



## MEDIA RELEASE

### MALAYSIA HOSTS PATA ANNUAL MEETING (PAM) 2010

Malaysia will play host to the Pacific Asia Travel Association (PATA) Annual Meeting from 23 to 27 April 2010 at the Borneo Convention Centre in Kuching, Sarawak.

About 160 PATA delegates comprising PATA Board of Directors, members and staff are expected to attend this five-day event.

This annual meeting invites its Board of Directors and members comprising of public and private sectors **within the** Asia Pacific travel and tourism **region** to meet and discuss current issues impacting the industry as well as set the direction of the association. The meeting is considered to be one of the most significant forums among travel and tourism bodies.

This year's PATA Annual Meeting is a significant occasion in PATA's calendar as the New Chairman, Vice Chairman and Main Committee Members for the 2011/2012 term will be elected during the PATA Board Meeting. Besides the Board Meeting, this event also encompasses the 2010 PATA Annual General Meeting, Committee Meetings and Chapters Meeting.

A half day Chapters Meeting will be held on 26 April 2010 to invite **Chapter** members to set new ideas and directions in order to remain relevant to the industry.

Y.Bhg. Dato' Mirza Mohammad Taiyab, the Director General of Tourism Malaysia, will be representing Malaysia in this annual event.

In conjunction with this event, a Tourism Seminar called Meeting of the Minds - "Strategies, Realities and Charting the Course of Meeting Tourism Challenges"

organized by the PATA Malaysia Chapter also will be held at the Borneo Convention Centre on 23 April 2010, from 9.00am to 5.30pm.

The seminar will be attended by 136 PATA members worldwide, as well as 132 tourism industry players from Malaysia. Among the invited speakers and their topics of presentations are:

- ❖ YABhg. Tun Dato' Seri Ahmad Sarji Abdul Hamid, President, Heritage of Malaysia Trust - "Malaysia - Heritage & Tourism"
- ❖ YM Tengku Dato' Azmil Zaharuddin, CEO of Malaysia Airlines -- "Malaysia Airlines Business Transformation Plan - BTP2"
- ❖ Ar. Philip Chang, Vice President of Sarawak Heritage Society - "Kuching - Old World Charm, Leading to a Heritage City in the Making".
- ❖ Robin Tauck & Partners LLC on "Sarawak in the Context of the World Heritage Movement"

PAM 2010 provides an opportunity for Malaysia, namely Sarawak, to showcase and promote its tourist attractions to the delegates. In this respect, the Sarawak Tourism Board is organizing a spouse tour program on 24 and 25 April and a half day Kuching city tour on 26 April. Interested delegates can also sign up to play in the PATA Friendly Golf Tournament organized and hosted by Tourism Malaysia and Sarawak Tourism Board on 27 April to be held at Sarawak Golf Club.

In addition, the Right Honorable Chief Minister of Sarawak will host delegates of PATA Annual Meeting to a Welcome Dinner on 24 April 2010 at the new State Legislative Building. Weather permitting, delegates will be ferried across the river via the "Perahu Tambang," giving them an authentic experience of Kuching's widely-used form of transportation.

The 25<sup>th</sup> PATA Foundation Charity Gala Dinner will be held on 25 April 2010 at Sarawak Cultural Village. Hosted by Tourism Malaysia, the event invites delegates to show their support by contributing to the PATA Foundation.

Besides Tourism Malaysia, the PATA Annual Meeting 2010 is supported by State Government of Sarawak, Sarawak Tourism Board (STB), Sarawak Convention Bureau (SCB), Borneo Convention Centre Kuching (BCKK) as the official venue and Malaysia Airlines (MAS) as the official carrier.

For more information, please contact :

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**About PATA:**

Founded in 1951, Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. 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. Find out more at [www.PATA.org](http://www.PATA.org)

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