

Press Release

For immediate release

MALAYSIA TO PULL IN BUSINESS EVENTS FOR THE COUNTRY AT IMEX FRANKFURT 2023

Frankfurt, 23 May 2023 – Malaysia Convention & Exhibition Bureau (MyCEB) continues to drive and present Malaysia's vibrant business events scene during its 11th participation at IMEX Frankfurt ("the trade show") this year. The Bureau is joined by 15 industry players including state bureaus, reputable hotel brands and convention centres in organising a slew of activities over the major three-day event to proactively engage its international audience and announce the country's new offerings for 2023 and beyond.

Malaysia's delegation led by **YBhg. Datuk Mohd Zamri Bin Mat Zain, Deputy Secretary General (Tourism), Ministry of Tourism, Arts and Culture Malaysia** says that MyCEB is an avid supporter of the tradeshow as it is an effective platform for participants to draw attention from key parties and continuously push Malaysia as the preferred business events and international sporting events destination in Asia.

"Last year, we were able to identify 113 leads from IMEX Frankfurt and this year, we target to increase the number of this generation as we place our trust and confidence in one of the best platforms for the business events community. Our focus is to continue to create and explore new ties while strengthening existing relationships for the long term. In addition, we are looking to gain and exchange insights for better growth of the destination and industry," he continues.

At a designated pavilion at B200, Team Malaysia will showcase the opportunity to highlight our vibrant hotels, venues, team-building offerings and experiences to key global incentive decision-makers, who are responsible for bringing in large groups that support our tourism industry and broader visitor economy. Inspired by Malaysian's cultural heritage 'Tekat', Malaysia aims to produce and fabricate golden opportunities in creating a masterpiece event, which also represents the inspiration behind the overall theme for this year's trade show. As diversity and inclusion becomes front and centre, MyCEB aspires to break all potential barriers to delegates and provide alternative ways to make the event experience rewarding for the community and nation building.

"The formation of ACA is a regional effort to rebuild and boost the business events industry and MyCEB is proud to be a contributor to the alliance. MyCEB also reveals that the Asia Convention Alliance (ACA) is conducting several key meetings during IMEX Frankfurt 2023," says **YBhg. Datuk Mohd Zamri Bin Mat Zain**.

For the past year, Malaysia has seen progress in the recovery of its business events industry as the pandemic recedes, attributing to the government's effective inoculation processes and citizens'

awareness. The nation is getting back on track as international borders reopened last year and saw an increase of tourism visitors to the country. The country's strategy in steadily strengthening the business events industry includes vigorous promotional campaigns and international collaborations, which is already witnessing short term results of 114 business events secured from this year till 2030.

For more information on Team Malaysia's participation in IMEX Frankfurt 2023, get in touch with MyCEB through our website at <https://www.myceb.com.my/> or visit booth B200 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