



MEDIA RELEASE

MALAYSIA PROMOTES MICE IN HONG KONG

The 20th International Travel Expo (ITE) Hong Kong, the premier trade exhibition in the region, has created a dedicated hall for the promotion of business and MICE travel this year. The initiation of a MICE trade section in the annual ITE indicates the high growth potential of MICE in the Asia Pacific region. Malaysia's participation this year underlines a commitment to leisure travel and the importance that the country attaches to the MICE market.

The Malaysian delegation at ITE MICE comprises of Tourism Malaysia, Malaysia Airlines, Sabah Tourism Board, Asia Experience Tours, Asian Overland Services Tours and Travel, YTL Hotels & Properties, and MINES Exhibition Management.

Tourism Malaysia together with Farrington American Express Travel Services Limited will host a luncheon seminar for invited corporate buyers. A business presentation on Malaysia as the ideal MICE destination will be presented at the ITE MICE Workshop.

Malaysia's MICE exhibition occupies a 27-square metre pavilion at booth no. 2C01, Hall 2B of the Hong Kong Convention and Exhibition Centre from 15 to 17 June 2006.

For more information, go to www.itehk mice.com.

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