

For immediate release

MyCEB's Malaysia Major Events first venture into Chinese Entertainment Market

Malaysia Major Events fully supports S.H.E, "The Number One Girl Group in Asia", that will be performing its "2gether 4ever World Tour 2013".

16th July 2013, Kuala Lumpur – S.H.E sets to enthrall their devoted fans for its "2gether 4ever World Tour 2013" in Malaysia after a long awaited absence. The group will kick off their concert "2gether 4ever World Tour 2013" on 20 July 2013 in Stadium Putra.

... The event is supported by Malaysia Major Events, a division of Malaysia Exhibition & Convention Bureau (MyCEB) an agency under the Ministry of Tourism and Culture.

The support of the concert is our new initiative in expanding our market penetration into the Chinese Entertainment segment which has always been part of the overall strategic approach to spurn more international fans to the country. This event is expected to attract some 9,000 spectators, including 1,000 international fans from around the region, which would generate an estimated economic impact of RM11 million to Malaysia.

... Mr. Zulkefli Hj Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB) said, "This new initiative into the Chinese Entertainment segment is in line with the Ministry of Tourism and Culture objective to bring in more international visitors to Malaysia. The support would extend our reach to avid fans of S.H.E which targets specifically Greater China and around the South East Asian region like Singapore, Indonesia and Thailand".

"Malaysia is increasingly recognised as a destination hub for major events and the support of S.H.E 2gether 4ever World Tour 2013 would complement the Ministry of Tourism and Culture and Tourism Malaysia's promotional campaign - Visit Malaysia Year 2014," added Mr. Zulkefli Hj Sharif.

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About Malaysia Major Events

Malaysia Major Events is a division of Malaysia Convention & Exhibition Bureau (MyCEB) under Malaysia's Ministry of Tourism and Culture. Born under the Prime Minister's Economic Transformation Programme (ETP), Malaysia Major Events facilitates significant events that help contribute to Malaysia's economic growth. It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events. As a conduit between public and private sector, it's a one-stop centre which facilitates and liaises with diverse event stakeholders to ensure seamless processes and successful events.

For more information, please visit www.mymajorevents.com.my

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