

For immediate release

## **MyCEB CALLS FOR INDUSTRY PLAYERS TO SECURE ATTENDANCE AT FIRST ACA ASSOCIATION FORUM 2023**

**Frankfurt, 24 May 2023** – Malaysia Convention & Exhibition Bureau (MyCEB), also a proactive member of the Asia Convention Alliance (ACA) is calling for business events players to join industry peers at the anticipated ACA Association Forum 2023 or known as #ACA AF1.

Announced during a MyCEB chaired ACA Press Conference in IMEX Frankfurt 2023, members of the alliance who were present emphasise that the event aims to create a sustainable network between members and convention stakeholders as well as co-create an ACA-owned event.

The inaugural forum which is slated to be held in the Queen Sirikit National Convention Centre (QSNCC), Bangkok, Thailand on 11 November 2023, expects to welcome approximately 100 delegates from the region's 20 established associations as well as international delegates from around the globe. #ACA AF1 is anticipated to configure the foundation of this forum through its first hosting country and further provide exposure to other ACA members in particular, to the association clientele.

**Noor Azlan Abu Bakar, Director – Convention & Exhibition of MyCEB** expressed, *"In the past, ACA members as individual entities have had great working relationships amongst each other, but the recent unprecedented industry and global challenges has further propelled us to come together and overcome difficulties as a team. ACA is a true alliance which reflects the integrity of members convening to cohesively cooperate to benefit not just member countries, but the region itself. This is what we want to achieve through the ACA Forum as it is created and spearheaded by a band of the industry's authorities."*

In the first installation, delegates can expect key takeaways on pertinent issues addressed including Sustainability; Diversity, Equity & Inclusion or DEI and Environmental, Social and Governance, or ESG practices, of which all points to being aligned and works towards reaching the United Nation's Sustainable Development Goals. A credible and authoritative line of speakers have been determined and will be announced by Thailand Convention & Exhibition Bureau (TCEB).

**Nooch Homrossukhon, TCEB's Director of Conventions** said, *"We are proud to announce the first collaborative effort by all ACA members where we will be organising ACA AF2023 on 11 November 2023 at QSNCC, Bangkok. Each destination will bring their associations from their destination to Bangkok in conjunction with 62nd ICCA Congress Bangkok. The forum will address how the association advances in the region and how convention bureaus like us were able to partner with associations in staging their events in respective destinations."*

Also representing ACAAF#1's host country at the press conference, **Sumate Sudasna, President of Thailand Incentive & Convention Association, or TICA**, added, *"We are expecting to welcome 25 associations and 4 speakers during the forum, and this will be timely with Thailand hosting the ICCA congress (for the third time) which welcomes a huge presence of other destinations as well."*

**Young Hwan Kim, Director General of Tourism & Sports Bureau from Seoul Metropolitan Government** said, *"With our enduring cooperative relationship among ACA members, I am confident that this year's ACAAF will be a tremendous success. I hope that the forum will facilitate networks among numerous institutions and organisation representatives in Asia, leading to the development for their business and fostering advancement. Also, we kindly request the participation and support for Seoul International Travel Mart (SITM), which will take place at Seoul Dongdaemun Design Plaza this June."*

**Noor Azlan** concluded, *"The ACA Forum is essential in many ways, and we highly look forward to the success by our neighbouring country, Thailand this year. Kudos to the team of TCEB, for taking the lead in this initiative. Malaysia will follow suit next year and we are committed to support this initiative annually through sharing our resources and market expertise that will be insightful for business events industry stakeholders to consider, implement or even improvise. We hope to see a bigger and better ACA Forum with every event in the coming years!"*

**ENDS**

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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](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB), Twitter (@MyCEB) and Instagram/MyCEB

#### **ABOUT ACA**

Initiated by TCEB and TICA and established in 2021, Asia Convention Alliance or ACA is a collaborative effort between TCEB, TICA and three Asian convention bureaus; Seoul Tourism Organization (STO), Malaysia Convention & Exhibition Bureau (MyCEB) and Taiwan External Trade Development Council (TAITRA) to jointly promote the convention industry in Asia. The alliance calls for mutual benefits, strengthened bilateral partnership, and facilitation of business development and knowledge exchanges between members through collaborative projects.