



PRESS RELEASE

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MALAYSIA TO HOST THE INAUGURAL WORLD TRAVEL MART CONNECT ASIA

Malaysia is the first country in Southeast Asia to host this annual event which will be kicked off from 18 – 20 May 2016 in Penang.

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KUALA LUMPUR, 25 April 2016 - Malaysia is proud to be the host country of the inaugural WTM Connect Asia this May 2016 in George Town, Penang. The event is expected to offer a unique one-to-one format targeted at the booming Asian leisure travel market, allowing exhibitors to exclusively meet with elite international hosted buyers.

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Director General of Tourism Malaysia, Datuk Seri Mirza Mohammad Taiyab says, "The WTM brand is well-established for being among the leading tourism trade exhibitions in countries such as United Kingdom, Africa and Latin America. Naturally, we are excited that Malaysia has been chosen to host the inaugural edition of WTM Connect Asia.

"As host-country, we welcome all buyers and sellers of WTM Connect Asia to Malaysia. Malaysia is a multi-cultural and diverse destination that offers the perfect combination of business and leisure experience to all visitors.

"Penang's vibrant culture and heritage, delicious food, beaches, unique architecture and UNESCO World Heritage site attraction in the capital city of George Town will showcase the Malaysia Truly Asia brand perfectly and will certainly be a charming and wonderful introduction to the rest of Malaysia for the delegates of WTM Connect Asia."

MyCEB Chief Executive Officer, Datuk Zulkefli Hj Sharif said, "Indeed, we are extremely excited and proud to be the first country in Southeast Asia to host this international trade event. WTM Connect Asia 2016 will witness a congregation of exhibitors and buyers from all over the world. It serves as a great platform for Malaysia and other countries to develop a niche Business-to-



Business international leisure travel trade event. This will also provide Malaysia with the opportunity to showcase its varied offerings such as tourism products, modern infrastructure, state-of-the-art facilities equipped with international standards and high technology.”

WTM Connect Asia 2016 will take place at two different locations in Penang - the Eastern Oriental Hotel and the Straits Quay Convention Centre from 18 to 20 May 2016. It is organised by Reed Exhibitions and supported by Ministry of Tourism and Culture, Malaysia Convention & Exhibition Bureau, Tourism Malaysia and State Tourism of Penang.

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Background information on WTM Connect Asia

The WTM Portfolio, part of Reed Travel Exhibitions, will enter Asia and China this year with the launch of two events under the new WTM Connect brand, leveraging on the growth of these two markets.

WTM Connect will attract top quality buyers from the world's leading tour operators such as Cox and Kings, Kuoni Travel, China Ctrip and China U-Tour to network, negotiate and sign business deals with these growing markets.

Alongside the one-to-one meetings, a full programme of events will be scheduled offering lively panel debates, discussions and educational content, providing delegates with a fresh and current perspective on the destinations.

<http://www.wtmconnectasia.com/>

About MyCEB

MyCEB was established in 2009 by the Ministry of Tourism & Culture, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.



Malaysia Major Events (MME), previously known as International Events Unit (IEU) is another division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events. www.myceb.com.my

About Tourism Malaysia

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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism. www.tourism.gov.my

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries. www.reedexpo.com