

## MEDIA RELEASE

### MALAYSIA CONFIRMS PARTICIPATION AT THE 23<sup>RD</sup> ATF 2004 IN LAOS

Malaysia will attend the 23<sup>rd</sup> ASEAN Tourism Forum (ATF) 2004 which will be held in Vientiane, Laos from the 1 – 7 February 2004.

About 50 companies from the travel and trade industry such as the airlines, hotels and travel agents make up the sellers list from Malaysia.

Other than providing delegates the prospect to meet up with Malaysian business organizations for potential business opportunities, the Tourism Malaysia booth (H7, H8, H9 and H10) at the International Trade and Exhibition & Convention Centre (ITECC) will also give visitors an insight to a cross section of the Malaysian cultural heritage, exotic destinations and other products and services.

A total of 400 booths have already been registered to participate at ATF 2004 including 120 companies from Thailand, 69 from Singapore, 50 from Indonesia, 50 from Malaysia, 28 from Vietnam and 14 stalls from Laos. There are 275 buyers from 38 countries including 49 from ASEAN member countries and 113 from Europe, the United States of America, Japan and China.

The ASEAN Tourism Forum is a co-operative regional effort to promote ASEAN region as one tourist destination. Each year, the hosting ATF is rotated among ASEAN member countries. ATF 2004 marks the 23rd anniversary of this event since its inauguration in Malaysia in 1981. Malaysia will play host to the 24<sup>th</sup> ATF which is scheduled to be held sometime in January 2005 in Langkawi.

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