

PRESS RELEASE

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TOURISM MALAYSIA AND MYCEB STRENGTHEN PRESENCE IN CENTRAL ASIA THROUGH STRATEGIC BUSINESS EVENTS ENGAGEMENTS

ALMATY & TASHKENT — The Malaysia Convention & Exhibition Bureau (MyCEB), with the support of Tourism Malaysia Almaty and the Embassy of Malaysia in the Republic of Uzbekistan, successfully organised the Malaysia Business Events Seminars in Almaty, Kazakhstan on 2 June 2026 and in Tashkent, Uzbekistan on 4 June 2026, marking Malaysia's inaugural business events engagements in both cities.

The seminars brought together representatives from the tourism industry, corporate sector, event organisers and the meetings, incentives, conferences and exhibitions (MICE) industry from Kazakhstan and Uzbekistan. The engagements served as dedicated platforms to showcase Malaysia's capabilities as a preferred destination for business events, conferences, exhibitions and incentive travel programmes.

The opening and welcome remarks were delivered by Mr. Arhan Syafrisyah Shah Anuar, Counsellor of the Embassy of Malaysia to the Republic of Uzbekistan, on behalf of the Ambassador of Malaysia; Mr. Nor Shazly Azmi, Director of the Tourism Malaysia Almaty Office; and Mr. Edward Lim Chee Chong, Senior Manager of the Business Development Division at MyCEB.

During both seminars, representatives from MyCEB and Tourism Malaysia highlighted Malaysia's strengths as an international business events destination, including its well-developed infrastructure, modern hospitality sector, competitive pricing, efficient logistics and strong international air connectivity.

Special emphasis was placed on Kuala Lumpur as one of Asia's leading business events hubs, supported by a comprehensive ecosystem for meetings, conferences and exhibitions, as well as continued government support for the business events industry.

Mr Nor Shazly Azmi, Director of Tourism Malaysia Almaty Office, said, "Kazakhstan and Uzbekistan continued to demonstrate encouraging growth as emerging markets for Malaysia. Improving air connectivity and expanding flight options between Central Asia and Malaysia made the destination increasingly accessible for both leisure and business travellers. These inaugural seminars in Almaty and Tashkent marked important milestones in strengthening tourism and business ties while showcasing



Malaysia's broader potential as a destination for corporate travel, incentive programmes and international events."

Meanwhile, Mr Edward Lim Chee Chong, Senior Manager of Business Development Division at MyCEB, said, "We saw significant potential for collaboration with Central Asian markets, particularly amid growing interest in Malaysia from the business tourism and corporate sectors across the region. Supported by modern infrastructure, strong international connectivity, government support and a diverse range of venues, Malaysia continued to offer highly competitive advantages for business events of all scales."

The seminar in Almaty also featured a tourism presentation by Ms Kamilla Chaldanbayeva, Marketing Officer of Tourism Malaysia Almaty, which showcased Malaysia's tourism offerings for the Kazakhstan market, including leisure, family, luxury and business travel experiences.

Participants were introduced to Malaysia's offerings for conferences, corporate meetings and incentive programmes, alongside the growing potential of bleisure travel experiences that combine business and leisure tourism. The seminars also served as platforms for establishing new professional networks and exploring future collaboration opportunities between Malaysian and Central Asian tourism and business events industry players.

The programmes highlighted the growing potential for cooperation between Malaysia and Central Asian countries in tourism, trade and business engagement, reflecting strengthening bilateral ties and increasing interest from both tourism and corporate sectors, in line with efforts under the Visit Malaysia 2026 (VM2026) campaign.

In 2025, Malaysia welcomed more than 43,000 visitors from Kazakhstan, making it the largest source market for Malaysia in Central Asia, while more than 20,000 visitors from Uzbekistan travelled to Malaysia, reflecting growing interest in the destination and strengthening people-to-people ties between the countries.

Malaysia continues to strengthen connectivity with Central Asia through an expanding network of direct and connecting flights between Kuala Lumpur and the region. Current and upcoming routes include AirAsia X services between Kuala Lumpur and Almaty, direct flights operated by Uzbekistan Airways and Batik Air Malaysia between Kuala Lumpur and Tashkent, as well as Turkmenistan Airlines services connecting Kuala Lumpur and Ashgabat.

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026 (VM2026) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

About Malaysia Convention & Exhibition Bureau (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'. MyCEB emphasizes 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.

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