

NORTH ASIA - CHINA & TAIWAN

No.	Description of Events	Description
1	Shanghai Business Engagement, April 2018, Shanghai, China,	A B2B session will be jointly organise with Tourism Malaysia Shanghai and Beijing aimed to connect niche product owners from Sarawak who has interest in exploring the Chinese market with Shanghai and Beijing based agents, associations and clubs selling their Sarawak product to the niche market of China instead of mass market.
2	Beijing Business Engagement, August 2018, Beijing, China,	

LONG HAUL MARKET - EUROPE AND AUSTRALIA

No.	Description of Events	Description
1	MATKA Nordic Travel Fair, Helsinki 17-21 January 2018 *** The Board's participation was cancelled dues to late registration as the marketing plan was not approved earlier.	MATKA is the largest combined trade and consumer event in Northern Europe with 1000 exhibitors from 80 different countries participating. This annual event is visited by 50,000 consumers and almost 20,000 travel trade professionals. This initiative is in joint collaboration with Sabah Tourism Board and Langkawi Development Authority (LADA) with our participation to bring along 2 of our Sarawak industry partners who have already shown interest to do business in the region.
2	Flight Centre Travel Expo 2018 (Sydney, Melbourne & Perth - February 2018) ***The Board's participation was cancelled dues to late registration as the marketing plan was not approved earlier.	This is Australia's biggest and most diverse travel consumer expo held over the months of January, February and into early March each year. It showcases air, land, cruise and rail suppliers as well as tourism bodies, hotels and attractions from around the world. The event includes the free travel presentations, stage entertainment (for the larger cities).

No.	Description of Events	Description
3	Roadshows B2B (Sydney, Melbourne & Perth – April 2018)	A partnership programme with Sabah Tourism Board, the roadshow B2B session targets three cities of Sydney, Melbourne and Perth. To further strengthen our presence in Australia, a Sarawak Product Update and Destination Seminar followed will be part of the programme where at least 5 Sarawak industry partners will meet the Australian counterpart in Sydney, Melbourne and Perth.
4	ITB 2017, Berlin 7 to 13 March 2018.	<p>This is world's leading travel trade show with over 10,00 exhibitors from over 180 countries attended by 300 buyers world-wide.</p> <p>This project is a joint collaboration with Sabah Tourism Board to co-share a stand under Sabah/Sarawak to have more prominence in the market place the Borneo's experience.</p>
5	Travel Industry Exhibition (TIE) Sydney: August 2018.	Travel Industry Exhibition (TIE) is the only trade show in Australia. For 2018, the organiser has decided that the event will only be at a single venue in Sydney scheduled in August 2018.
6	WTM 2018, London: November 2018	The World Travel Mart London is the leading global event for the travel industry to meet industry professionals and conduct business deals.
7	2018 Australasian Bird Fair & Wildlife Expo, Sydney: November 2018	<p>This is the one and only bird and wildlife related event in the Australasian/Pacific region held at the Sydney Olympic Park. This event has participation from over 100 exhibitors which showcases products like learning more about and loving more about birds and nature.</p> <p>Sarawak Tourism's participation in this event is to continue with its effort to present Sarawak as a destination offering birding experience and tours as well as to ensure our support of local birding and wildlife operators who will be able to participate in this event with their birding and wildlife experience as well as promoting their tour packages.</p>

ASEAN MARKET

No.	Description of Initiatives	Justification
1	<p>SINGAPORE SALES MISSION Date - TBA</p>	<p>This initiative is part of the launching of the Sarawak campaign in Singapore, The objective is to enhance the positioning of Sarawak as a favourite travel destination for leisure and business among the travellers from Singapore.</p> <p>Among the activities are the mini travel mart, product update and networking session between Sarawak and Singapore industry players.</p>
2	<p>MITA TRAVEL FAIR 19-21 January 2018</p> <p>***The Board's participation was cancelled due to late registration as the marketing plan was not approved earlier.</p>	<p>The MITA Travel Fair is in its 3rd edition, organised by the Malaysia Inbound Tourism Association (MITA) promoting domestic and inbound tourism segment.</p> <p>The organiser will include the 'Buyers Meet Seller' session with approximately 200 international trade buyers to be invited from all over the world including China, India, America, Europe, the Middle East, India Sub Continent and ASEAN.</p> <p>The Board will be offering a platform for at least 5 of our local agents to sell their packages to be sold at this fair.</p>
3	<p>TTC TRAVEL MART Jakarta & Surabaya 5-7 March 2018</p>	<p>TTC Travel Mart is the only independently organised B2B Travel Mart in Indonesia with sellers will be from overseas and Indonesia Nusantara while the buyers will be from across Indonesia consist of travel tour operators, corporate and travel business related.</p> <p>The Board will be supporting our biggest Jakarta based wholesaler to do selling of the destination and packages.</p>

