



MALAYSIA INTERNATIONAL
TRADE & EXHIBITION CENTRE



**Press Release
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CEMS Malaysia Launches Inaugural Malaysia Tourism and Travel Mart 2020

27 August 2019, Kuala Lumpur, Malaysia – This afternoon, CEMS Conference & Exhibition (Malaysia) Sdn Bhd announced the launch of **MALAYSIA TOURISM AND TRAVEL MART 2020** (MTTM 2020) to be held from 25 to 27 June 2020 at Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, Malaysia. The show is supported by the Ministry of Tourism, Arts and Culture Malaysia.

The three-day trade exhibition will be an important platform for international and local inbound and outbound travel operators and stakeholders to seek and realise opportunities in the international tourism and travel industry. Participants and visitors will also find opportunities to exchange ideas and network with key decision makers of the industry. The event will be open to trade visitors on the first two days and to the public on the third day of the show.

Spread over a gross area of 8,000 square metres, the exhibition will host more than 200 international exhibitors from over 45 countries and some 500 international and local hosted buyers and, is estimated to attract 4,000 trade visitors from the travel and tourism and related industries and 8,000 public visitors.

Exhibitors at MTTM 2020 can look forward to an array of customised services to effectively reach out to their target market. These services curated by organiser, CEMS Malaysia, will include pre-show promotions and business matching through personalised sourcing of the right buyers. Exhibitors will also be able to pre-schedule business-to-business appointments to improve productivity and efficiently use their time at the show to meet their desired target market players and potential customers.

“MITEC applauds the launch of Malaysia Tourism and Travel Mart 2020, given its large multiplier effect, its significant impact towards the celebration of Visit Malaysia 2020 and its contribution to the country’s tourism receipts. MTTM will not only enhance Malaysia’s competitiveness on the global stage but also facilitate more cohesive private-public sector efforts to deliver more

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international and regional business tourism events into the country. We are very honoured indeed to be the strategic partner for such a notable event and as the host venue for the first MTTM, we look forward to playing our part in ensuring a successful event, one that will undoubtedly enhance Malaysia, Kuala Lumpur and the Malaysia International Trade and Exhibition Centre's growing reputation as a world-class destination for exhibitions and international conferences," said Mr Gunther Beissel, Chief Executive Officer, Malaysia International Trade and Exhibition Centre (MITEC).

MTTM 2020 has been designed to bring the World to Malaysia and support Malaysia's position as a preferred MICE destination in the Asian region. The inaugural MTTM 2020 is timely and holds significance with **Visit Malaysia 2020**, the latest in the series of the **Visit Malaysia** campaigns and a landmark initiative supported and endorsed by the Honourable Prime Minister of Malaysia and was launched in line with the Malaysia Tourism Transformation Plan goals of welcoming a total 30 million tourists to Malaysia and registering RM100 billion in tourist receipts by the year 2020.

MTTM 2020 also supports the goal of Visit Malaysia 2020 to unite all industry players to achieve this common goal, while attracting tourists from all over the globe to experience first-hand the warm hospitality and numerous tourist attractions Malaysia is well-known for. In 2020, Malaysia will also host a series of international meetings, namely APEC, WCIT and CHOOGM. It is the perfect time to promote Malaysia. As a host country, Malaysia will organise key meetings that involved top leaders from each country for both the government and private sectors.

"In 2018, there were 25.8 million arrivals to Malaysia from various parts of the world¹. According to a news portal, an estimated 11.9 million international outbound trips from Malaysia were recorded in 2016 and the number is forecast to grow by an average of 3.5 per cent annually to 14.2 million trips by 2021. It ranked Malaysia sixth highest among emerging markets. Malaysia's outbound market is increasingly diverse and dynamic," said Edward Liu, Group Managing Director for CEMS Conference & Exhibition Sdn Bhd. "The demands and expectations of travellers have also grown in sophistication over the years. MTTM 2020 will be curated and organised to provide exhibitors with a powerful and robust platform to reach and interact with their target audience."

(Note:¹ <https://www.tourism.gov.my/statistics>)



Edward Liu, Group MD of CEMS

For more information on Malaysia Tourism & Travel Mart 2020, please visit www.mttm.com.my.

Photo Download Link:

<https://www.dropbox.com/sh/lsddi4xmdkbbhr8/AABRoKVwKMeYdWjmm-veykzRa?dl=0>

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About MITEC

The Malaysia International Trade and Exhibition Centre (MITEC) sits on a sprawling 75.5 acres of the KL Metropolis, an integrated development within the Kuala Lumpur's International Trade and Exhibition District. MITEC is the third largest MICE (Meetings, Incentives, Conferences and Exhibitions) venue in the Southeast Asia region and the largest trade and exhibition centre in Malaysia, offering over 45,000 sqm of exhibition space and triple volume exhibition halls with infinite possibilities. Boasting the largest pillar-less exhibition hall in Malaysia with 12,960 sqm of column-free space on one level, MITEC offers 11 spacious exhibition halls as large as eight football fields combined, a ballroom, two multi-purpose halls, 13 meeting rooms, VIP suites and lounge, organiser's office, business centre, food and beverage outlet, an outdoor oval garden and two exterior amphitheatres.

Visit www.mitec.com.my for further information.

About CEMS Conference & Exhibition Management Services

Established since 1980, the CEMS Group is a regional organiser with a global perspective. A key player in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry in ASEAN, CEMS has vast knowledge and experience in organising and managing exhibitions and conferences for government agencies, associations and private enterprises. In Malaysia, CEMS is the organiser of the largest coffee and café trade event – Café Malaysia series, which takes place annually in January. CEMS is also the organiser of the first ever Malaysia Coffee Festival with the inaugural event held at the Kuala Lumpur Convention Centre (KLCC) and continues to hold this event annually.

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