

Headline	Business tourists to contribute RM20.3b to the economy this year		
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Business tourists to contribute RM20.3b to the economy this year

KUALALUMPUR: Business tourists are expected to contribute RM20.3 billion to the national economy this year, says the Malaysia Convention and Exhibition Bureau (MyCEB).

General Manager for Business Events Ho Yoke Ping said the increased awareness of Malaysia as a destination for business events like meetings, incentives, conventions and exhibitions coupled with the country's value for money proposition and diverse culture are among the reasons to support the projection. "Malaysia is seen as a new attractive destination for hosting conferences, trade exhibitions and meetings.

"Together with a strong track record from previous events, it is creating the awareness and we are seeing more international associations selecting Malaysia as the destination for their conferences," she told Bernama.

Besides, Ho said MyCEB actively promoted Malaysia and bid for

regional and international business events to be held in the country.

"This will create a lot of spillover benefit to other industries and to the national economy as a whole," she added.

In 2013, MyCEB secured 42 association conferences, 91 corporate meetings and incentive groups, as well as, one trade exhibition event, representing 81,350 delegates with an economic value of RM789.7 million.

It also assisted 106 meetings and conventions, 18 exhibitions and 109 corporate incentive groups, which contributed to an economic impact of RM1.2 billion to the country.

Ho said Malaysia had an impeccable track record for hosting many world class and prestigious international conventions with record attendance.

Among them, included the just-concluded Million Dollar Round Table 2014 which was attended by 5,000 delegates, as well as, the Women Deliver 3rd Global Conference

2013 with 4,500 delegates and 7th International Aids Society (IAS) HIV Conference in Pathogenesis, Treatment and Prevention 2013 with 5,220 delegates.

In support of Visit Malaysia Year 2014, MyCEB launched a Malaysia Twin Deal Campaign++ which offered value-added packages for international corporate meetings and incentive groups.

MyCEB, established in 2009 by the Tourism and Culture Ministry, aimed to further strengthen Malaysia's business tourism brand and position it for international meetings, incentives, conventions and exhibitions (MICE) market.

The non-profit organisation serves as a one-stop centre to assist meetings and event planners to bid for and stage regional and international business tourism events in Malaysia and act as a conduit for national product development.

- Bernama