

Press Release

For immediate release

MALAYSIA'S BUSINESS EVENTS INDUSTRY EMBRACES CHANGE

Malaysia Business Events Week (MBEW) returns for the fourth time

Genting Highlands, 13 August 2018 – Game changers of the nation's business events industry recently converged for the 4th Malaysia Business Events Week (MBEW) from 12-14 August 2018 at the Genting International Convention Centre, Pahang.

... An original event by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), MBEW acts as a dynamic platform for industry stakeholders to converge, communicate and debate issues that impact the future growth and sustainability of the business events industry.

... This year was made more meaningful as the event was graced for the first time by the new Deputy Minister of MOTAC, Yang Berhormat Tuan Muhammad Bakhtiar Wan Chik, who was joined by captains, movers and shakers of this industry including industry players, event organisers, professional conference organisers, destination management companies, venue operators, convention centres, airlines and many more.

Expressing his gratitude, MyCEB's Chief Executive Officer Datuk Zulkefli Hj. Sharif said that the Bureau is honoured to have the support of YB Tuan Muhammad Bakhtiar and humbled to receive overwhelming attendance from industry players.

"MBEW first started in 2014 as the national bureau found increasing momentum in the business events industry. We felt that to keep bringing things to the next level, there was a need to gather industry experts and power forward," commented Datuk Zulkefli.

"Four years on, the event has not only grown from strength-to-strength, but more importantly, we have collectively welcomed around 1000 participants for MBEW, making each event more effective than the last," Datuk Zulkefli added.

Deputy Minister of MOTAC YB Tuan Muhammad Bakhtiar was pleased to share his views in his first MBEW event, "I am proud of this product by an agency under MoTAC. It is initiatives such as this that truly help things move forward. I will continue to emphasise that the business events industry will remain a very important component to our country's prosperity. We believe that MyCEB will be our forefront in pushing the business tourism."

Themed '*Our Future by Design: Embracing Change*', the 4th MBEW communicates the ability and readiness of the local landscape to embrace change, given its robustness and well-developed global standard offerings.

This year, MyCEB successfully gathered a line-up of international speakers presenting insightful topics such as **Selling Your Destination: 'How to Generate €20m in Meetings and Incentives by Collaborating with Your Competitors'**; **In Control or be Controlled: Taking Charge of Disruptions**; **Our Industry: Evolution vs Revolution**; **Everybody Wants Innovation (But No One Wants to Change**; **How to Craft a Winning RFP**, trends and impact on communities and more.

To find out more on the event for future interests, visit www.mbew.com.my or contact MyCEB mbewsec@myceb.com.my.

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About MyCEB

MyCEB was established in 2009 by Ministry of Tourism, Arts and 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.

In December 2016, MyCEB mapped out the way forward for Malaysia in business events with the launch of '**Malaysia's Business Events Roadmap: Charting Malaysia's Journey to 2020 and Beyond**'. In helping to power Malaysia's knowledge and creative economy, the business events roadmap will lay the groundwork, set up and manage the platforms for collaboration and support the development of strong local hosts.

Malaysia Major Events, previously known as International Events Unit (IEU) is another 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 and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB