



For immediate release

ENCOURAGING RESPONSE FROM INDUSTRY PLAYERS FOR ISLAMIC TOURISM CONFERENCE & TRAVEL MART (ITCM)

Tie up between Islamic Tourism Conference & Travel Mart Exhibition provides wider scope for industry players

Kuala Lumpur, 01.09.2010 – The International Islamic Tourism Conference & Travel Mart (ITCM), with the theme “Harvesting the Potential of Intra-Regional Islamic Travel & Tourism” has received encouraging response from industry players, according to a statement from the organizers.

Scheduled to be held from October 28th – 31st at the Putra World Trade Centre Kuala Lumpur, Malaysia, the Islamic Tourism Conference and Travel Mart is set to be an annual event to promote and enhance Muslim travel and tourism. An interesting feature of ITCM 2010 is also the platform for the convergence of academic perspectives and business aspects of tourism for the Muslim traveler.

Apart from participation from local tourism and travel trade industry players, state governments as well as foreign participation, with about 8 countries showing positive interest and response. Among these countries are Saudi Arabia, Brunei Darussalam, Azerbaijan, Indonesia, Egypt, Oman, Iran and South Africa.

Sponsorship is currently being offered at a limited number of tiers and each sponsor may expect to receive sponsorship benefits to commensurate with the amount of commitment. This is expected to include at minimum the following:

- Exhibition booth in prime location (Platinum and Gold tiers only)
- Print advertisements – logo and sponsorship status (insertions advised)
- Online exposure – logo and sponsorship status
- Purpose programmed interactive on-site display (Platinum/gold tiers only)
- Inclusion in banners, buntings, static displays and POS materials
- TV slides/fillet (Platinum only)

So far Plus Expressways Berhad, being the premier conduit for travel along Peninsular Malaysia's west coast have confirmed as a sponsor for the event.

The organizers are looking at a target figure of 200 exhibition booths for the Exhibition, 100 foreign travel trade buyers (to be brought in by Malaysia Tourism Promotions Board) as well as 200 conference participants during the 2-day by invitation only event which begins on October 28th-29th for conference and trade visitors. ITCM will be preceded by a two-day free entrance for public to visit the Travel Mart exhibition from 30th-31st October 2010.

ITCM 2010 comprises two main international conferences and exhibitions, namely the International Islamic Tourism Conference 28th-29th for invited trade visitors and Travel Mart 2010 for trade visitors only. In addition, the travel mart for consumers on 30th-31st October is expected to draw much interest from industry players and the mass public.

Both these conferences and travel mart exhibitions are organized by Islamic Tourism Centre (ITC) endorsed by Ministry of Tourism, Malaysia & *Tourism Malaysia* and supported by Malaysia Association of Tour and Travel Agents (MATTA) and Bumiputra Tour and Travel Agents of Association (BUMITRA).

According to ITC director-general, Encik Zainuddin Abdul Wahab, ever since we planned ITCM there has been encouraging response from the industry players, both locally and from overseas.

“I am very keen to see the travel agencies who prepare halal packages to understand the ‘halal’ implications when planning trips abroad for muslim travelers. I feel a conference and travel mart is timely to educate the travel agencies and related industry players of the importance to not overlook the needs and wants of the Muslim traveler abroad.”

“Although ITCM is being held for the first time this year, first time in this region, we envisage encouraging response from both the exhibitors and conference participants,” Mr. Zainuddin Abdul Wahab added. “An event as such will enable delegates to understand how tourism can change the face of nations, build cultural and social bridges, alleviate poverty and discrimination and create new businesses.”

The main objectives of this conference and exhibition are to create an exclusive B2B platform for networking and potential sales commitments for the travel trade industries in the area of Islamic Travel and Tourism. It seeks to address the needs of both the Islamic and non-Islamic sectors in creating and sustaining products for this growing niche market.

This inaugural International Islamic Tourism Conference & Travel Mart is thus expected to fill a gap in the marketing of Islamic and Muslim oriented travel opportunities and products and services. Not only will it showcase the Islamic travel and trade of the world whilst sharing and discussing current issues, tourism attributes and new frontiers on Islamic tourism, but also to strengthen the Malaysian travel trade industry and tapping the opportunities thereof.

The Exhibition is also open to the public whilst the conference is for the industry players. More information can be obtained from: www.itc.gov.my or <http://www.itc.gov.my/itcm2010/content.cfm>

Participation fees:

For conference -

RM1000 (USD350) per person for 2 days inclusive of attendance of gala dinner, entry to the travel mart, refreshments, lunch and presentation materials

For exhibition – Booth Reservation

1. Tour Operator & Budget Hotel registered with Ministry of Tourism, Malaysia RM2,500 per space only & RM3,000 for 9 sqm shell scheme booth
2. Hotel/Airline/Restaurant/NGO/Theme Park/NTO/Tour Operator RM3500 per space only (USD1100) & RM4000 (USD1220) per 9 sqm shell scheme
3. Other than above RM4500 (USD1370) & RM5000 (USD 1520) per 9 sqm shell scheme

For reservations, contact us at:

+603-2287 2897 or fax+603-2287 2896 or email itcm@itc.gov.my

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