



KUALA LUMPUR  
CONVENTION CENTRE

## PRESS RELEASE

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### KUALA LUMPUR CONVENTION CENTRE WINS BRONZE



*The Kuala Lumpur Convention Centre team celebrating their latest achievement – Meetings Industry Marketing Awards (MIMA) 2008 “Best CD-Rom/DVD (Bronze)”*

Kuala Lumpur, 22 Oct 2008 – Packing an international punch, the Kuala Lumpur Convention Centre’s (the Centre) creative corporate video has nabbed Bronze for “Best CD-ROM/DVD” at the prestigious Meetings Industry Marketing Awards (MIMA)

2008 held in London recently. The only Asian winner at the awards, other medalists included drpgroup (Gold), Millennium Gloucester Hotel & Conference Centre (Silver) and VisitLondon (Finalist).

Using the concept and intricacies of “songket-weaving” to depict the Centre’s features, such as the unique architectural façade inspired by the traditional craft, technologically-advanced facilities, and the flexibility of the Centre’s dedicated function spaces, the four-minute video efficiently delivers critical information for prospective clients that sustains interests.

Thanking MIMA, a pleased Mr Peter Brokenshire, General Manager, Kuala Lumpur Convention Centre explained: “Facilitated by local production house Lensa Film Sdn Bhd, the comprehensive DVD acts as a major marketing tool in successfully raising awareness of the country, Malaysia, the city, Kuala Lumpur and in turn, the Kuala Lumpur Convention Centre.

“In contributing towards the Centre’s marketing efforts, the DVD provides a snapshot for bid-judging panels or those unaware of Malaysia and reinforces a local association’s vision of realising events at bidding presentations. In addition, the DVD has proven very effective in creating a lasting impression of credibility and professionalism when presented at tradeshow and press briefings internationally and locally.”

The MIMA win comes in what has been a very rewarding year for the Kuala Lumpur Convention Centre. Recent accolades include the second consecutive win of the TravelWeekly (Asia) Industry Awards’ “Best Exhibition and Convention Centre in Asia” for 2008, the BrandLaureate Awards 2007-2008 for brand excellence in Product Branding - Convention Centre and an upgrade to Green Globe Bronze Status for their commitment to the environment.

Organised by Meetings and Incentive Travel (M&IT) Magazine, MIMA was first launched in 2002 to lift the standard of marketing in the meetings and events industry and to recognise marketers.

The award-winning corporate video of the Kuala Lumpur Convention Centre can be viewed at [www.klccconventioncentre.com](http://www.klccconventioncentre.com) by clicking on “View the Centre (4-min Video).

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## **NOTE TO EDITORS**

### **About the Kuala Lumpur Convention Centre**

The Kuala Lumpur Convention Centre (the Centre) is a component of the Kuala Lumpur City Centre (KLCC) and is managed and operated by Convex Malaysia Sdn Bhd, a joint-venture company between KLCC (Holdings) Sdn Bhd and AEG Ogden Pty Ltd, Australia.

Winner of the TravelWeekly (Asia) Industry Awards' "Best Exhibition and Convention Centre in Asia" for 2007 and 2008 and recipient of the BrandLaureate Awards 2007-2008 for brand excellence in Product Branding - Convention Centre, the Centre is a wholly-owned facility of Kuala Lumpur Convention Centre Sdn Bhd which in turn, is owned by KLCC (Holdings) Sdn Bhd, a wholly-owned subsidiary of Petroliaam Nasional Berhad (PETRONAS).

The Centre is certified to ISO 9001, ISO 22000 and OHSAS 18001 and achieved Green Globe Benchmarked status (environment) and Hazard Analysis and Critical Control Points Certification (HACCP) recognition, the international food safety system for international convention facilities and five-star hotels.

The Centre, comprising two auditoria (seating 3,000 and 500 respectively), 9,710 sq metres of exhibition halls, a Grand Ballroom which seats 2,000 diners, a Banquet Hall for 500, a Conference Hall for 1,800 and 20 other meeting rooms, providing 20,059 sq metres of function space in the heart of Kuala Lumpur.

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*October, 2008*