



MEDIA RELEASE

FOR IMMEDIATE RELEASE

INTERNATIONAL TRAVEL AGENTS & MEDIA AT THE CIMB CLASSIC 2013

KUALA LUMPUR, 24 OCT, 2013 – A total of 24 international travel agents and media are visiting Malaysia in conjunction with the CIMB Classic 2013 which will be held from 24 to 27 October at the Kuala Lumpur Golf and Country Club.

The group, who are here under Tourism Malaysia Mega Familiarisation Programme, came from seven countries, namely Germany, India, Indonesia, Japan, Singapore, South Africa and Vietnam. The media are expected to report and publicise the event, while the travel agents will help promote Malaysia through the creation of attractive holiday packages.

The participants attended a tourism seminar at the Seri Pacific Hotel today, where they were briefed by the Head of Mega Fam Secretariat of Tourism Malaysia, Shukri Hanafiah on the country's latest tourism development followed by a presentation on Malaysia Golf Tourism Association (MGTA) by its Council Member, Andrew Ng. There was also a video presentation on golf tourism in Malaysia and Visit Malaysia Year 2014.

The tourism seminar offers Mega Fam participants various networking opportunities. There was also an informal tell-sell session with representatives from Holiday Inn, Kota Permai Golf and Country Club, Holiday Tours, Amverton Cove Golf & Island Resort, Genting Golf Course, Impian Golf Resort and Horizon Hills Golf and Country Club.

The participants will attend the CIMB Classic on 25 October before visiting the Glenmarie Golf and Country Club for an inspection of its golf course. Later, they will also inspect the golf course at the Saujana Golf and Country Club and play a round of golf, courtesy of MGTA.

On 26 October, the Mega Fam participants will depart for Melaka to visit the golf courses at the Ayer Keroh Golf and Country Club and Tiara Golf and Country Club before going on a Melaka city tour. After that, they will return to Kuala Lumpur to attend the CIMB Classic final, which will take place on 27 October.

The following day, the Mega Fam participants will proceed to their post tours to selected tourism products and destinations around the country.

For more information on CIMB Golf Classic, please contact Effendy Shahul Hamid, Head of Group Marketing & Communications, CIMB Group at 03-2087 3000 or email effendi.hamid@cimb.com or go to <http://www.cimbclassic.com>.



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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. Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the international tourism scene. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing Malaysia firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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 Malaysia Tourism Transformation Plan (MTTP) 2020.

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