

## MEDIA RELEASE

### DPM PRAISES PATA FOR ITS CONTRIBUTIONS

**KUALA LUMPUR, 21 APRIL 2012:** Deputy Prime Minister Tan Sri Muhyiddin Mohd Yassin in declaring open the 2012 Pacific Asia Travel Association (PATA) Annual Conference here today, praised the 61-year association for its role and contribution in developing the tourism industry.

“The growth of tourism in the Asia and Pacific countries, and in Malaysia, has, no doubt, been contributed to some large extent, by the efforts of PATA, who early on, saw the potential for tourism growth in the area. I thank PATA for the opportunity for Malaysia to be part of an association that has opened up the passage of tourism into the Asia and the Pacific region,” said Tan Sri Muhyiddin.

Tourism Minister Datuk Seri Dr. Ng Yen Yen said this year’s conference - *Building the Business Beyond Profits* - promises over 618 delegates from 38 countries, yet another rewarding and informative forum through the participation of some of Asia’s most acclaimed entrepreneurs who are here to share their successful social entrepreneurship business models.

“I believe conclusions drawn from discussions between our distinguished speakers will provide invaluable guidance to travel trade players in driving the sustainable growth of the tourism industry in the Asia Pacific region,” she continued.

“We’re excited to host the 2012 PATA Annual Conference again as it coincides with Tourism Malaysia’s 40th Anniversary. The conference is an excellent platform to showcase Malaysia as a premiere tourist destination and to promote our new products and facilities to the world,” said Tourism Malaysia Acting Director-General, Dato’ Haji Azizan Noordin.

Malaysia is hosting the PATA Annual Conference for the fourth time in 40 years. The country previously hosted PATA Conferences in 1972, 1986 and 2001.

Tourism Malaysia has been an active Government member of PATA since 1965 alongside 80 member organizations in Malaysia.

The conference is considered an ideal platform for delegates comprising travel-related industry players, government and media leaders and officials to experience and acquire new tourism insights from a host of prominent international speakers.

Among the key topics covered over the two-day conference are:

- **PATA Next Generation** : PATA’s CEO Martin Craigs will explain the association’s energetic commitment to the “Next Generation” ways of doing things - a fresh state of mind that places new technology, social media, advocacy and a can-do cross sectoral approach at the centre of PATA’s commitment to build business for members.
- **Building the Business Beyond Profits - Leading in Challenging Times:** Leaders from dynamic emerging markets, the UNWTO, WTTC and PATA debate on what needs to be done to raise the visibility of tourism with G20 political leaders and how such a repositioning could create new business opportunities all along the tourism value chain.
- **Opening New Horizons - Building Business Excellence:** Experts provide a thought leadership overview on three strategic issues identified as hot button subjects - emerging markets, crisis management and new technology.
- **Building Business Excellence - Tourism Roundtable Discussion:** Discussion centres on emerging markets, crisis management and new technology.
- **The Social Entrepreneurs Challenge - PATA Next Gen Thought Leadership At Its Best:** A business plan competition targeted at undergraduate tourism students at PATA member education institutions who have been tasked to present new and social business ideas as investment-ready business plans for companies.
- **ASEAN 2015 - Great Expectations: 1 Vision, 1 Identity, 1 Community** : 10 ASEAN nations have pledged themselves to radical changes inherent in a large measure of economic union, scheduled for 2015. What are the opportunities and implications for travel and tourism? Will ASEAN become a borderless tourism job market?

Founded in 1951, PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. Working in partnership with the private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the region.

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