



PRESS RELEASE

FOR IMMEDIATE RELEASE

**REGISTER NOW: PATA HUB CITY FORUM
LEARN HOW ASEAN ECONOMIC COMMUNITY WILL IMPACT YOUR
TOURISM BUSINESS**

PUTRAJAYA, 11 September 2014: With the ASEAN Economic Community (AEC) to be implemented effective 1 January 2015, is our regional travel trade ready for it?

Covering 10 nations in South-East Asia (including Malaysia), the AEC-2015 aims to transform the region into a single market and production base with a highly competitive advantage to make it a stable and prosperous region. How will the AEC affect and impact tourism businesses in the region and in Malaysia?

Hub City Forum featuring the theme **'AEC 2015 – Where is Tourism Heading?'** aims to answer this question!

PATA Malaysia Chapter (PMC) in collaboration with PATA Headquarters and supported by Ministry of Tourism and Culture, Malaysia (MOTAC) and TOURISM MALAYSIA, is taking the lead to shed light on this very important topic via the Hub City Forum featuring the theme 'AEC 2015 – Where is Tourism Heading?' The forum is scheduled to be held on Wednesday, 15 October 2014 at The Royale Chulan Kuala Lumpur and will be officially launched by the Minister of Tourism and Culture, Malaysia.

It will look at some of the issues faced by Malaysia in the making of the AEC and explore new paths of growth for the travel and tourism industry. Among the topics addressed are the policies and implementation of AEC and the opportunities and challenges for stakeholders. With ASEAN being the largest contributor with 19.1 million arrivals, representing a 74.3% share of the overall tourist arrivals to Malaysia in 2013, it's a timely forum for those in the tourism fraternity. And, in line with the broad objectives of the National Key Economic Areas (NKEA) and Malaysia Tourism Transformation Plan (MTTP) to increase yield per tourist, the forum will certainly address and shed light on the way forward.

The forum could very well be the "last call" to update stakeholders on this game-changing AEC. Tourism and hospitality players, airlines, transport operators, and those with business interests in the industry within this region should not miss this opportunity.

For registration, visit www.pata.org, or contact the PATA Malaysia Chapter (Mr. GP Subramaniam) at 019 339 3162 or email patamalaysia@gmail.com.



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





Background information:

PATA stands for the Pacific Asia Travel Association. It is an international membership association headquartered in Bangkok and is the world leader of, and authority on, Pacific Asia travel and tourism. PATA's mission is to enhance the growth, value and quality of Pacific Asia travel and tourism for the benefit of the members of PATA.

The PATA Malaysia Chapter or PMC is an extension of the association (PATA) to assist in translating the global objectives of PATA into local action within Malaysia through operating programmes and activities relevant to local communities, and also avail the facilities of PATA to all chapter members.

To date, PMC has a total membership of 83, comprising government sectors, airlines, educational establishments, hotels, tour & travel agents and other organisations and associations related to the tourism & hospitality industry.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the **Tourism NKEA (National Key Economic Area)**.

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

Press contact:

Media & Publicity Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

Email: azizahaziz@tourism.gov.my



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Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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PATA Hub City Forum: Kuala Lumpur
Date : 15 October 2014 (Wednesday)
Venue : The Royale Chulan Kuala Lumpur

Theme : ASEAN Economic Community 2015 (AEC 2015)
– Where is Tourism Heading?

The ASEAN Economic Community (AEC) will be implemented effective 01 January 2015. Covering 10 nations in South-East Asia (including Malaysia), the AEC-2015 aims to transform the region into a single market and production base with a highly competitive advantage to make it a stable and prosperous region.

Malaysia is moving to an era that challenges remain and opportunities might not always be well understood. PATA takes the lead to guide the way through and open the dialogue via Hub City Forum featuring the theme 'AEC 2015 – Where is Tourism Heading?' The forum will look at some of the issues faced by Malaysia in the making of the AEC but also at new paths of growth for the travel and tourism industry.

Programme :

- 8:30 a.m. Arrival of Guests/ Registration
- 9:30 a.m. Arrival of YB Minister of Tourism and Culture, Malaysia
- 9:35 a.m. Welcome Remarks by Chairman, PATA Malaysia Chapter
- 9:50 a.m. Keynote Address by YB Minister of Tourism and Culture, Malaysia
- 10:15 a.m. Coffee Break

- 10:50 a.m. **Panel Discussion 1 – Tourism Development Policies under AEC2015**
Getting ready for influx of tourists: Is Malaysia ready to welcome the likely influx of travellers in open borders? This panel will explore the role of policies and regulations and how it can facilitate the industry's development as it begins in 2015.

Moderator: Y.Bhg Datuk Dr. Ong Hong Peng, Secretary General,
Ministry of Tourism and Culture, Malaysia

- Panelists:
- (i) H.E. Le Luong Minh, ASEAN Secretary General
 - (ii) Representative from Immigration/ Secretary General of Ministry of Transport, Malaysia
 - (iii) Mr Eduardo Santander, Executive Director, European Travel Commission (ETC)



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- (iv) Mr Andrew Herdman, Director General, Association of Asia Pacific Airlines

11:50 a.m. **Panel Discussion 2 – ASEAN Implementation Plan**
 Regional cooperation: Will AEC help to see the emergence of new travel regions?
 How does ASEAN benefit to become a community based on three pillars – economic, political and socio-cultural?
 This panel will take a look at growing connectivity, crisis management and recovery, multi-country thematic circuits, integrated products, and aligned accreditation.

Moderator: Ms Sharanjit Leyl (Presenter, BBC World News)

- Panelists:
- (i) Y.Bhg.Tan Sri Dr. Munir Majid, Chairman of the CIMB ASEAN Research Institute (CARI)
 - (ii) Mr Klaus Geil, Head of Sector, External Aviation Policy, European Commission
 - (iii) Mr Tom Jenkins, CEO, European Tour Operator Association
 - (iv) Mr Alexander Kesper, Team Leader, ASEAN-EU Management Programme
 - (v) Mr Charlie Ballard, Director of Research, TripAdvisor

12.50 p.m. Luncheon

14.30 p.m. **Panel Discussion 3 – Embracing AEC New Opportunities**
 ASEAN recognizes the potential opportunities and challenges to the travel and tourism sector. This panel will discover the importance of regional partnership, branding, human capital development and sustainability in this rapidly growing Asia market.

Moderator: Mr Martin Craigs, CEO, PATA

- Panelists:
- (i) YBrs. Encik Rashidi bin Hasbullah, Deputy Secretary General, Ministry of Tourism and Culture, Malaysia
 - (ii) Mr Lawrence Leong, Head of NTO, Singapore Tourism Board
 - (iii) Mr. Pichai Raktasinha, Director for ASEAN, South Asia and South Pacific Market, Tourism Authority of Thailand
 - (iv) Mr. Rolando Canizal, Assistant Secretary, Department of Tourism Philippines
 - (v) Mr Sam Cheah, President of Malaysian Association of Hotels (MAH)

15:30 p.m. Closing Ceremony
 Closing Remarks
 Communique



16:30 p.m. High-Tea/ Light Entertainment
18:30 p.m. End of Event



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