

MEDIA RELEASE

ZHULIAN (THAILAND) VISITS MALAYSIA FOR INCENTIVE TRIP AND CONFERENCE



ZHULIAN Marketing (M) Sdn Bhd (ZMMSB), one of the leading direct selling companies in Malaysia, is bringing its members from Thailand to visit Malaysia from 24 to 27 June 2011.

More than 3,500 ZMMSB members mainly Thai nationals with about 49 from Myanmar are participating in this incentive trip which brings them to Penang and Langkawi. In 2009, members from ZHULIAN (THAILAND) visited Penang, Kuala Lumpur and Genting Highlands.

The entourage is scheduled to depart from Hat Yai at 5am on 24 June and enter Malaysia via Padang Besar and Bukit Kayu Hitam in more than 90 buses. Tourism Malaysia, through its office in Perlis and Tourist Information Centre at Bukit Kayu Hitam, is providing assistance to facilitate the group's entry to Malaysia and their ferry transfer from Kuala Perlis to Langkawi.

In Penang, they will visit the ZHULIAN factory, the birthplace of ZMMSB. They will proceed to Langkawi on 25 June where they will attend ZMMSB's Conference at the Mahsuri International Exhibition Centre (MIEC) on 26 June.

Upon their arrival at Langkawi Jetty, they will be welcomed at a reception hosted by the Langkawi Development Authority (LADA), who is also sponsoring the cultural performance during the dinner on 26 June. The Malaysia Convention & Exhibition Bureau (MyCEB) is also providing assistance in terms of souvenirs.

ZMMSB is the international headquarters of its multi-level marketing business operations in South-East Asia. It was founded in Penang by Mr. Teoh Beng Seng in 1989 with initial core business in distributing gold-plated jewellery through the multi-level marketing channel. From dealing with only a small range of highly popular gold plated jewellery, ZMMSB has successfully diversified its product lines today to home care, food and beverage, nutritional supplements, personal care, cosmetics, air treatment, water treatment, sleep enhancement products and disposable hygiene products.

The ZHULIAN Group spread its wings to Thailand in 1996 through its associate company, ZHULIAN (THAILAND) LTD. with an office situated in Hat Yai and later on moved its regional office from Hat Yai to Bangna, Bangkok for better logistic infrastructure. In 2003, ZHULIAN (THAILAND) LTD. moved into its own premise where the regional office and warehouse were incorporated under one roof at Nontaburi, Thailand.

Its current membership has increased threefold to over 1 million compared to the first year the company established its business in Thailand.

For more information on Zhulian (Thailand) incentive trip to Malaysia, kindly contact:

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