

新闻稿（2013年5月28日讯）

马来西亚航空公司大中华区杰出代理商颁奖典礼 在马来西亚珍拉丁湾 ClubMed 成功举办

（2013年5月28日讯）马来西亚航空公司大中华区杰出代理商颁奖典礼成功举办。5月19日起，马航大中华区邀请来自北京、上海、广州、厦门、昆明、香港及台湾地区的64家代理商及7家媒体前往马来西亚，开启了颁奖之旅，以感谢代理商在2012年度对马航的支持。代理商及媒体成员在马航各区域经理的陪同下分别考察了吉隆坡、怡保、新山、沙巴等多个马来西亚旅游目的地。5月22至24日，各航站代表齐聚位于马来半岛东海岸的珍拉丁湾 ClubMed，参加马航举办的“旅游分享汇”及“大中华区杰出代理商颁奖典礼”。除了来自马航大中华区代表外，本次活动还邀请了马航总部管理层及马来西亚旅游促进局副局长钟玉霞女士（Mdm. Chong Yoke Har）等代表出席。

5月23日上午，马航特别安排了“旅游分享汇”活动，每个航站分别对各自前往的目的地（吉隆坡、怡保、新山及沙巴等）进行了介绍，分享了旅行中的美食、美景以及美好体验。马来西亚旅游局副局长钟玉霞女士向与会者介绍了2014年马来西亚旅游年的精彩活动；分享汇还邀请到马航全资子公司-飞萤航空（Firefly）首席执行官 Mr. Ignatius Ong 介绍了飞萤航空的最新动态；同时 ClubMed 的代表也介绍了 ClubMed 全球及珍拉丁湾度假村的概况。整个活动处处诠释着马航的标语“完美旅程始于伴您同行者-Journeys Are Made By The People You Travel With”。

5月23日傍晚，所有代表相聚在海边美丽的 Zen Pool（静池）参加马航大中华区杰出代理商颁奖典礼。马航大中华区总经理刘国华先生、马航全球销售与分销高级副总裁 Mr. Duncan Bureau、马来西亚旅游局副局长钟玉霞女士、ClubMed 中国业务拓展与南区销售高级总监 Mr. Kenny Lim 分别为颁奖典礼致辞。刘国华先生分别向 Mdm. Chong 及 Mr. Kenny Lim 赠送礼物，感谢马来西亚旅游局及 ClubMed 对本次活动的大力支持。随后进行了激动人心的颁奖仪式，刘国华先生及马航中国各区域经理为获得“最具潜力奖”及“杰出贡献奖”的57位代理商颁发了水晶奖杯；最后，刘国华先生与 Mr. Duncan Bureau 共同为7家获得“卓越业绩奖”的代理商颁发了获奖证书以及专门从马来西亚皇家雪兰莪订制的镀金锡制奖牌。颁奖仪式结束之时，灿烂的礼花在空中绽放，预示着更加辉煌的明天，活动在大家的掌声与喝彩中圆满落幕。

马来西亚航空公司大中华区总经理刘国华先生为颁奖典礼致辞时指出：“今年已经是马航中国区第4次举办杰出代理商颁奖活动。2010至2012年，我们在檳城、古晋、云顶举办了颁奖活动。特别是自2012年开始，我们特别安排每个航站前往不同的马来西亚目的地，并举行“旅游分享汇”，希望通过分享的方式让参与者了解更多马来西亚的旅游资源。马航十分重视中国市场的发展，不断增加大中华区的运力。自今年初相继增加了厦门、广州、台北至吉隆坡航线的运力后，5月1日起采用 A380 执飞香

港-吉隆坡，6月15日起该航线还将增至每天3班，由此大中华区每周提供99个航班直飞马来西亚。代理商的大力支持是马航在大中华市场获得成功的基石，马航诚挚地希望与代理商及旅游业界伙伴开展更多合作，共创双赢未来。”

最后，刘国华先生很荣幸和大家分享，2012年度，马航在中国斩获了10项大奖，创造了历史记录。奖项包括：

- “年度航空公司领袖奖” -世界盛典
- “年度最佳人气航空公司” -乐活盛典
- “年度最佳境外航空公司” -中国旅游总评榜全国榜
- “年度最佳体验航空公司-最佳餐饮美酒” -中国旅游总评榜北京分榜
- “最佳服务航空公司” -财经网、“年度最佳航空公司” -北青传媒
- “中国出境游东南亚最佳行业合作伙伴” -中国出境游风云榜
- “最佳经济舱服务航空公司” -非常之旅世界旅行大奖
- “年度最佳商务舱” -中国旅游总评榜上海分榜)
- “年度航空公司（外资）” -中国商旅领航者。

马来西亚航空公司
中国区市场部
2013年5月28日

Malaysia Airlines Greater China Top Agents Award Ceremony Successfully Held at ClubMed, Cherating Beach, Malaysia

(28th May 2013) Malaysia Airlines Greater China Region organised the Top Agents Award trip to Malaysia from 19th to 24th May 2013. The trip included visits to various Malaysian destinations and the award function at ClubMed, Cherating beach. Delegates from 7 stations visited different places including Kuala Lumpur, Ipoh, Johor Bahru, Kota Kinabalu before they gathered at ClubMed from 22nd May to 24th May.

