

## NEWS RELEASE

### MALAYSIA'S TOURISM PRODUCTS ON SHOW AT 31<sup>st</sup> ASEAN TOURISM FORUM (ATF) IN MANADO, INDONESIA

KUALA LUMPUR, 11 January: The best of Malaysia's tourism products, destinations and services will be on show at the 31st ASEAN Tourism Forum (ATF) taking place in Manado, Indonesia, from 8 to 15 January.

The Honourable Minister of Tourism, Malaysia, Dato' Sri Dr. Ng Yen Yen, is leading the Malaysian delegation (58 hoteliers, resort owners, travel agents and state tourism boards, Sabah Tourism Board, Selangor Tourism and Penang Global Tourism) to woo buyers from the 10 ASEAN member countries.

The three-day TRAVEX (Travel Exchange) at the Golden Kawanua Convention Centre (beginning 13 Jan), an important component of the forum, is expected to see buyers converge at the Tourism Malaysia booth (B01-B02, B09-B10) to meet representatives of Malaysian business and tourism organizations.

Dato' Sri Dr Ng is also scheduled to attend various meetings such as the Meeting of the ASEAN Tourism Ministers, Meeting of the ASEAN Tourism Ministers (**with China, Japan and Korea**), Meeting of the ASEAN Tourism Ministers (**with India**), and the ASEAN Tourism Ministers Media Conference.

On 14 January, she will host a business luncheon for buyers and media delegates at Novotel Manado Convention Centre (Ballroom 2 and 3) and deliver a presentation entitled "**A Million Experiences to Share**", highlighting the latest developments in Malaysia's tourism industry.

The National Tourism Organisations (NTOs) Media Briefing by Malaysia will take place on 15 January, 9am, at Function Room 2 and 3, Lower Ground Floor, Golden Kawanua Exhibition Hall.

The Malaysian delegation to the event at the Novotel Manado Convention Centre includes the Chairman of Tourism Malaysia, Datuk Dr. Victor Wee, the Acting Director General of Tourism Malaysia Dato' Haji Azizan Noordin and the Deputy Secretary-General (Tourism Industry) of the Ministry of Tourism, Mr Rashidi Hasbullah.

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