



MEDIA RELEASE

MALAYSIA PARTICIPATES IN PATA TRAVEL MART 2008

Malaysia will participate in the Pacific Asia Travel Association (PATA) Travel Mart 2008 in Hyderabad, India. This three-day event from 16 to 19 September 2008 will see some 300 sellers and more than 370 buyers from 57 countries from around the world.

The Malaysian delegation is headed by Tuan Haji Azizan Noordin, Director of the South/West Asia, Oceania & Africa Division of Tourism Malaysia.

A presentation of the PATA Gold Awards 2008 will also be held during a luncheon at PATA Travel Mart 2008 on 19 September 2008. Tourism Malaysia has bagged two more Gold Awards in the PATA Gold Awards 2008 marketing media category under the categories "Marketing Media – Travel Advertisement Broadcast Media for Visit Malaysia Year 2007", and "Marketing Media CD-Rom, Travel Manual Interactive CD". Tuan Haji Azizan Noordin will receive the awards on behalf of Tourism Malaysia at the award presentation ceremony.

MALAYSIA PAVILION

The Malaysia Pavilion with an area space of 72 sq. meters is prominently located at stand number D2, in the Hyderabad International Convention Centre. Its design reflects the wealth of nature treasures that Malaysia has to offer the world. Decorated with the greenery scenes and the deep sea wonders of Malaysia, the pavilion is set to attract more visitors this year.

BACKGROUND

Pacific Asia Travel Association (PATA) is the region's leading travel trade association, based in Bangkok. Its goal is to help members develop and increase business opportunities through a wide array of products, such as events, market intelligence, communications, networking and industry-wide recognition and exposure through the PATA brand.

The Pacific Asia Travel Association (PATA) Gold Awards recognise exceptional achievement in a variety of endeavours, bringing acclaim to the best the Asia Pacific's travel industry has to offer. In 2008, in addition to the 22 Gold Awards, PATA presented up to four Grand Awards for "best of show" entries in the following broad categories: Environment, Education & Training, Heritage & Culture and Marketing Campaign. Entries were judged by travel industry experts. For more information, visit the website: www.pata.org

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