

MARKETING INITIATIVES 2020:
PARTICIPATION IN TRADE AND CONSUMERS FAIRS, ROADSHOWS AND SALES MISSION IN THE MARKETPLACE

MARKETING MIX	MARKET FOCUS	DETAILS OF INITIATIVE	PROPOSED DATE	REMARKS
Roadshow and Product update	Singapore	Singapore Product Update	February	In joint collaboration with STATOS
	Domestic	West Malaysia Roadshow (JB/Melaka/KL/Penang)	February	In joint collaboration with MATTA Sarawak
		West Malaysia Roadshow (Kedah/Perak/Kelantan/Terengganu)	February	
	Indonesia	Jakarta & Bandung Product Update	TBA	STB organised to update new Sarawak partners
		Tourism Malaysia Roadshow in Indonesia	TBA	TM organised roadshow covering the cities of Semarang, Surabaya and Jakarta
	Europe	Post MATKA Product Update Meeting in Amsterdam	21 January	The Post MATKA Product Update Meeting in Amsterdam is jointly organised by TM The Hague and it includes a 20 minute presentation each for STB and Sarawak agents. About 30 to 40 agents will be invited to attend this Product Update Meeting.
		Tischler Reisen Product Update Seminar in 5 German cities	TBA	In-collaboration with TM Frankfurt and Tischler Reisen
	Australia	STB Australia Roadshow Brisbane/Sydney/Melbourne /Adelaide	TBA	The Sarawak Tourism Roadshow B2B, a joint collaboration with two (2) airlines, is now targeted at four (4) cities of Brisbane, Sydney, Melbourne and Adelaide with the support from the two (2) airlines ie. MAS Sydney and RBA Melbourne. To further

				strengthen our presence in Australia, a Sarawak Product Update Seminar followed by a B2B session for our Sarawak industry partners to meet the Australian counterpart is necessary in the four (4) cities of Brisbane, Sydney, Melbourne and Adelaide. 50 to 80 Australian agents will be invited to Product Update Seminar followed with B2B at each venue and targeted up to five (5) local Sarawak agents who will be participating in this roadshow.
		TM Roadshow in Australia	TBA	Tourism Malaysia is initiating this Roadshow and Malaysia New Products Seminar for the Oceania Market 2020 covering Australia and New Zealand in the cities of Perth, Sydney, Melbourne and Auckland in 2020. This Roadshow and Malaysia New Products Seminar aims to promote potential new products in Malaysia more actively to tourism partners in Australia and New Zealand and to widen the regional development of the country's tourism industry. The main components of this Roadshow and Malaysia New Products Seminar are the Networking Luncheon and Mini Travel Mart in each city. Sarawak is participating only in the Australian leg.
	China	South China Roadshow and Tourism Seminar in Shenzhen & Guangzhou	TBA	In Joint collaboration with China Express Airlines to work with their ticketing agents and ticket outlets partners.
		Tourism Seminar in Chengdu & Chongqing	TBA	In joint collaboration with CITS branch offices throughout Chengdu and Chongqing.
		TM Taiwan Trade Seminar	TBA	Organised by Tourism Malaysia Taiwan, it will be a platform for STB to create a network and strategic

				alliance in promoting Sarawak packages or services to cultivate business opportunities with their counterparts in Taiwan.
Consumer Fairs	Domestic	MATTA Fair I, KL	13 – 15 March	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 organised by MATTA - Malaysian Association of Travel & Trade and the objective is to promote the interests of the travel and tour industry in Malaysia.
		MATTA Fair II, KL	September (TBA)	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 organised by MATTA - Malaysian Association of Travel & Trade and the objective is to promote the interests of the travel and tour industry in Malaysia.
	Brunei Darussalam	Brunei Travel Fair	August (TBA)	Brunei Travel Fair, formerly known as Abacus Holiday Travel Fair, is an annual travel fair organised by Sabre Travel Network (Brunei) Sdn Bhd since its establishment in 2004.
	Indonesia	Indofest, Jakarta, Indonesia	12 – 15 March	Indonesia Indoor Festival (INDOFEST) is the first and largest outdoor, adventure and travel exhibition event in Indonesia. It was first held in 2015. Indofest gain the attention of the public, natural lovers and government agencies.

