



LANGUAGE SHOULD NOT BE YOUR BARRIER


Elite Asia Enables You And
Your Business To Be Understood



CLARITY CONTEXT CONVICTION

**M.I.C.E.
INDUSTRY
IN MALAYSIA**

The **current trend**

 In line with the Malaysian government's priority to increase focus on high-yield travellers, MyCEB's objective is **to raise international business tourism visitors** from 5 percent to 8 percent by 2020. This translates to 2.9 million while continuing to propel Malaysia to be among **the top five Asia Pacific countries in the International Congress and Convention Association (ICCA)** by 2020.

- Malaysia Convention & Exhibition Bureau (MyCEB)

 During 2012, MyCEB has successfully secured 24 association meetings to be held in the country over the next five years, **translating to 33,260 delegates into Malaysia and generating RM342 million worth of economic impact.**

- Zulkefli Sharif, The Rise and Rise of Malaysia's Business and Major Events Industry and Its Impact on The Malaysian Travel Industry, Business Circle , 2013



Interpretation and translation in demand

“ As a country which is strategically located within close radius of two of the most populous economies in the world, **China and India**, Malaysia is centrally located in Asia, more broadly, and in ASEAN, in particular. Firms in this region will **gain greater market access to 630 million people** that are generating economic region that is worth USD2.4 trillion.

- Governor Dr. Zeti Akhtar Aziz, Speech at the Invest Malaysia 2015 -
"Facing Malaysia's Current Economic Challenges

“ About 700 delegates representing 20 companies from **30 countries** are expected to take part in the events, apart from EU-ASEAN Business Council representatives and US-ASEAN business council minister.

- ASEAN Entrepreneurs Set To Widen Network At Joint Conference,
27th ASEAN Summit and Related Summits 2015



What can we do **for you**

We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Website
- Brochure
- Fact sheet
- Press kit
- Backdrop
- Marketing material
- Event material
- Advertisement

Our interpreters will build a bridge that connects between you and your overseas clients in any event.

Conclusion

Effective communication through language services foster relationships with corporate clients.

With the rising global demand of M.I.C.E, language services reconcile cultural differences and bring about **effective and efficient business meetings**.

Malaysia's extensive trading network with international and regional trading partners sees the need for language services that will **provide a greater market connectivity and communication**.

Malaysia is sustaining popularity as an M.I.C.E destination. **Spearhead the thriving M.I.C.E industry** by engaging Elite Asia's professionally experienced interpreters and translators.

Elite Asia's **interpreters and translators with prior industry knowledge** will connect you with potential clients and open new business opportunities.