Malaysia is fast emerging as a choice destination for international conventions and exhibitions in this part of the world. Its growing appeal to convention and exhibition organizers is not surprising in view of the country's easy accessibility from most parts of the world. Malaysia's modern infrastructure includes a wide range of well-equipped facilities, accommodation and settings to cater to all types of meeting requirements. These facilities have a proven tract record in hosting numerous major international events.

This Southeast Asian gem is also a stunning variety of sightseeing, cuisine, entertainment, well-developed banking and finance systems. These qualities, and the range of technical equipment, back-up services and overall safety of travel in the country, are additional ingredients that ensure the organizing of successful events in Malaysia.

Malaysia offers a fascinating myriad of activities for the pre and post-conference tours that will make your convention, seminar or exhibition a most memorable and enjoyable experience.

The Division has been empowered to market Malaysia as a top MICE (Meetings, Incentives, Conventions and Exhibitions) destination. To achieve this, the Division is committed to develop a credible infrastructure for industry players within the MICE sector. As such, the Division constantly facilitates and provides holistic services to organizers intending to plan and successfully stage MICE events in Malaysia.

The forging of a synergistic relationship with industry players has fortified the Division's role as a catalyst in developing Malaysia 's growing reputation as one of the top tourist spots of the world.

To further enhance its effectiveness, the Division has embarked on a systematic program to market MICE activities in Malaysia. This is achieved through an integrated marketing and customer service program that includes online services. The creation of various online databases, some of which are first of its kind in the country, testifies the Division's efforts to improve customer service via the Web.

For more information on MICE in Malaysia, please contact Mr. Zulkefli Hj. Sharif, CEO Malaysia Convention & Exhibition Bureau (MyCEB) at:

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