4	ASTINDO FAIR 2018 March 2018	The 8th ASTINDO Fair is organised by the Association of Air Ticketing Companies in Indonesia and to be held at the Jakarta Convention Centre (JCC). This is the largest travel exhibition in Indonesia The organiser will introduce B2B platform (Buyers meet Sellers) for industry partners as to enhance the format of ASTINDO Fair this year, the Board will be offering a platform for 2 of our Indonesian wholesaler partners in selling the Sarawak packages directly to consumers.
5	SARAWAK BUSINESS SESSION Kuala Lumpur March 2018	The Sarawak Business Session is a collaborative effort with MATTA Sarawak aimed to update partners in West Malaysia on the latest tourism product offerings of Sarawak offering platform for at least 12 Sarawak industry partners to engage and do business with the new potential partners for the domestic market. This session is to be organise a day before MATTA Fair.
6	MATTA TRAVEL FAIR 1 March 2018	The MATTA Fair is the largest travel consumer fair in Malaysia. The event held twice a year (March & September) on a grand scale at the Putra World Trade Centre (PWTC). The fair is organized by MATTA - Malaysian Association of Travel & Trade and the objective is to promote the interests of the travel and tour industry in Malaysia. The fair has received overwhelming response with over 100,000 visitors attended the event every year.
7	SARAWAK BUSINESS SESSION Penang or Langkawi June 2018	Joint collaboration initiative between Sarawak Tourism Board with MATTA Sarawak Chapter. This is the trade directed initiative to update partners in Penang or Langkawi on the latest tourism product offerings while engaging new partners in Penang. This is also a business networking session between 12 Sarawak & Penang partners.
8	BRUNEI TRAVEL FAIR 2018 Bandar Seri Begawan, August 2018	Brunei Travel Fair, formerly known as Abacus Holiday Travel Fair, is an annual travel fair organized by Sabre Travel Network (Brunei) Sdn Bhd since its establishment in 2004. Travel and leisure industry players such as airlines, travel agents, national tourist offices and other travel related suppliers are given the opportunity to promote and showcase their travel related products and services to the consumers. The Board is providing space for at least 5 travel partners to participate selling directly to consumers.

9	PATA TRAVEL MART 2018 Langkawi 12-14 September 2018	PATA Travel Mart (PTM) is Asia-Pacific's premier travel trade show featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships. PTM is the B2B event held annually. The Board will have its booth to provide platform to 8 travel partners to do business with international buyers.
10	MATTA TRAVEL FAIR 2 September 2018	The MATTA Fair is the largest travel consumer fair in Malaysia. The event held twice a year (March & September) on a grand scale at the Putra World Trade Centre (PWTC). The fair is organized by MATTA - Malaysian Association of Travel & Trade and the objective is to promote the interests of the travel and tour industry in Malaysia. The fair has received overwhelming response with over 100,000 visitors attended the event every year. The Board will be providing a business platform for at least 15 partners to do business in this fair.
11	SARAWAK BUSINESS SESSION Johor October 2018	A collaborative effort between Sarawak Tourism Board and MATTA Sarawak Chapter, this is the trade directed initiative to update partners in Johor on the latest tourism product offerings while engaging new partners in Johor. This is also a business networking session between at least 15 Sarawak & 20 Johor partners.
12	SARAWAK BUSINESS SESSION at Grand Hyatt Hotel Singapore October 2017	The Sarawak Business Session is a trade directed initiative to update partners in Singapore on the latest tourism product offerings of Sarawak. This is also a business networking session between 12 Sarawak & more than 20 Singapore partners.

13	ITB ASIA 2018 17-19 October 2018	ITB Asia is the premier meeting place in the travel trade industry, as well as a forum for establishing new customer contacts and conducting business, guaranteeing high-quality customer contacts. ITB Asia 10th edition will be held at the Marina Bay Sands. The Trade Fair attracts high-ranking professionals with decision-making powers and shows a steady increase in the number of exhibitors and visitors.
14	SARAWAK BUSINESS NETWORKING & SARAWAK EXPO Yogyakarta & Pontianak, Indonesia November 2018	<p>A joint collaboration between Sarawak Tourism Board and Xpress Air Indonesia in Jogjakarta and between the Board and Air Asia in Pontianak.</p> <p>The trade directed initiative aimed to update partners in Indonesia on latest tourism product offerings while engaging new potential partners.</p> <p>About 60 agencies in Yogyakarta/Solo and 50 agencies in Pontianak/Singkawang will have opportunity to meet and do business with 8 Sarawak industry partners consist of tour operators, medical hospitals, private educational institutions, airlines and hotels will be invited to participate.</p>

.../Sarawak Tourism Board