

# Ambassadors for the country

Programme on right track to position Malaysia as preferred business event destination

KESATRIA 1Malaysia Programme, an initiative by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Tourism and Culture Ministry, has contributed to 123 successful international business events leads, attracting a total of 188,317 delegates with an estimated economic impact of RM2bil.

Ministry deputy secretary-general (Tourism) Nor Yahati Awang, who attended the annual Kesatria Gala Evening on behalf of Tourism and Culture Minister Datuk Seri Mohamed Nazri Abdul Aziz, said Malaysia's business events industry is projected to deliver RM3.9bil in gross national income and 2.9 million business events visitors by 2020, as well as help create 16,720 new jobs along the way.

She lauded the Kesatria 1Malaysia Programme for its contributions, efforts and support in helping to achieve the goals set under the Economic Transformation Programme (ETP).

"Our industry's success as a global business events destination is not solely the responsibility of the Government but also conference ambassadors (Kesatria) who help promote the country internationally and bid for international conventions to be hosted in Malaysia.

"The Kesatria 1Malaysia Programme also supports the 1Malaysia initiative that calls for



Nor Yahati (second row, fourth from right) and Zulkefli (second row, fifth from right) with the newly appointed conference ambassadors.

national unity and the celebration of the country's unique diversity to achieve Malaysia's economic goals and aspirations," she said.

Held at The Westin Kuala Lumpur, the Kesatria Gala Evening was also attended by MyCEB chief executive officer Datuk Zulkefli Sharif, who was there to celebrate and honour six newly-appointed Kesatria.

"The collective effort between MyCEB and Kesatria will continue to further strengthen the potential and highlight the country's capabilities as a thriving knowledge and creative nation to position Malaysia as the preferred international business events destination.

"With Kesatria's field of expertise, knowledge, capabilities, influence and professional networks,

we will be able to secure more bids in the future to fulfil our target for 2020," Zulkefli said.

This year, six newly appointed Kesatria were introduced. They are Universiti Malaysia Terengganu deputy vice-chancellor (academic and international) Prof Dr Noor Azuan Abu Osman, Universiti Putra Malaysia Veterinary Medicine Faculty dean Prof Dr

Mohd Hair Bejo, Asian Pacific Digestive Week Federation president Prof Datuk Dr Goh Khean Lee, Malaysian Ophthalmology Society president Dr Kenneth Fong, Malaysian Association of Hydrogen Energy vice-president Prof Dr Arshad Ahmad and Asian Research Symposium in Rhinology president Prof Datuk Dr Prepageran Narayanan.