

Press Release

For Immediate Release

MyCEB INTRODUCES NEW WAVES OF FORTITUDE AT THE MALAYSIA BUSINESS EVENTS WEEK 2023

KUALA LUMPUR – 22 AUGUST 2023: Malaysia Convention & Exhibition Bureau (MyCEB) has organised another successful Malaysia Business Events Week (MBEW) 2023. Held in Kuala Lumpur Convention Centre (The Centre), the six-day event convened 400 business events practitioners and provided them with insights and knowledge through panel discussions, workshops, training sessions, forums as well as CSR initiatives.

The highlight of MBEW 2023 was the launch of the MyTripleE support programme under MyCEB's Meet in Malaysia campaign, aimed at attracting regional and international business events to Malaysia while bolstering the domestic market. The programme's three components, Excel, Elevate, and Enliven, provide financial and non-financial support to enhance the execution of world-class business events and cater to various target market segments that include convention, exhibition, as well as corporate meetings and incentives.

"MyTripleE programme is based on a three-pronged strategy designed to cover three identified target market segments. It covers international market development as part of our ongoing portfolio and further encourages the expansion of local events and meetings to foster the spirit of unity and harmony amongst Malaysians. Additionally, MyTripleE also targets to emphasize on cultural elements and to serve as an enhancement of governmental Business Events," explained **Datuk Hajah Saraya Arbi, Interim Chairman of MyCEB.**

She expressed excitement about the programme's comprehensive coverage and its role in supporting stakeholders by addressing industry challenges. By 2030, business events are expected to attract 5.9 million delegates, contributing to RM42.12 billion in estimated economic impact whilst creating an estimated 25,833 total employment if everything goes according to the plan including budget allocation from government.

Present also to officiate MBEW 2023 was **YBhg. Datuk Zamri Mat Zain, Deputy Secretary General (Tourism), Ministry of Tourism, Arts and Culture (MOTAC) Malaysia** on behalf of **YB Dato' Sri Tiong King Sing, Minister of Tourism, Arts and Culture (MOTAC) Malaysia** commented, *"I commend MyCEB for their tremendous work done not only for this event, but also the entire business events industry. Time after time, MyCEB has proven that they are indeed the pillar of this industry and continues to lead all Malaysian players in the global business events arena. As of August 2023, MyCEB has secured 149 business events under its belt that are happening throughout the year. These events will contribute to an estimated economic impact of RM2.4 billion and welcoming around 494,015 delegates to the country. These figures are expected to grow over time, signaling a promising upturn and indicating that the business events industry is steadily picking up pace for recovery."*

The Deputy Secretary General (Tourism) reaffirmed, *“MOTAC is proactively supporting business events activities and welcome bigger collaborations with even non-industry parties including non-government organisations to achieve the next phase of growth for this sector. I look forward to more strong prospects for Malaysia as we step closer to Visit Malaysia Year”.*

... *“Guiding the path to success at MBEW 2023 has been an honor and a privilege. I am immensely proud of the strides we’ve taken. Managing a session topic from its inception, curating content, and inviting thought leaders to the stage, it’s been a journey of shaping impactful discussions. Equally important, nurturing the Future Leaders Programme on 23 August has been a true highlight. Seeing emerging talents blossom and contribute energizes our commitment to the industry’s growth. MBEW stands as a testament to collaboration, innovation, and the power of collective progress. I am also very happy to see MyCEB’s continuous efforts in growing the industry through creative and practical initiatives such as the latest MyTripleE. I am confident it will be of great boost to our business, and I look forward to the continued elevation of the business events landscape,”* shared **Francis Teo, President of Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS).**

... Apart from future-proofing topics, MBEW featured signature programmes, including the exclusive business-to-business session ‘BE Exchange’, providing insight on future trends and product innovations. Workshops and sessions by esteemed organisations like Malaysian Society of Association Executives (MSAE), International Congress and Convention Association (ICCA), Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS), Professional Convention Management Association (PCMA), and Simpleview addressed collaboration, association management, generative AI for business events, and training.

With sustainability incorporated in the event, MBEW 2023’s MyCSR initiatives involved collaborations with the National Blood Centre for a blood donation drive and a tree planting activity that involves Tourism Selangor, Kuala Selangor Municipal Council (MPKS), Malaysian Nature Society (MNS), MACEOS, and Kumpulan Darul Ehsan Berhad (KDEB). These activities were fully taken up by event delegates.

For more information of MyCEB and the organisation’s latest programme of MyTripleE, visit www.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 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