

# Press release

For immediate release

## MALAYSIA ALL GEARED UP FOR THE BIGGEST SPORTING EVENT IN ASEAN – THE SEA GAMES 2017

**Marking Malaysia's 60<sup>th</sup> anniversary of independence, the Southeast Asian Games is expected to position Malaysia as a premiere sporting destination**

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**Kuala Lumpur, 28 March 2017:** The 2017 Southeast Asian Games officially known as the 29th Southeast Asian Games (SEA Games), a regional multi-sport event is all set to take place here from 19 to 31 August 2017, with 405 events in 38 sports to be featured in the games.

Malaysia is geared to boost its international reputation as an event host for the SEA Games 2017 which coincides with the country's 60th anniversary of independence. The SEA Games will provide Malaysia with an incredible opportunity to showcase its spectacular development over the past 60 years.

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Sporting events such as the SEA Games present broad opportunities to promote environmental awareness and sustainability practices to be shared and applied across different layers of society. Malaysia will reach out to its neighbours and fellow Association of Southeast Asian Nations (ASEAN) through the theme of 2017 SEA Games.

Themed "Rising Together", the event signifies a new era for the region following the creation in 2015 of the ASEAN Economic Community (AEC) which brings together a market worth \$2.6 trillion (Euro 3.4 trillion) and is home to more than 622 million people.

The AEC Blueprint 2025, agreed by Malaysia and its fellow members in 2015, is aimed at achieving the vision of having an AEC by 2025 that is highly integrated and cohesive, competitive, innovative and dynamic; with enhanced connectivity and sectoral cooperation, and a more resilient, inclusive, people oriented, people centred community, integrated with the global economy.

"I strongly believe that the SEA Games 2017 will not only be an event that can unite Malaysians towards *Kita Juara* (We are the Champions) – it will also be a test of leadership for Malaysia as a country to show that sports can bring true meaning to one vision, one identity, one community," said Khairy Jamaluddin, Malaysia's Minister of Youth and Sports and chairman of the Malaysian SEA Games Organising Committee.

"Hosting the SEA Games in Kuala Lumpur in parallel with this diamond jubilee is our way of showing our standing in the region and highlighting to the wider world, how far we have come as a modern capital and what our people and athletes are capable of. They will know that we are a

sporting powerhouse and that we are capable of pulling off highly visible and major international events with our world class facilities and world renowned hospitality,” added Khairy Jamaluddin.

“The hosting of the 2017 SEA Games will reflect greatly on Malaysia’s capabilities and capacities in organising more international events. This will complement our effort in bringing more major events with international spectators, which is line with the Ministry of Tourism and Culture Malaysia’s target of 36 million tourist arrivals by 2020,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

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### About MyCEB

MyCEB was established in 2009 by Ministry of Tourism & Culture, Malaysia to further strengthen Malaysia’s business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB’s goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

In December 2016, MyCEB mapped out the way forward for Malaysia in business events with the launch of **‘Malaysia’s Business Events Roadmap: Charting Malaysia’s Journey to 2020 and Beyond’**. In helping to power Malaysia’s knowledge and creative economy, the business events roadmap will lay the groundwork, set up and manage the platforms for collaboration and support the development of strong local hosts. The country has also played host to 65 associations and conventions, 28 exhibitions and 283 corporate meeting and incentive groups in 2016.

With a total of 1726 existing events for the past seven years and delivering an estimated economic impact of RM8.8 billion, Malaysia is on track to drive positive momentum for the business events industry.

Malaysia Major Events, previously known as International Events Unit (IEU) is another division of Malaysia Convention & Exhibition Bureau (MyCEB). 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.

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