



# ASEAN THE HEART OF GREEN 10 Destinations, One Conservation Vision

# BULLETIN



**ASEAN TOURISM FORUM**

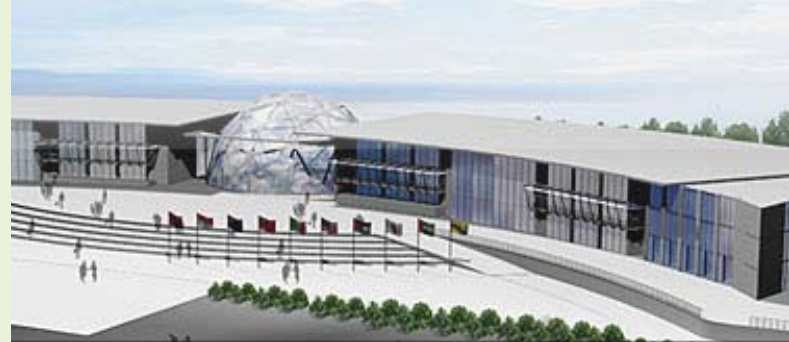
21-28 January 2010

Bandar Seri Begawan • Brunei Darussalam  
www.atfbrunei.com

A Newsletter for **ASEAN Tourism Forum 2010** | September 2009

**N**EXT YEAR, 21 to 28 January 2010, the region's foremost tourism and travel event – the ASEAN Tourism Forum or ATF – will be held in Brunei Darussalam with the theme “ASEAN – The Heart of Green”. Unifying with one conservation vision, ASEAN's ten member destinations will be setting the stage for “Green Tourism” reflecting the fast-growing global trend of adapting the use of eco-friendly practices to reduce negative environmental and social aspects of business especially in the tourism industry, taking into account the benefits for cultural heritage and local community at the same time.

## Brand new BRIDEX Centre all set for ATF 2010 at Brunei Darussalam



the first time being 2001 when Brunei first hosted ATF. Scheduled from 26 to 28 January 2010, the ATF TRAVEX is a conducive three-day event for both first-time and seasoned delegates to expand their business horizons and renew their business relationships efficiently.

ATF 2010 is all set to take centre stage at the new and impressive event-purpose exhibition centre – the BRIDEX Centre – as it is the permanent home of the premier defence and security event – the Brunei International Defence Exhibition and Conference or BRIDEX, which made its debut in 2007. TRAVEX 2010 expects to draw more than 1,600 ATF delegates consisting of approximately 400 exhibiting companies, more than 450 international buyers and media delegates.



This exciting and sophisticated new centre is located on a prime ocean-front site at Jerudong, near Brunei's capital – Bandar Seri Begawan, featuring a 10,000 sqm column-free exhibition hall, together with a 5,000 sqm space for static displays. In addition, the venue offers exhibitors and delegates state-of-the-art facilities, such as a mobility park, chalets, dining outlets, hospitality, Business Centre and even a marina within the natural terrain settings.

ATF 2010 delegates will be among the privileged first to fully experience the venue's facilities after the recent debut of BRIDEX Centre in August. Exhibitors will have easy access to the venue's latest technology which allows high-speed internet connectivity between stands or even to remote locations.

Furthermore, the BRIDEX Centre is conveniently located near one of ATF 2010 official hotels – The Empire Hotel and Country Club, amongst many others. Shuttle transportation will be available from all Official and Supporting hotels to and from the TRAVEX venue and official social functions.

Brunei Tourism is set in accomplishing an event filled with style and splendour, showcasing Brunei's hospitality at its finest. The team is looking forward to welcoming and receiving you in Brunei at ATF 2010.

The ten member nations of ASEAN are: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Brunei Tourism has appointed TTG Asia Media as the Secretariat for TRAVEX, Travel Exchange, the travel mart component of the ATF 2010 in Brunei. This will be the second time TTG is organising TRAVEX for Brunei;



# About ASEAN Tourism Forum (ATF)



## Origin

The annual ASEAN Tourism Forum (ATF) is a supportive regional collaboration promoting the Association of Southeast Asian Nations (ASEAN) region as a single tourism destination at a time of global competition.

Since its inauguration in Malaysia in 1981, the hosting of ATF is rotated yearly among member countries. ATF 2010 Brunei marks ATF's 29<sup>th</sup> anniversary and also Brunei's second hosting of the tourism event ever since 2001. With considerable concentration on the region's diverse natural surroundings vis-à-vis cultural heritage and modernisation, ATF 2010's theme will primarily focus on the potential contributions green tourism can make to the ten member countries.

## Logo

**Ten grains of rice** – represents the ten ASEAN member countries held together in harmony by one stalk, one region, one destination, one dream.

**Bird at flight** – signifies joys of travel and peace, freedom and unity in the exchange of ideas and promotion of ASEAN as one attractive, multifaceted region.

