

Press Release

For immediate release

MALAYSIA TO OFFER THE BEST OF ASIA AT THE MEETINGS SHOW 2023

Putrajaya, 20 June 2023 – Malaysia has confirmed her inaugural attendance at UK's leading exhibition for the events, meetings and incentives community, The Meetings Show 2023. Lead by Malaysia Convention & Exhibition Bureau (MyCEB), the country is set to engage and incentivise global industry players at the Excel London from 28-29 June 2023.

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Mr. Zain Azrai bin Rashid, Acting Chief Executive Officer of MyCEB said that Team Malaysia is highly anticipating and is excited to be part of the event for the first time as the Show is a well-known global platform for progressive meeting and event suppliers.

"The Business Events industry in Asia is soaring once more and Malaysia is ready to be part of the action in welcoming business visitors back to the region," Mr. Zain said.

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He continued, *"While our presence at the event is to position Malaysia as the preferred Business Events destination in Asia, we are also looking towards boosting the presence of the region. We believe that concerted efforts with other ASEAN countries through knowledge sharing and business exchange is the way forward".*

At the Show, Team Malaysia will be bringing the 'Tekat' theme, inspired by the traditional art of embroidery. The theme embodies Malaysia's aim to fabricate golden opportunities in creating masterpiece events.

In amplifying the theme, visitors can expect to be furnished with first-hand information on the developments of the Malaysian Business Events industry. MyCEB will also be presenting irresistible offerings including support packages for international business events planners. In addition, Team Malaysia is well-prepared to address feedback and challenges from attendees through networking opportunities and business lead generation.

Mr. Zain also highlighted that the occasion is made more meaningful and special with a booth launch organised on 28 June 2023. The launch is in conjunction with Hari Raya Eid-Adha, a festive occasion that is widely celebrated by Malaysians.

"We are taking the opportunity to directly transport visitors to the Malaysian experience and culture through this booth launch. We invite all to come meet and greet the team and savour Raya delicacies. The event will also be attended by pertinent parties of the country's business tourism sector including the Malaysia High Commissioner and Tourism Malaysia," said Mr. Zain Azrai.

Team Malaysia will be led by **Mr. Mohammad Isa Abdul Halim**, Director – Experiential & Event of **MyCEB** together with **Borneo Kuching Convention Centre**, **Business Events Sarawak**, **Kuala Lumpur Convention Centre**, and **Malaysia International Trade and Exhibition Centre**.

For more information on Team Malaysia's participation in The Meetings Show 2023, get in touch with MyCEB through our website at <https://www.myceb.com.my/> or visit Stand C31 at the tradeshow.

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ABOUT MyCEB

MyCEB was established in 2009 by the 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 aims to make Malaysia a world leader in the hosting of business, cultural and hallmark sporting events with vision of business events industry to be a leading driver of social and economic transformation in every part of Malaysia. 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