



FOR IMMEDIATE RELEASE

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**Official Soft Launch of Malaysia International Tourism Exchange 2012
(MITE 2012)**

Kuala Lumpur: The Malaysia International Tourism Exchange 2012 (MITE 2012) supported by the Ministry of Tourism Malaysia and the Malaysia Convention and Exhibition Bureau (MyCEB) was successfully launched just now. MITE 2012 is a homegrown international tourism event organized by My Events International and is designed to promote and further develop the global tourism industry. The four-day event will be held at Malaysia Agro-Exposition Park Serdang (MAEPS), Selangor from 31 May until 3 June 2012.

Slotted as an annual event, MITE 2012 is targeted to strategically bring together the international travel and tours industry related provider and services under one roof to explore and seize the many opportunities from this fast growing industry. Hence, MITE 2012 will be providing a broad platform to cultivate the expansion, interaction, alliance and win-win collaboration in the integration among the Malaysian, domestic and foreign markets.

Dato' Sri Dr. Ng Yen Yen, Minister of Tourism Malaysia, who officiated the soft launch of MITE 2012 said in her speech that the importance of innovation and creativity will be given special focus in MITE 2012 to expand the tourism business and stay relevant and remain highly competitive. "I trust that MITE 2012 is indeed very timely and will be well-received. It will be a focal meeting and exchange point for tourism trade buyers from all parts of the world, strengthening your networking and exploring tourism related business opportunities through direct interaction with your trade counterparts here", said the minister. She also added that being creative and market driven is very important so that it will command the right value and market positioning of our products and services in the tourism industry.

Dubbed as the largest tourism exchange event in Malaysia, MITE 2012 is not only inviting the domestic and foreign travel agencies and tourism companies like one would usually find in a common tourism fair. Advocating the extensive growth of the tourism industry by a more proactive approach, MITE 2012 has also secured the participation of ministries, foreign missions in Malaysia, members of the media, trade members and tour operators both from Malaysia and abroad to support the effort.



Major tourism organisations partaking in the event include airlines, international and government tourism boards. Industries to participate in the exchange event will range from adventure, health, property, education and green tourism to the services industry such as cruise liners, banking, financing, shopping and megamall operators among others. Family and friends searching for get-away destinations to spend quality time together can stopover the recreational tourism section and pay visits to the spa and wellness, resort and home stay booths. MITE 2012 is a good platform for buyers to meet their chosen prospects on a one to one basis, thus giving them a wider choice of tourism products and services.

MITE 2012 will also be filled with non-stop fun-packed activities such as international performances and showcases, seminars, games and competitions. Meanwhile, the event will also share and exchange international cultural habits and practices, festivities plus mouthwatering food showcase which will definitely make MITE 2012 an inspiring and exciting experience.

My Events International, a full-fledged event management company that provides integrated solutions to clients throughout Malaysia and across the globe had carefully planned MITE 2012 to take off with all the objectives in mind and in turn benefit all parties concern. To date, My Events International has brought many successful global class events namely World Bloggers and Social Media Summit, Global Leadership Awards 2011 and the Middle East Business Leaders Summit and Awards.

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