A total of 64 top agents and 7 media from Greater China region attended the grand event. Guest list also comprised the Malaysia Airline's commercial division management heads, representatives from 7 stations namely Beijing, Shanghai, Guangzhou, Xiamen, Kunming, Hong Kong and Taiwan; Tourism Malaysia's Deputy Director General (Promotion) Mdm. Chong Yoke Har, Deputy Director International Promotion Division (North & East Asia) Mr. Abdul Haris Hadi and its officials, as well as ClubMed's Senior Director of Direct Sales & South China Business Development and his team.

All stations shared their mesmerising pre-trip experiences during the "Travel Experience Sharing" session in the morning of 23rd May. Mdm. Chong Yoke Har presented the promotion plans and activities of Tourism Malaysia for "Visit Malaysia Year 2014".



The grand Top Agents Award Ceremony was held on 23rd May evening at the Zen Pool area near the seaside in a peaceful and exclusive environment. Malaysia Airlines Regional Senior Vice President Greater China Mr. Joshua Law together with other Area Managers presented the crystal trophy to each agent who won the ‘Best Potential Award’ and “Excellent Performance Award”. Malaysia Airlines Senior Vice President Sales & Distribution Mr. Duncan Bureau and Mr. Joshua Law presented the Royal Selangor Customized Pewter Plate and Award Certificate to 7 “Outstanding Award” winners. All guests are impressed with the firework display at the end of the award ceremony.

Mr. Joshua Law, Regional SVP Greater China said, “This is the 4th time we organized Top Agents Award trip for the whole region after Penang in 2010, Kuching in 2011 and Genting Highland in 2012. Similar to last year, we have divided the group to visit different places in Malaysia and sharing their travel experience all together during the “Travel Experience Sharing” session, which encourage the participants to explore more tourism resources in Malaysia later.”

Mr. Law also added, “Greater China is a booming market where Malaysia Airlines pays plenty of attention to. We also consciously increase the capacity and build the network further. Following the frequency increase for Xiamen, Guangzhou and Taipei early this year, we have recently introduced A380 to Hong Kong to showcase our new product. With the introduction of 3rd daily frequency in Hong Kong from 15Jun13, Malaysia Airlines will provide a total of 99 direct flights weekly from Greater China to Malaysia. Agencies are the key partners to Malaysia Airlines, and we do expect to explore more and may more win-win collaboration with partners is created.”

At the end, Mr. Joshua Law proudly announced that Malaysia Airlines has won 10 awards in China for the year of 2012. This created history. Awards include

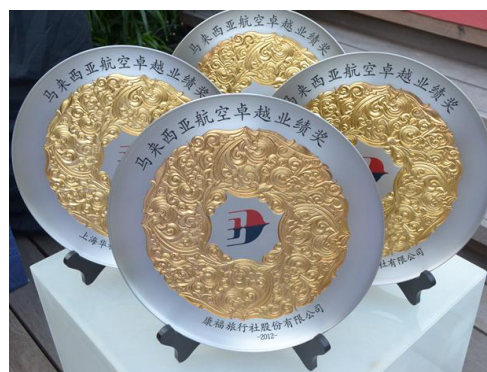
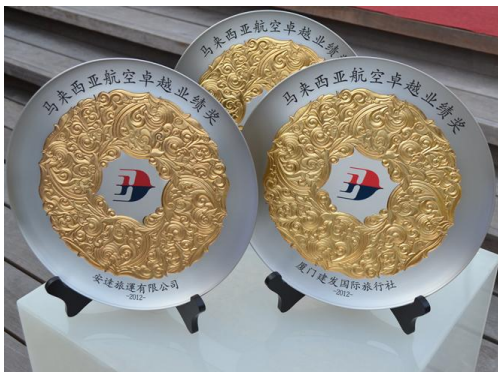
- “Leading Airline of the Year” by Top Travel Ceremony;
- “Most Favourite Airline of the Year” by LOHAS;
- “Best Foreign Airline of The Year” by China Tourism Awards-National;
- “Best Experience Airline – Best In-flight Cuisine” by China Tourism Awards-Beijing;
- “Best Service Airline” by Caijing Best Brand;
- “Best Airline of The Year” by Beijing Youth Media Group;
- “Best Industry Partner Southeast Asia Airline” by Best Travel Media;
- “Best Economy Class Airline” by Special Trip The World Travel Award;
- “Best Business Class Airline” by China Tourism Awards-Shanghai;
- “International Airline of the Year” by Leaders of China Business Trip.

(Enclosed with photos 相关照片附后)





马来西亚航空公司大中华区总经理刘国华先生向马来西亚旅游局副局长钟玉霞女士赠送礼物
 Mr. Joshua Law Kok Hwa is presenting gift as token of to Mdm. Chong Yoke Har
 Mr. Joshua Law – Malaysia Airlines' Regional Senior Vice President, Greater China
 Mdm. Chong – Tourism Malaysia's Deputy Director General (Promotion)



“卓越业绩奖”奖牌 – 马来西亚皇家雪兰莪订制镀金锡制奖杯
 Customized Pewter Plate by Royal Selangor for “Outstanding Award”



“杰出贡献奖”及“最具潜力奖”水晶奖杯
 Crystal Trophy for “Excellent Award” (Gold Star) & “Best Potential Award”