

THE PERFECT RECEPTION IN MULTICULTURAL MALAYSIA

Back, Bigger and Better.

Malaysia recently hosted an impressive and exclusive trip for 6,000 delegates from the Perfect China incentive group. The major multilevel marketing company for consumer goods has made Malaysia its incentive destination previously in year 2011 and 2014, returning with the biggest group in 2015 after notable impressions.

With staggered arrival from 3rd to 7th July, the group converged on the 8th of July for the Conference and Gala Dinner in Malaysia's largest indoor exhibition venue, Malaysia Agro Exposition Park Serdang (MAEPS).

The high-performing delegates participated in various unique activities specially installed for them in three major states of Kuala Lumpur, Penang and Kedah for the next three days before departing on the 13th July.

Dining with the Royals and other exclusive events!

There were many highlights for the group as they soaked up the local culture and experienced the many facets of Malaysia.

Perfect China's Conference and Gala Dinner took place in MAEPS, Kuala Lumpur, which successfully delivered its capacity by fitting in the full delegation. The event was also graced by the Minister of Tourism and Culture Malaysia, YB Dato' Seri Mohamed Nazri Bin Tan Sri Abdul Aziz. As the evening came to an end, fireworks decorated the skies, signifying a rewarding event honouring the Company's top performers.

One of the main feature of the trip was breaking fast with the Royal family of Kedah in the Anak Bukit Palace during the Holy Month of Ramadhan. The first time opening its door for a corporate group, the Palace welcomed 20 special delegates to savour the best traditional cuisine. Delegates were also given the opportunity to abide by the protocols of the Royals, a truly honourable participation and unique experience.

“Experiencing the local culture is always an enriching, but dining with the Royal family of Kedah was the crème de la crème of the trip. It was truly an honour to be welcomed by the higher echelon of the society!” – Chen XingChun & Yang QiuLing, Sales Director from Hebei

In another unique activity which took place at the Grand Alora Hotel, Kedah. Delegates were treated to a sumptuous meal, themed Nasi Seratus. Literally translated as “100 rice”, the group feasted on 100 different dishes made from rice, the staple of Malaysia.

Moving on to the Pearl of the Orient, Penang, the group once again experienced another feast at Padang Kota Lama. Closed just for the event with the popular open-air hawker style food centre, Padang Kota Lama was transformed to a street with Penang’s highly renowned cuisines such as Char Kuay Teow, Asam Laksa and more for up to 3,000 delegates at one time.

A Sound Plan by Organisers

The notable success of the Perfect China incentive group trip was an impressive showcase of dynamic partnership between event organiser, Destination Management Company (DMC), Sunflower Holidays and the Malaysia Convention & Exhibition Bureau (MyCEB).

Mapping out every detail for the event, Mint Leong, Director of Sunflower Holidays said, “The motivation to organise this event was all time high, and we are proud to have managed to pull it off. Everything was in tip-top shape and we are very glad that the group had a spectacular time. The synergy between our team and partner, especially MyCEB was stellar. Malaysia is definitely in the global radar for business tourism.”

The 6,000 delegates, were flown in through four major airlines in stagger and stayed in 30 of major hotels across destinations.

As some of the itinerary venue could not accommodate the full capacity all at once, the organiser decided to have delegates touch down at different states and seamlessly enjoy the same experience no matter which batch it was. The first group arrived in Langkawi, Kedah on 3rd July, followed by the second group in Penang the very next day. The third group on the 6th of July in Langkawi Airport again and the final group in Penang on 7th July.

Despite the alternate arrival times, the delegates all converged in MAEPS for the main event. While MAEPS' venue was perfectly adequate to take in the capacity of delegates, mobile amenities such as toilets were thoughtfully planned for the convenience of the traffic.

Organisers were also tasked to create a memorable and impressive stay after the Conference, as this is the group's third time in Malaysia. With creativity and sheer determination, DMC Sunflower Holidays managed to convince the Royal Palace of Kedah to open its doors to welcome the groups' VIPs to break-fast with them. Working four to five months in advance to coordinate, the results were rewarding when DYMM Yang Di Pertuan Agong, the Sultan of Kedah agreed to the event.

In Penang, the organisers took on the challenge of blocking out the lane at Padang Kota Lama, ensuring that Perfect China's incentive group was able to have a personalised food feast with maximum privacy. Security was secured by working with local police enforcers, the Town Hall and public volunteers. As the event was open air, measures were taken to ensure that the show goes on without being affected by the weather. Giant umbrellas were used to protect delegates in the event it rains.

"It was indeed an outstanding delivery by all who were involved. It is a pleasure for MyCEB to be collaborating with our partners, Sunflower Holidays and other state tourism agencies to ensure an exceptional experience for the Perfect China group" said Datuk Zulkefli Hj. Sharif, CEO of MyCEB.

Datuk Zulkefli also proudly announced, "The massive trip contributed an estimated RM 128 million in economic impact to the country economy."

A Meaningful Ending to a Perfect Trip

To end the trip, Perfect China graciously contributed a cheque worth RM 600,000 to the victims of the recent Ranau, Sabah earthquake. The donation is channelled to Yayasan Sabah who will be utilising the funds to rebuild the lives of victims.

Additional Quotes Drafted:

"Malaysia certainly did not disappoint, this is my first time here and it has indeed left me with excellent impressions. There is warmth in the destination, the people and the cuisine is delectable. It's culture is unique but at the same time, I feel almost at home as we strike a similarity in terms of the Chinese heritage. I look forward to come back again, whether for business or on my own." **Tian Tian & Zhang XiaoBo**



Organiser:

"The process of organising an event in Malaysia is nothing short of seamless. As organiser of the Perfect China Oversea Seminar, we worked closely with the DMC despite separated by distance. The trust and precision level is high, leaving us with very little to worry about. I thank the DMC, Sunflower Holidays for their splendid effort and the Malaysia Convention & Exhibition Bureau (MyCEB) for the support. We will not hesitate to plan our events in this beautiful country again." **Kent Yu, Personal Assistant to President.**