



PRESS RELEASE

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**CORPORATE TRAVEL BAZAAR JOHOR BAHRU PROGRAMME ATTRACTS
BUSINESS TOURISTS IN SOUTHERN REGION**

JOHOR BAHRU, 14 July 2014 – Tourism Malaysia will host the fifth edition of the Corporate Travel Bazaar (CTB) on 14 August 2014, at the Puteri Pacific Hotel, Johor Bahru, Johor to increase awareness for business tourism among the corporate and public sectors in the southern region.

The one-day programme will involve business-to-business (B2B) dealings not only between sellers and buyers from the corporate sectors in the southern region, but also from Singapore and Pulau Batam due to their close proximity to the state of Johor.

“We would like to attract the local business community as well as those from our neighbouring countries to host their corporate events such as meetings, seminars, conventions, retreats, and incentive trips here in Malaysia,” explains Tourism Malaysia’s Director General, Dato’ Mirza Mohammad Taiyab at the pre-launch press conference at the Puteri Pacific Hotel here today.

He says, the CTB programme is in line with Tourism Malaysia’s mission to emphasise the importance of the MICE (Meetings, Incentives, Conventions and Exhibitions) sector, as well as stimulate the growth of domestic tourism among the local business community.

He also hopes that the CTB will increase domestic travels among the various government agencies as well as corporations in Malaysia.

“The MICE packages developed by the participants offer complete venue facilities, excellent quality of service, as well as strategic locations which are close to various tourist attractions,” he adds.

Dato’ Mirza says that this fifth edition of the Corporate Travel Bazaar (CTB) has a target of 70 sellers and 500 buyers and sales revenue amounting to RM2.5 million.

He further adds that the fourth edition of the CTB in 2013 managed to attract as many as 73 sellers and 380 buyers with a total sale value of RM2,280,788.

“Due to the positive response, Tourism Malaysia has decided to organise this programme twice a year, making Pulau Pinang the host for the sixth edition of the CTB on 16 October 2014,” he says.



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The Corporate Travel Bazaar is organised to promote MICE packages to the domestic corporate market. Among the packages offered to visitors include travel incentive packages, corporate family day programmes, team building programmes, business tourism packages, and many others.

The targeted participants of this programme are the industry players from all over the country, such as travel agencies, hotel and resort owners, transportation providers, training consultants, and tour operators.

The Corporate Travel Bazaar 5/2014 programme is a continuation of the previous four Corporate Travel Bazaar programmes which were held in Eastin Hotel, Pulau Pinang in 2013, Grand Bluewave Hotel, Shah Alam in 2012, Empire Hotel, Subang in 2011, and Hilton Hotel, Petaling Jaya in 2009.

For more information, please contact Mr. Mohd Badrul Amin Mohd Bisharuddin, Assistant Director, Domestic Marketing Division, Tourism Malaysia at 03-8891 8453.

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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. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 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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