



SPEECH BY

DATUK ZULKEFLI HJ. SHARIF

CHIEF EXECUTIVE OFFICER

MyCEB

PRESS CONFERENCE

MALAYSIA TOURISM & TRAVEL MART 2020

27 AUGUST 2019

MITEC

YBhg. Datuk Musa Hj. Yusof

Director General of Malaysia Tourism Promotion Board

Mr Edward Liu

Managing Director of CEMS Group of Companies

Distinguished Business Partners;

Honoured Guests;

Members of the Media;

Ladies and Gentlemen;

Assalamualaikum, Salam Sayangi Malaysiaku and good afternoon to all present on this special occasion.

On behalf of Malaysia Convention & Exhibition Bureau or MyCEB, I would like to warmly welcome everyone here at this press conference to announce the details of the Malaysia Tourism & Travel Mart (MTTM) 2020.

A big thank you to CEMS Group for giving me the honour to share some insight regarding the business events industry.

Ladies and gentlemen,

1. The business events industry has been a leading driver of Malaysia's economic transformation

across all key sectors as it represents one of the highest yielding sectors in Malaysia's visitors economy.

2. Based on the positive growth over a ten-year period, MyCEB secured over 1,100 events and delivered an estimated economic impact of some RM8.5 billion.
3. The business events have always been well-placed to significantly grow the country's visitor economy for the benefits of the region in Asia and locally. The upcoming inaugural MTTM 2020 scheduled from 25-27 June 2020 to which will be held at Malaysia International Trade and Exhibition Centre (MITEC) is a testament to the concerted efforts to position Malaysia as a premier business and tourist events destination.
4. I was informed that the MTTM 2020 is expecting to attract 5,400 visitors with 1,500 international visitors. The MTTM 2020 will showcase the products and services of 300 exhibitors comprising of 40% Worldwide, 40% Asia and 20% Malaysia, bringing an estimated economic impact of RM25.1 million to the country.

5. Moreover, the MTTM 2020 is a great platform for the world's travel community for bringing industry players to meet, network, negotiate and conclude business.
6. Staging of MTTM 2020 not only provides business opportunities to buyers and sellers but also is a great platform to promote and sell Malaysia's unique tourism attractions through the attractive packages offered by Malaysian sellers.

Ladies and Gentlemen,

7. The ever-changing global landscape of the tourism market has made travel business a challenging yet rewarding task. The staging of MTTM 2020 is in line with the Malaysia Business Events Roadmap initiative which aims to add value to the economy and create more jobs and employment in the country. The promotional activities for MTTM 2020 acts as a catalyst to the 'Visit Malaysia Year 2020' campaign, while the exhibition itself complements the campaign's objectives and establishes Malaysia as a preferred global business events destination.
8. With dynamism such as these, I am very sure that Malaysia will be able to live up to the Ministry of Tourism, Arts & Culture's aspiration in receiving 30

million tourist arrivals and RM100 billion in tourist receipts to the country.

9. Furthermore, in efforts to bring in more tourists to Malaysia, the government has added 13 more entry points for visa on arrival facilities to accommodate and ensure a hassle-free entry for China and India nationals. Together, the authorities have work closely with international airline operators in launching new routes into Malaysia from key international destinations.

10. This is followed by the Twelfth Malaysia Plan (12MP) which sets as a continuation where a post-2020 development plan with a clear strategic direction will be in place to ensure an inclusive and meaningful socioeconomic development towards a more prosperous society.

The Twelfth Malaysia Plan (12MP) initiative incorporates three dimensions;

- The economic empowerment dimension focuses on the new sources of growth as well as growth enablers such as sustainable energy sources and infrastructure connectivity.

- The environmental sustainability dimension emphasizes on blue economy, green technology, renewable energy as well as adaptation and mitigation of climate change.
 - The social re-engineering dimension comprises of enhancing societal values, improving purchase power for the people, building resilient Bumiputera community, strengthening social security networks and improving the wellbeing of the people.
11. With all these targets locked in place, I urge all players of tourism and business events in particular to take advantage of opportunities that will give you your next competitive edge in the business.

Honoured Guests, Ladies and Gentlemen,

Before I end my note, let me reiterate that MyCEB is honoured to be part of this important event and will give our full support on making sure this event is a tremendous success. Once again, thank you CEMS group for your initiative in organising this inaugural event bringing buyers and sellers from all over the world to convene in Malaysia in conjunction of Visit Malaysia 2020. I look forward to welcome them with

their family and friends for business and holiday in Malaysia.

Have a pleasant afternoon ahead, terima kasih!