

Press Release

For Immediate Release

RIDING THE WAVES OF BUSINESS EVENTS AT THE MALAYSIA BUSINESS EVENTS WEEK 2023

PUTRAJAYA – 7 AUGUST 2023: Malaysia Convention & Exhibition Bureau (MyCEB) will be hosting its flagship event, the Malaysia Business Events Week 2023 (MBEW 2023) for the eighth year from 21-26 August at the Kuala Lumpur Convention Centre (the Centre).

Themed “Riding the Waves”, the event is centered around fostering a strong sense of regional spirit which positions business events as a catalyst that initiates a sequence of positive impacts on Southeast Asia’s sustainable socio-economic growth.

MBEW 2023 will be officiated by YB Dato Sri Tiong King Sing, Minister of Tourism, Arts & Culture (MOTAC) and is slated to welcome 400 industry players including association management companies, professional congress and exhibition organisers, event management companies and more. The event will also feature a lineup of panel speakers consisting of both local and international experts to provide invaluable global insights.

“This flagship event stands as a testament to our nation's commitment to excellence, innovation, and collaboration in the world of business events. This year, we are proud to go big and bold for the industry as we introduce our lineup of programmes which will certainly provide industry players with fresh ideas and perspectives to further enhance their businesses. I also believe that through the networking sessions which provide a platform for knowledge exchange, our delegates will leave this event with a renewed sense of inspiration and a strengthened network of valuable connections. They will be equipped with the tools and insights needed to tackle the challenges of the ever-evolving business landscape and drive their ventures towards greater success in the global market,” said **Mr. Zain Azrai Rashid, Acting Chief Executive Officer of MyCEB.**

During the event, delegates can engage in a wide range of activities, including topic discussions, workshops, training sessions, and forums addressing crucial industry points. They can also anticipate the launch of MyCEB's latest support programme, aimed at attracting more international business events to the country, with the goal of boosting the business events industry and creating increased employment opportunities. Furthermore, MyCEB will introduce the BE Exchange (Business-to-Business) session, dedicated to discussing the International Journal of Business Events and Legacies, as well as the Business Events National Challenge 2023, designed to nurture future industry leaders. Beyond business, MBEW is actively giving back to the community through MyCSR initiatives for a tree planting activity and blood donation drive.

“My heartfelt gratitude to our esteemed partners who have been instrumental in making MBEW 2023 a resounding success. A special thank you goes out to Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), International Congress and Convention Association (ICCA), Global Association of the Exhibition Industry (UFI), Professional Convention Management Association (PCMA), Malaysia Society of Association Executives (MSAE), Evenesis, Tourism Selangor, Business Events Sarawak, Langkawi Development Authority (LADA), National Blood Centre and more. I cherish our collaborative partnerships and look forward to continued success together in shaping the future of the business events industry. Furthermore, I would like to express my heartfelt appreciation to the Ministry of Tourism, Arts and Culture (MOTAC), the Ministry of Finance (MOF), and the Ministry of Economy (MOE) for their unwavering support and commitment in ensuring the seamless execution of MBEW 2023. We are grateful for the trust you have placed in us and the confidence you have shown in our ability to organise such a significant occasion. Your support has been instrumental in strengthening Malaysia's position as a premier hub for business events in the global arena,” **Mr. Zain Azrai Rashid** concluded.

To know more and be part of MBEW 2023, visit <https://www.myceb.com.my/mbew>.

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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'. 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.

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