		Medical Tourism Fair in Kelapa Gading Mall, Jakarta, Indonesia	February	To showcase Malaysia Healthcare through the participation of MHTC Sarawak's hospitals and promote Sarawak tourism
	Australia	Flight Centre Travel Expo – Sydney, Melbourne & Perth	Sydney - 1 & 2 February Melbourne – 8 & 9 February Perth – 15 & 16 February	This is the biggest and most diverse expo held over the months of January, February and into early March each year. Travel Expo is presented in 13 cities across Australia and is a great way to kick off travel planning for the year. This expo 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). Sarawak Tourism will participate in the Flight Centre Travel Expo in Sydney, Melbourne and Perth. Three (3) Travel Expo Specials on Sarawak will be promoted at the 3 cities covering Kuching, Sibu and Miri and its surroundings.
		Adelaide Live Life & Travel Expo	TBA	Once a year South Australia's leading travel agent come together alongside quality travel services to provide all the information for travellers to book their holiday. The goal is to support our Australian industry partners eg. Wendy Wu and Helloworld and MAS Sydney in the promotion of Sarawak as a tourism destination as the Australian market is already quite matured. This participation will give more prominence of Sarawak's branding and visibility and to continue its promotion of the Visit Sarawak Year Campaign with the theme of Culture, Adventure, Nature, Food and Festivals and also to tie up with the promotion of the Visit Malaysia Year 2020.

	China	Guangzhou International Travel Fair (GITF)	20 - 22 February	This initiative is from Matta. GITF is the biggest large-scale international tourism exhibition in China, Guangzhou International Travel Fair (GITF) is one of the most influential B2B and B2C travel fair in southern China. GITF2019 will continuously bring the trendiest tourism information, professional events and quality services to the world, providing a perfect business platform for global exhibitors and buyers
		China (Guangdong) International Tourism Industry Expo (CITIE)	September	The CITIE is the largest tourism exhibition with the larger number of exhibitors and professional buyer in Southern China, a platform for Malaysia and China tour operator to develop more attractive and qualities holiday package to Sarawak. The Board will participate with Tourism Malaysia to complement its promotional effort in the region.
		Taiwan International Travel Fair	30 October – 2 November	Taipei International Travel Fair (ITF) is Taiwan's leading travel fair and one of the biggest in the Asia Pacific region. A combination of an exhibition and a sales event, it provides new information on domestic and overseas travel, tourism cultural exchange, and discounts for consumers. Year 2018 attracted a total of 376,773 visitors in the four-day fair event, a 2.66% increase over year 2017.
Trade Fairs	Singapore	ITB Asia, Singapore	21 – 23 October	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. The Trade Fair attracts high-ranking professionals with

				decision-making powers and shows a steady increase in the number of exhibitors and visitors.
	Europe	MATKA Nordic Fair, Helsinki,	16 – 19 January	MATKA is the largest travel trade fair in Northern Europe. MATKA is held annually and represents the leading and most successful travel business experience in terms of establishing partnerships within the Baltic Region and Russia. The exhibition gathers over 70,000 visitors and over 1,000 exhibitors. In addition, the first day of the event is open for trade professionals only, giving unique possibilities for professionals in the sector. The trade fair takes place at Helsinki Exhibition and Convention Centre and is gaining global presence at a fast pace. Attendees from over 80 countries participated in MATKA and the organisers are expecting to reach an even broader international audience.
		ITB Berlin, Germany	4 – 9 March	<p>ITB Berlin is the world's largest travel fair that attracts exhibitors from over 180 countries and regions, 1,000 qualified top buyers, 10,000 exhibitors, 110,000 trade visitors and a total of 160,000 visitors. ITB Berlin 2020 consists of three days of business sessions followed by two days of consumer-related activities.</p> <p>For 2020, Sarawak will take up its own stand next to Tourism Malaysia pavilion to give more prominence of the State's respective branding and to continue its promotion of the Visit Sarawak Year Campaign with the theme of Culture, Adventure, Nature, Food and Festivals and also to tie up with the Visit Malaysia Year 2020.</p>

		World Travel Mart (WTM), London	2 – 4 November	The World Travel Mart London is the leading global event for the travel industry to meet industry professionals and conduct business deals. Our yearly participation in this trade event has been under the Tourism Malaysia pavilion. For 2020, Sarawak will take up its own stand next to Tourism Malaysia pavilion to give more prominence of the State's respective branding and to continue its promotion of the Visit Sarawak Year Campaign with the theme of Culture, Adventure, Nature, Food and Festivals and also to tie up with the Visit Malaysia Year 2020.
	India	ITB India, Mumbai	15 – 17 April	ITB India is a three-day business to business trade show with more than 400 exhibitors 500 buyers and expected 8,000 attendees. It is the best platform for the Board to meet up with Indian agents to support our market entry strategy into the market. Destination and product introduction, agency networking and meeting new potential agents at this forum will be leveraged upon.
	China	ITB China, Shanghai	13 – 15 May	ITB China is ITB's new three-day B2B travel exhibition exclusively focused on the Chinese Travel Market. An opportunity to meet 850 top and hand selected buyers from Greater China with industry professional from all over the world.