decision to increase its presence internationally is to build on its current success. The year 2012 witnessed MyCEB’s achievement in securing 26 association meetings to be held in the country over the next five years. With an estimated 35,482 delegates, approximately RM 359 million (USD 111.29 million, Euro 85.44 million) worth of economic impact would be generated from the successful bid wins. The year in review also saw MyCEB securing 109 corporate and incentive meetings for Malaysia, thus welcoming 25,604 delegates which will translate to an estimated RM 275.6 million (USD 85.44 million and Euro 65.32 million) in economic impact.

The appointment of TLM by MyCEB is also timely to assist the national bureau’s endeavour in supporting Tourism Malaysia’s Visit Malaysia Year 2014.

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism & Culture, 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 International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

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In November 2011, MyCEB unveiled its business events 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.

Malaysia Major Events, previously known as International Events Unit (IEU) is a division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

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

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