

Press release



MyCEB BACKS NATIONAL ASSOCIATIONS

- The Malaysia Convention & Exhibition Bureau (MyCEB) launches Association Development Programme to support local associations

Kuala Lumpur, 26 August 2013– The Malaysia Convention & Exhibition Bureau (MyCEB) recently launched its Association Development Programme (ADP). ADP aims to support the development of the nation's associations and their potential for hosting international conventions in Malaysia.

Under the ADP, members are entitled to a wide range of strategic initiatives put together by the Bureau. These efforts include Association Management Seminars, Conference Planning Seminars, bid support (financial and non-financial) and international engagements. Consisting of a series of educational platforms, these sessions offer training on a wide perspective for associations, from association management to bidding for international conferences. Prominent speakers from both local and international organisations are invited to provide insights into association best practices.

Speaking at the launch, Zulkefli Hj Sharif, CEO of MyCEB said, "We are constantly reaching out to local associations and keeping them informed of the importance and benefits of bringing an international conference to Malaysia. ADP is one of our latest initiatives and the response has been overwhelming with representation from Malaysia's national associations."

After the launch, the 2nd Association Dialogue Session followed, attended by 63 associations and facilitated by John Peacock from Association Forum Australia. Speakers featured during the session included; Dato' Abdul Rahman Othman of the Registry of Societies Malaysia Home Ministry; Ravinderjit Savinder Singh, Unit Head Investigation Division of Companies Commission of Malaysia; Lim Hong Eng of the Tax Treatment of Trade Association and Jeremiah R. Gurusamy of Arianti Dipendra Jeremiah.

With a wide range of topics including setting up associations in Malaysia to Governance and Legal Frame Work, the session also included Open Forums for active interaction between participants.

As Zulkefli comments on the session, "Last year, we had a preliminary session which was our first Association Dialogue Session. Due to our industry partners' continuous support, we are able to conduct the second, which is a clear indication of us being on the right path to substantiate and strengthen the business events industry in Malaysia," He continued, "With comprehensive and more compelling topics, the learning process and knowledge sharing sessions are definitely elevated as compared to the first time around.

According to first time speaker Ravinder Savinder Singh of the Companies Commissions of Malaysia, “This is an excellent forum for both the industry and regulators to exchange information. Prior to this, there was no platform as such for the industry to engage. The audience was very responsive and this is the perfect way to engage the associations.”

Sunny Chee, General Manager of the National Heart Association of Malaysia who attended the session last year commented, “This is a good follow up session to last year’s, particularly the topics. MyCEB is on the right track in terms of reaching out to associations as we require guidance as well as a platform for networking opportunities.”

Dato’ Dr Zaliha Omar of the Malaysian Association of Rehabilitation and Physicians(MARP), first time attending the session noted, “There’s a lot information and insight that we all need to know. Many of us in our associations are volunteers and we may be caught up with our jobs, hence it is nothing like attending sessions like these to gain first hand insights. One-day sessions like these are compact and perfect for us.”

MyCEB’s Association Dialogue has enabled Malaysia’s national associations to further be involved in strengthening the international engagement and professionalism of associations. For more information on ADP, contact MyCEB at +603 20902034 or email sales@myceb.com.my

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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 International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

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.

The Malaysia Major Event Unit, previously known as International Events Unit (IEU) is a division of Malaysia Convention & Exhibition Bureau (MyCEB).

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

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