**The sun** – symbolises light and a source of life within South-east Asia.



## ASEAN TOURISM FORUM

### Host Country – Brunei Darussalam *The Abode of Peace*

Brunei Darussalam offers a richly diverse natural and cultural heritage, renowned for its pristine rainforests and national monuments. Bahasa Melayu (Malay) is the official language; however, English, Mandarin and other Chinese dialects are still widely spoken by the population. Its all-year round temperate equatorial climate makes it ideal for eco-tourism.

For those who treasure and respect the unparalleled natural wonders of this rustic beauty, the capital city, Bandar Seri Begawan, not only serves as the commercial, economic and government centre, it also offers the richest and most revered landmarks dating centuries ago. In addition, nature enthusiasts can uncover Borneo's glorious treasures from Mother Nature in Sabah, Sarawak and Kalimantan that is just a boat ride away. You can also enjoy a contemporary host of superb accommodation, premium golf, first class diving and modern and efficient infrastructure. All of these attractions and luxuries are within easy reach from Brunei, spelling a distinctive edge over others.

## ATF TRAVEX 26 – 28 January 2010

The exclusive Travel Exchange (TRAVEX) is a major component of ATF aimed at providing the perfect platform for buyers and sellers of regional and individual tourism products in the collaborative ASEAN member countries. TRAVEX allows sellers to effectively save time and cost resources by taking advantage of ATF's one-stop platform to convene and contract with an expected 400 fully hosted international buyers interested in buying into ASEAN! On the other hand, Buyers can take the excellent opportunity to gather the latest information on ASEAN tourism products and services, establish and renew contacts and discuss business.

ATF also has two unique features – the Seller-Meet-Buyer (SMB) session and Buyer-Meet-Seller (BMS) session. Both sellers and buyers can maximise their participation through these flexible pre-scheduled meetings optimizing the crucial time spent during the TRAVEX appointment sessions.





# TRAVEX Programme

(as at 9 September 2009)

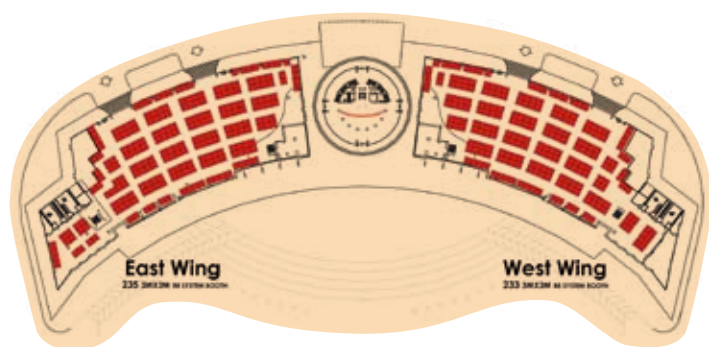
For the full ATF 2010 programme, please log on to the “Programmes” section on [www.atfbrunei.com](http://www.atfbrunei.com)

Secure your exhibiting space at ATF 2010 TRAVEX now!

Book your booth by 31 October 2009 at the “Registration” section at [www.atfbrunei.com](http://www.atfbrunei.com)

Participation as a seller in TRAVEX is open only to suppliers of ASEAN tourism products and services. Seller representation, product and services exposure will be restricted to ASEAN-based representatives located and operated within the ASEAN region.

A maximum of two (2) delegates are allowed in each booth, with one registered as Full Delegate and the second registered as Co-Delegate. Both are allowed to register any number of Accompanying Persons, although such persons will not be allowed access to the TRAVEX area.



	Member Fees	Non-Member Fees	Entitlements
<b>TRAVEX Booth (3m x 3m)</b>	US\$1,760	US\$2,150	NA
<b>Full Delegate</b>	US\$540	US\$660	1 set of Pre-Scheduled Appointments (PSA) 1 Seller-Meet-Buyer (SMB) ticket
<b>Co-Delegate</b>	US\$390	US\$550	NA
<b>Accompanying Person</b>	US\$220	US\$220	NA

## Tuesday 26 January 2010

0900 - 1200	ASEAN Tourism Conference
1200 - 1400	Lunch
1400 - 1430	TRAVEX Briefing
1500 - 1600	Sellers Meet Buyers On-site Appointment Session
1615 - 1715	Buyers Meet Sellers On-site Appointment Session
1900 - 2130	Dinner
2200 - 2400	Late Night Function

## Wednesday 27 January 2010

0900 - 1200	TRAVEX Appointment Session I
0900 - 1700	ASEAN NTOs Media Briefing
1200 - 1400	Lunch
1400 - 1800	TRAVEX Appointment Session II
1830 - 2130	Dinner
2200 - 2400	Late Night Function

## Thursday 28 January 2010

0900 - 1200	TRAVEX Appointment Session III
0900 - 1700	ASEAN NTOs Media Briefing
1200 - 1400	Lunch
1400 - 1800	TRAVEX Appointment Session IV
1830 - 2130	Closing Ceremony

Apply NOW at [WWW.ATFBRUNEI.COM](http://WWW.ATFBRUNEI.COM)  
Hosted Buyers and Media

Applications close on 31 October 2009!

