



MEDIA RELEASE

TOURISM MINISTER WELCOMES DELEGATES OF THE 6TH WORLD CHAMBERS CONGRESS

The Hon. Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen, is hosting the 6th World Chambers Congress (WCC) welcome reception for some 1000 local and foreign delegates from 97 countries on 3rd June 2009 at The Royale Chulan Kuala Lumpur, which is also the co-host of the event.

The WCC delegates will experience a taste of Malaysian hospitality such as colourful traditional dances, delectable Malaysian cuisines, as well as a Batik Fashion show during the welcome reception. Besides that, there will be pocket shows such as *teh tarik* demonstration, massage, caricature, henna and batik painting which will be held concurrently.

Being the first Southeast Asian country to host the 6th WCC from 3 to 5 June at the Kuala Lumpur Convention Centre, it is another distinction to Malaysia in its effort to become a premier MICE (meetings, incentives, conventions and exhibitions) destination. Federation of Malaysian Manufacturers (FMM) is the local host for the 6th WCC.

Carrying the theme 'Leading Sustainable Growth and Change', the congress will discuss the global financial crisis issues and challenges to the international business environment. Implications and impacts of the challenges to food,

water and energy as well as the economic implications of climate change are also on the 6th WCC agenda.

MICE is an important component for the Malaysia tourism industry. The arrival of foreign delegates for 2007 increased by 23.5 per cent to 1,013,104 compared to 820,243 in the previous year. In terms of revenue, MICE contributed RM3.17 billion (about USD910 million) in 2007 compared to RM2.56 billion (about USD735 million) in 2006.

BACKGROUND OF WORLD CHAMBERS CONGRESS

The WCC, held every two years, is organized by the World Chambers Federation, a division of the International Chamber of Commerce.

The WCC offers practical and hands-on solutions to support the development of the small and medium-sized enterprises, as well as provides chambers of commerce an opportunity to learn how to best deal with the myriad of challenges facing modern businesses.

Since the inaugural WCC in Marseille, France in 1999, the event has established an enviable reputation as the place where chambers of commerce and business leaders get to know international peers and share experiences and best practices on issues that have direct impact on the chamber of commerce community.

For more information on the 6th WCC, please visit www.kl2009.com .

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