

MEDIA RELEASE

PERFECT CHINA GIVES KUALA LUMPUR CONVENTION CENTRE A THIRD THUMBS UP!



The Perfect China Convention 2014 gala dinner saw over 3,000 distributors sit-down to a delicious nine-course Chinese banquet prepared by the Kuala Lumpur Convention Centre's award-winning culinary team. The convention returned to the Centre for the third time in four years. Perfect China Co Ltd is a China-based health and wellness direct sales company ranked 10th in the world.

KUALA LUMPUR, 25 August 2014 – Perfect China Co Ltd (Perfect China), a China-based health and wellness direct sales company ranked 10th globally, made Kuala Lumpur and the [Kuala Lumpur Convention Centre](#) (the Centre) their city and venue of choice for their Perfect China Convention, the third time in four years!

According to Terry Lee, Executive Director of Sunflower Holidays Sdn Bhd and logistics coordinator for the gathering, the Centre's successful execution of Perfect China's 2011 and 2012 events for 3,200 and 2,200 distributors respectively made it the obvious choice for the 2014 convention.

“The Centre's efforts to engage with its China clients with Mandarin-speaking staff and a Mandarin corporate video and business presentation, and a first-rate Chinese kitchen in-house, go some ways to making the client comfortable and confident the venue will deliver to their requirements. And having had two excellent outings here previously, Perfect China was happy to return a third time.”

Lee also believes Malaysia's position as one of the most value-for-money destinations for the global meetings industry supports the decision-making process as the lower cost of doing business means meeting planners do not have to worry about cutting costs or compromising on the delegate experience.

For the Centre, having Perfect China on its recurrent client list is an honour as "it shows the China meetings industry is responding to our efforts to reach out to that market," shared General Manager Alan Pryor.

Besides Perfect China, other high-profile China-based organisations and companies that have held their events at the Centre include Roche China's Annual Sales Conference 2014, the 2013 International Dragon Award (IDA) Annual Conference, a Chinese life insurance and financial services industry event attended by over 5,000 local and international participants from more than 16 countries, the Malaysia-China Economic Summit 2013 which was jointly officiated by His Excellency Xi Jinping, President of The People's Republic of China, and Malaysian Prime Minister, Datuk Seri Najib Razak, and China International Travel Service (CITS) amongst others.

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NOTE TO EDITOR

About the Kuala Lumpur Convention Centre

The Kuala Lumpur Convention Centre (the Centre) is a component of the Kuala Lumpur City Centre (KLCC) and is managed and operated by Convex Malaysia Sdn Bhd, a joint-venture company between KLCC (Holdings) Sdn Bhd and AEG Ogden Pty Ltd, Australia.

A winner of numerous awards including the International Congress and Convention Association (ICCA) Best PR Award, rAWr (Recognising Award Winning Results) Awards 2013 for 'Purpose Built Convention & Exhibition Centre Award For Excellence' in the Business Events category; Kuala Lumpur Mayor Universal Access Award 2013; Meeting Industry Marketing Awards (MIMA) 2012 for 'Best Print Advertising Campaign (Gold)' and the MICE Report Awards 2012 for 'Best Convention Centre in Asia'; the Centre is a wholly-owned facility of Kuala Lumpur Convention Centre Sdn Bhd which in turn, is owned by KLCC (Holdings) Sdn Bhd, a wholly-owned subsidiary of PetroliaM Nasional Berhad (PETRONAS).

The Centre has ISO 9001, ISO 22000, ISO 14001 and OHSAS 18001 certifications, EarthCheck Bronze status (environment) and Hazard Analysis and Critical Control Points Certification (HACCP) recognition, the international food safety system for international convention facilities and five-star hotels. It is also the first in Asia to receive the 'Gold' AIPC Quality Standards certification.

Comprising two auditoria (seating 3,000 and 500 respectively), 12,310 sqm of Exhibition Halls including a 2,600 sqm standalone marquee, a Grand Ballroom which seats 2,000 diners, a Banquet Hall for 500, a Conference Hall for 1,800 and 20 other meeting rooms, the Centre provides 22,659 sqm of function space in the heart of Kuala Lumpur.

About Perfect China Co Ltd

Incorporated in 1994, Perfect China Co Ltd provides a wide range of consumer products including health food, personal care, household and beauty & skin care products. It is a business anchored in pioneering advanced research and development backed by internationally certified production facilities. Perfect China is ranked 10th direct sales company globally.

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