### Buyer Hosting Programme

Participation as a buyer in TRAVEX is open to those from around the world and other tourism-related establishments promoting tourist traffic to, among and within the ASEAN region. Buyers' categories include travel wholesalers, retailers, agents, convention and incentive organisers and other establishments dealing in outbound travel.

A registration fee of **US\$300 (non-refundable)** is applicable to all confirmed hosted buyers.

### Media Hosting Programme

Only bona fide travel trade and tourism editors, journalists and writers are eligible to participate as a Media delegate and attend key media events, such as the ASEAN Tourism Conference and Media Briefings by ASEAN member countries.

#### Entitlements & Privileges include:

- Sponsored flights and accommodation
- Entry to all official events and functions
- Private invitation to buyer-only event
- Pre-scheduled appointments (hosted buyer only)
- Eligibility for city and post-show tours
- Land transportation on official ATF coaches

**Note:** Submission of application is not a confirmation of hosting. All registrations are subject to validation and approval by the Host Committee and TRAVEX Secretariat.

# Immerse in unique Brunei culture with city tours

Explore Brunei through the Pre-Show City Tours organised by Brunei Tourism. Experience a travel through time, from the country's splendid landmarks to the present vibrant livelihoods of the locals. All ATF delegates are welcome to join and adventure through the magic and brilliance of Brunei.

**Find more tours' details and book now at the "Programmes" section at [www.atfbrunei.com](http://www.atfbrunei.com). On a first-come-first-served basis!**

## Jame' Asr Hassanil Bolkih Mosque



Regarded as one of the grandest monuments of Islam in the whole region, this magnificent mosque was built in 1988 and officially launched in 1994 to commemorate the 25th anniversary of His Majesty's ascension to the throne. Locally known as Kiarong Mosque, it is definitely a "must visit" for all visitors to Brunei.

## Royal Regalia Museum



Take a peek at the treasures and lifestyles of Brunei's royalty. The museum exhibits personal memorabilia of Sultan Hassanal Bolkiah and other members of the royal family, from the Sultan's royal regalia, stately furniture and elaborate gifts to a stunning dragon carriage in the main hall.

## Kampong Ayer



Experience how the locals live in Kampong Ayer, also known as the Water Village. Made up of six small villages or *mukims*, all buildings are constructed on stilts above and in the middle of the Brunei River in the capital city. The largest water settlement of Southeast Asia houses 39,000 people or 10 per cent of the nation's population.

# Choose from an array of accommodations

ATF 2010 delegates can look forward to a wide range of hospitality facilities provided by our Official and Supporting Hotels. This year, to enhance our delegates' convenience, the organisers have engineered an online booking system to assist in your hotel reservations. Moreover, shuttle transportation will be provided to and fro all participating hotels, TRAVEX venue and official ATF social functions.

Select from a list of luxurious and economical hotels. These hotels are situated within the heart of Bandar Seri Begawan, where the entertainment and retail districts are located as well as, the world's oldest rainforests in Borneo. Be charmed by the land's natural landscapes, as well as the modern upbeat tempo of a bustling cityscape.

**Book now at the "Accommodation & Transportation" section at [www.atfbrunei.com](http://www.atfbrunei.com)**

## Official Hotels

Luxury	Empire Hotel & Country Club
	Sheraton Utama Hotel
	The Rizqun International Hotel
Superior	The Centrepoint Hotel
	Orchid Garden Hotel
Economy	Brunei Hotel
	The Holiday Lodge



## Supporting Hotels

Economy	D'Anggerek Service Apartment
	Grand City Hotel
	Halim Plaza Hotel
	LR Asma
	Nazira Guesthouse
	Riverview Hotel
Traders Inn	



## Let us bring your dream buyers to you!

At ATF, we strive to assist both sellers and buyers to capitalise on the many business opportunities available. Here's your chance to expand your clientele, or reach buyers you have yet to establish contacts with.

The "Nominate Your Dream Buyers" promotion enables you to nominate your wish list of association, agency or corporate buyers to make your business appointments more fruitful and rewarding. Get rewarded with meeting not one but multiple potential business leads at just one show. Exhibitors can submit up to 30 nominations.

**Submit your nominations online at the "Seller Log-in" section at [www.atfbrunei.com](http://www.atfbrunei.com)**

*Note: All buyers are subject to validation and approval by the host committee. Submission of nominations is not a confirmation of buyer hosting.*



### HOST COMMITTEE



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