

# Press Release

For immediate release



## MyCEB TO FUEL REGIONAL BUSINESS EVENTS INDUSTRY WITH OFFICIAL VISIT TO JAKARTA

**Putrajaya, 2 November 2023:** Malaysia Convention & Exhibition Bureau (MyCEB) has announced its upcoming visit to Jakarta, Indonesia from 13-18 November this year. This visit builds upon the gathering held last year, which had the primary objective of fostering the relationship between the two countries and revitalise the business events industry.

*“Our robust collaborations will empower us to seize new opportunities by harnessing each other's expertise to broaden our business initiatives, encompassing both industry-specific and private sector ventures. This will further fortify the technical and economic cooperation between Malaysia and Indonesia,”* said **Mr. Zain Azrai Rashid, Acting Chief Executive Officer of MyCEB.**

The visit coincides with MyCEB's participation in the prestigious Enlit Asia 2023, which underscores its commitment to forging lasting partnerships in the region. The National Bureau will be looking forward to exploring new avenues for more dynamic collaborations, exchanging insights on industry trends and facilitating meaningful discussions with key stakeholders in the sector.

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This endeavour is also undertaken as a follow-up to the signed Memorandum of Cooperation (MoC) between MyCEB, the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS) and the Indonesian Exhibition Companies Association (IECA-Asperapi) in 2022. The MoC aimed to yield tangible results that benefit both nations as the region reemerges from the pandemic.

One year on, the MoC has delivered impactful outcomes, including a notable members networking between ASPERAPI and MACEOS in Kuala Lumpur. This networking facilitated an in-depth exploration of each organisation's way forward, emphasising our shared commitment to industry success.

*"The sales mission's goals encompass forging connections with leading figures in the industry and government to leave a lasting impression. Moreover, the visit aims to enhance the Convention & Exhibition sector while exploring opportunities for growth in the Corporate Meeting & Incentive field. We seek to network with influential local leaders who have the potential to propel our businesses to greater heights."* ended **Mr. Zain**.

MyCEB will also be hosting several initiatives during this visit, including a networking session, meetings with Indonesian industry players and venue site visits. Interested parties can get in touch with MyCEB at [www.myceb.com.my](http://www.myceb.com.my) to schedule appointments or future collaborations.

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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 Company Limited by Guarantee (CLBG), MyCEB serves as a central hub to assist meeting and event planners to bid 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 April 2021, MyCEB mapped out the way forward for Malaysia in business events with the launch of 'Malaysia Business Events Strategic Marketing Plan 2021 - 2030'. Emphasis es on three strategic axes to expand performance namely optimisation, foresight and competitiveness. These strategic anchors are applied in implementing, planning, and monitoring all initiatives collaboratively with the industry.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB), Twitter (@MyCEB) and Instagram/MyCEB.