

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

ASEAN Tourism Forum 2010 draws strong response

Brand new BRIDEX all set for ATF 2010 at Brunei Darussalam

Brunei, 27 October 2009 – The ASEAN Tourism Forum (ATF), the region's foremost tourism and travel event, to be hosted by member-nation, Brunei Darussalam, in Bandar Seri Begawan, Brunei from 21 to 28 January 2010, is well on its way to bringing more than 400 seller organisations and 400 hosted buyers together to traverse new horizons at TRAVEX (Travel Exchange), the travel mart component of the annual event. One hundred media representatives from over the world are also expected to attend.

Into its 29th year and represented by the 2010 theme – 'ASEAN – The Heart of Green', ATF 2010 is set to resonate the success of past ATFs in promoting tourism in the region, as well as advancing 2010's green theme in entrenching responsible environmental and social practices in tourism-related businesses.

Registrations have been streaming in since its official announcement early this year and it is envisaged that many participants will capitalise on this platform to re-evaluate strategies and set new directions in the travel industry in the region, as the global economy undergoes a shift to counter the effects of the financial crisis.

ATF 2010 will be staged at the spanking BRIDEX (Brunei International Defence Exhibition) Centre. The purpose-built exhibition centre, located within a natural terrain setting on a prime ocean-facing site in Jerudong, is the homeground of the international defence & security event in South East Asia, BRIDEX, which made its debut in August 2009. The centrally located and well equipped exhibition hub is well poised to impress both exhibitors and delegates at ATF 2010 as much as Brunei will charm with its pristine rainforests, majestic landmarks and warm culture.

The Host Committee, led by Brunei Tourism, is sparing no efforts in ensuring all delegates and visitors will have a memorable time in Brunei. All wheels have been set in motion to ensure that event preparations run according to, or even ahead of schedule so that any new developments can be promptly dealt with. Mr Sheikh Jamaluddin Sheikh Mohamed, CEO of Brunei Tourism, said, "We are excited to be hosting the ATF again and the entire nation is all geared up to welcoming our guests from all over the world next January. The support of various government agencies, private organisations and TTG Asia Media have contributed tremendously to the smooth planning process and delivery. We are looking forward to presenting a cherished experience encompassing culture and green tourism to our guests."

Another distinctive and new feature of ATF 2010 is the ability of delegates to book their choice of official or supporting hotels online. The online facility greatly enhances convenience for delegates to select, book and receive a confirmation of their accommodation in just a few clicks. With more than 600 rooms available across a range of three to five-star hotels, delegates can be assured of an enjoyable and comfortable stay in Brunei.

For full details of ATF 2010 and regular updates, visit www.atfbrunei.com.

Enc. ATF 2010 Logo.jpg – ATF 2010 will converge more than 1,600 delegates in networking and conducting businesses with ASEAN-based suppliers offering a diversity of destinations, new tourism products and services.

About Brunei Tourism

As a division within the Ministry of Industry and Primary Resources, **Brunei Tourism** is in charge of tourism development, marketing and promotion, as well as licensing of tour companies. The division has been actively engaged in the promotion of tourism to Brunei since the mid 1990s. It was then that tourism gained recognition as a rising industry capable of greatly contributing to the Kingdom's economic diversification efforts, as well as becoming a significant generator of future employment opportunities for Brunei's citizens.

With recent increases in manpower and expertise, including the hiring of international tourism consultants, and a clear strategy with ambitious but feasible goals, Brunei Tourism is working to market its undiscovered tourism potential in the competitive regional tourism market. Brunei Tourism has also recently launched a fresh new identity to carve a face for Brunei in the competitive and dynamic regional tourism market. Brunei Tourism is committed to working closely with both local and overseas industry partners and the media to position Brunei Darussalam as a distinctive, exciting and undiscovered travel destination in Asia.

Brunei last hosted the ATF in 2001 during its 'Visit Brunei Year'. For more information on Brunei Tourism, visit www.bruneitourism.travel.

About TRAVEX Organiser

TTG Asia Media Pte Ltd is the region's leading travel and tourism business information and access provider. With extensive industry involvement through a wide range of media products including



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publications, exhibitions, database management and the Internet, the company provides our partners with integrated marketing solutions and effective platforms to showcase their products and services to the industry.

TTG Asia Media is also a leading organiser and event manager of travel tradeshows in Asia, including IT&CMA (Incentive Travel & Conventions, Meetings Asia), CTW (Corporate Travel World) Asia-Pacific, ITS (International Travel Show) Thailand 2004 and 2005, Thailand Travel Mart (TTM) Plus 2005 and ASEAN Tourism Forum (ATF) 1998, 2001, 2003, 2006, 2009 and 2010. It also publishes four titles targeted at distinct sectors of the travel trade: TTG Asia, TTG China, TTGmice and TTG-BTmice China. These tradeshows and publications provide the best marketing access to Asia-Pacific's travel marketplace, influencers and deciders.

TTG Asia Media is a member company of China.com Inc. which views Internet services as its core business and operates principally in China. It is listed on the Growth Market Enterprise (GEM) of the Stock Exchange of Hong Kong (Stock Code: 8006). For more information on TTG Asia Media, visit www.ttgasiamedia.com.

Media Contact

Chris Robles (Mr)

Director of Marketing and Promotion
Brunei Tourism
Ministry of Industry and Primary Resources
Jalan Menteri Besar, Bandar Seri Begawan BB3910
Brunei Darussalam
Tel: (673) 238 2822 Fax: (673) 238 2824
Email: chrisrobles@bruneitourism.travel
URL: www.bruneitourism.travel

Hanli Tan (Ms)

Assistant Marcoms Manager
TTG Asia Media Pte Ltd
1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528
Tel: (65) 6395 7575 Fax: (65) 6536 0896
Email: hanli@ttgasia.com
URL: www.ttgasiamedia.com