

FOR IMMEDIATE RELEASE

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**WORLD ISLAMIC TOURISM MART - MALAYSIA INTERNATIONAL TOURISM EXCHANGE
(WITM - MITE 2013)**

KUALA LUMPUR: The heat is building up towards the launch of the inaugural **World Islamic Tourism Mart - Malaysia International Tourism Exchange (WITM – MITE 2013)**. Following the year 2012 solo triumphs for both **World Islamic Tourism Mart (WITM)** and **Malaysia International Tourism Exchange (MITE)**, the two forces in global travel expo have this year firmly combined their might, dynamically determined to promote further the local and global tourism industry. The combo would now be known as **WITM-MITE 2013**.

Dubbed as the largest tourism exchange in Malaysia, **WITM-MITE 2013** will not just provide an ideal avenue for networking and business connectivity but also reach out to the general public. This unique travel expo connects directly with interested global buyers and Malaysian consumers in a more proactive approach and consequently yielding a positive turnaround to growth in tourism businesses.

WITM-MITE 2013 is an event designed to promote and further develop the Malaysian travel industry. It provides a tremendous opportunity for the consumers in general and corporate buyers in particular together with the promoter and supplier of the travel services. With 25 million tourist arrivals into Malaysia in the year 2012, this industry is certainly blooming and the momentum is expected to elavate this year and ahead. It would be appropriate for us to embrace and capitalize on and this unique opportunity to showcase our best in tourism under one roof soon to happen in Kuala Lumpur.

Highlights of the event would be focused on B to B sessions, international travel trade exhibition and other activities such as country showcases, travel fair, travel exchange, conferences and high level workshops. The event will also share and exchange international festivities plus mouthwatering food showcase which will definitely be mesmerizing.

Set to take place from 6-9 June 2013 at the Putra World Trade Center (PWTC) Kuala Lumpur, Malaysia, **WITM-MITE 2013** undoubtedly is one grand travel event worth participating.

www.witm-mite2013.com



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The other highlight would be participation from international hosted buyers and sellers from various countries. Besides this, various outdoor and indoor activities would be carried out during this event. **WITM-MITE 2013** is set to bring visitors to experience first-hand, the wonders of global travel under one roof, while having fun-filled family outing with the various exciting activities in place.

A soft launch was recently chaired by **YB Dato' Sri Dr Ng Yen Yen, Minister of Tourism Malaysia** and hosted by the organizers – Malaysia Association of Tour & Travel Agents (MATTA) and My Events International.

MATTA was represented by YBhg Dato' Mohd Khalid bin Harun, President while My Events International was represented by Mr. Shahul Hameed Shaik Dawood, Group CEO. The soft launch was also attended by WITM - MITE 2013 prime partners and strategic partner, Kuala Lumpur City Hall (DBKL) being as. The event was held at Multipurpose Hall, Ministry of Tourism Malaysia, Putrajaya today. Supported by the Ministry of Tourism, Malaysia, Malaysia Convention and Exhibition Bureau (MyCEB) and Islamic Tourism Centre, Malaysia, **WITM-MITE 2013** will certainly be the prime travel trade expo of the region. The event would feature the presence of various global Tourism Ministries, National Tourism Organizations (NTOs), International Media, Travel Trade operators, Tour Agencies, Hoteliers and a wide array of related industry supporting partners both from Malaysia and abroad.

The objective of this soft launch was to give media members a sneak preview of **WITM-MITE 2013** where hundreds of exhibition booths are expected to sign up coupled with trade players participating from the Asia Pacific, Europe, Middle East and Africa. A number Memorandum of Understandings (MOUs) are also expected to be signed during WITM-MITE 2013.

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For further inquiries, [contact](mailto:contact@witm-mite2013.com)

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