

MEDIA STATEMENT

ISC WITHDRAWS FROM TOURISM MALAYSIA ADVERTISING PITCH

In view of the recent news reports on the withdrawal of ISC advertising agency from Tourism Malaysia's advertising pitch, Tourism Malaysia would like to make the following clarifications:

1. It is important to note that the selection process is through Open Tender which has a clear and structured process and procedure.
2. For the record, the tender process was done in strict compliance with the financial and procurement guidelines and regulations prescribed by the Government, with the participation of the Ministry of Finance, Ministry of Tourism and Tourism Malaysia.
3. It is also important to note that, out of the 111 tender forms distributed, 34 agencies submitted their forms for the tender pitch which closed on 16 August 2010. The reason why it took a bit more time was mainly due to the tedious scrutiny process, meticulous efforts of the respective main committees namely; the finance committee, the technical committee and finally the tender committee. Tourism Malaysia wishes to reiterate that due diligence cannot be compromised at all stages of the evaluation process. Nonetheless, we have strived to meet the stipulated time frame.
4. On that note, it is regrettable that ISC has decided to withdraw from the tender, which is their prerogative. Tourism Malaysia assures that the tender process is carried out in a professional and objective manner.

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