

FOR IMMEDIATE RELEASE

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## **MALAYSIA INTERNATIONAL TOURISM EXCHANGE (MITE 2012)**

### ***MITE 2012 Officially Opens Today***

Serdang: MITE 2012 is finally here and has opened its curtain. Malaysia's inaugural tourism exchange event was successfully launched today by YAB Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak, Prime Minister of Malaysia, witnessed by YB Dato' Sri Dr. Ng Yen Yen, Minister of Tourism Malaysia, tourism ministers from Kenya, Mozambique, Iran, India and Egypt, ambassadors and high commissioners of foreign missions, 150 international hosted buyers and media and other corporate officials from private sectors, government agencies and NGOs along with some 5000 visitors of the opening ceremony.

MITE 2012 is organised by My Events International and supported by Ministry of Tourism Malaysia and Malaysia Convention & Exhibition Bureau (MyCEB). Taking place at Malaysia Agro-Exposition Park Serdang (MAEPS) from 31<sup>st</sup> May till 3<sup>rd</sup> June, MITE 2012 expects a turn-up of 600,000 visitors and provides a vast opportunity to network with all tourism related businesses, service providers, hosted buyers, sellers and media from 23 countries. Through its Travex Programme, scheduled to run during the event, MITE 2012 is also a good stage for buyers to meet their chosen prospects on a one to one basis, thus giving them a wider choice of tourism products and services.

MITE 2012 is also this year's perfect holiday getaway for family and friends showcasing indoor tourism pavilions and others namely the Fabulous Food Corner and Lifestyle Exhibition. Outdoor activities like Kids Playland, MITE 2012 Concert, Moon Walker, Bumper Boat, Hamster Roll, Sumo Suit and KMX among others have been set to enthrall the crowd. Treasure Hunt, online Photo and Video Contest, Graffiti Art, Skate Board, BMX Flatland & Stunt and a lot more are being featured as well throughout this four-day mega tourism event.

MITE 2012 is targeted as one of the most comprehensive and prestigious tourism based events on the Malaysian Calendar. This annual event will provide a platform of visible communication for all tourism products and services. In this event, visitors will experience a new dimension in tourism and it will depict and define a more fascinating and refreshing approach.

-End of Press Release-

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Organised by



Supported by



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