



MEDIA RELEASE

BID FOR PM INTERNATIONAL LEADERSHIP CONVENTION 2007

Tourism Malaysia is leading a 50-member delegation to Karlsruhe, Germany, to bid for the PM International Leadership Convention 2007, a major bi-annual event. If successful, Malaysia will be the first country outside Europe to host a PM International Convention.

The Malaysian delegation led by YBhg. Datin Dalilah Ahmad, the Deputy Director General II, Tourism Malaysia, includes Mr. C.K. Yung, president and CEO of PM Wellness (M) Sdn Bhd, senior tourism officials, Malaysia Airlines representatives, top PM Wellness distributors, cultural dancers and several media representatives.

While in Germany from 4 until 9 April 2006, the delegation will market Malaysia as an international convention and tourist destination. The efforts comprise the bid presentation, a Malaysian information counter and a cultural-based programme. Malaysia's promotional efforts are expected to reach out to some 6,000 delegates present at the bid event.

Background

PM International, established in 1993, is a worldwide wellness company based in Germany with operations in 20 countries including Austria, Australia, Bulgaria, Switzerland, Germany, Spain, Finland, France, UK, Iceland, Italy, Luxemburg, Latvia, Netherlands, Norway, Poland, Russian Federation, Sweden, USA and Malaysia. It offers a range of quality health and fitness supplements for sale via direct sales representatives. In Germany, PM International has been recognised by the German Government as one of the

top five medium-sized businesses with sales of well over Euro 200 million for 2004.

A site inspection to Kuala Lumpur was made by the bid inspection team from German recently in late March 2006.

Issued by: Communications Division, Tourism Malaysia

Date: 29 March, 2006

For further information, please contact

Ms. Anis Rozalina Ramli at (603) 2615 8188

or e-mail: anisramli@tourism.gov.my
