

Press Release

FOR IMMEDIATE RELEASE

NEW KEY APPOINTMENT AT MyCEB



Kuala Lumpur, 16 July 2012 – The Malaysia Convention & Exhibition Bureau (MyCEB) recently announced a key appointment to its administration team. This is part of the company's commitment to strengthen the business tourism industry for Malaysia which highlights its new branding direction in making Malaysia as Asia's business events hub.

Mohd Nordzat Mohd Yusop joins MyCEB as Senior Manager, Finance and Administration. Nordzat holds a Bachelor of Accountancy from the International Islamic University, Malaysia. He is also a Certified Practising Accountant of CPA Australia and a Chartered Accountant of the Malaysian Institute of Accountants. Prior to this appointment, he served with Government Linked Companies and Public Listed Companies for more than 16 years since 1996 in areas of Finance, Accounting, Human Resource and Administration.

Nordzat reports straight to the Chief Executive Officer.

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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 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

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