

Press Release

For Immediate Release

MYCEB HONOURS MEDIA PARTNERS AT MYCEB MEDIA ENGAGEMENT 2026

Strengthening Partnerships, Shaping Malaysia's Global Narrative

KUALA LUMPUR: 29 JANUARY 2026 – The Malaysia Convention & Exhibition Bureau (MyCEB) hosted the MyCEB Media Engagement 2026 at Botanica+Co, Bamboo Hills, Kuala Lumpur, bringing together key media partners for an afternoon dedicated to appreciation, collaboration, and open dialogue.

Designed as a strategic engagement platform, the event underscored MyCEB's commitment to fostering strong and trusted relationships with the media in a warm and informal setting. It also served as a gesture of appreciation for the media's continued support in amplifying accurate and impactful narratives on Malaysia's Business Events and International Sporting Events sectors.

MyCEB Chief Executive Officer, **Miss Tan Mei Phing**, emphasised the media's critical role as strategic partners in shaping perceptions and strengthening Malaysia's positioning on the global stage.

"The media plays a vital role in translating our vision into credible stories that resonate internationally. Your partnership enables us to communicate Malaysia's strengths with clarity, confidence, and credibility," she said.

The event was officiated by **Miss Tan Mei Phing, Chief Executive Officer of MyCEB**, and attended by MyCEB senior management, alongside representatives from leading local media organisations.

"MyCEB Media Engagement 2026 reflects our ongoing commitment to building relationships grounded in trust, mutual respect, and long-term collaboration. As we continue to work closely with stakeholders, the media remains a key partner in elevating Malaysia's standing both regionally and globally," she added.

During the engagement, MyCEB also shared updates on its latest initiatives and strategic priorities aimed at positioning Malaysia as a preferred destination for high-value Business Events and International Sporting Events, in line with national aspirations to drive economic growth and deliver lasting legacy outcomes.

In **2025**, MyCEB secured a total of **393 Business Events**, generating an estimated economic impact of **RM4.07 billion** from international delegates. These achievements reflect not only the strong recovery of the industry, but also the continued confidence of international organisers and delegates in Malaysia as a competitive and reliable host destination. Such milestones would not have been possible without the media's vital role in amplifying accurate and impactful narratives that strengthen Malaysia's global positioning.

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In **2026**, MyCEB will continue to deliver strong results across both Business Events and International Sporting Events. A total of **92 events** were secured, generating an **Estimated Economic Impact (EEI) of RM1.63 billion**, with **101,365 international delegates** and an overall attendance of **230,284 delegates**. Within the International Sporting Events (ISE) segment, MyCEB successfully secured **four events**, contributing **RM76.1 million** in visitor expenditure and attracting **7,730 international attendees**, with total attendance amounting to **82,190**. These achievements, as of **23 January 2026**, underscore Malaysia's growing competitiveness as a preferred destination for high-value international events.

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ABOUT MyCEB

Established in **2009** by the **Ministry of Tourism, Arts and Culture Malaysia**, the **Malaysia Convention & Exhibition Bureau (MyCEB)** is a **Company Limited by Guarantee (CLBG)** tasked with strengthening Malaysia's presence in the global Business Events market. MyCEB serves as the central hub supporting event planners in bidding and hosting international Business Events in Malaysia, while fostering national product development.

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