



PRESS RELEASE

**FAM TRIP – BATAM TRAVEL AGENTS 2010 TO
THE PUTERI PACIFIC JOHOR BAHRU AND SIBU ISLAND RESORT**

Johor Bahru, Johor, 14 December 2010. Johor Corporation through Hospitality Division has participated in “SUMATERA EXPO 2010” on 12 - 15 November 2010 at Batam, Indonesia. In conjunction with that, the Association of the Indonesia Tours and Travel Agencies (ASITA BATAM) has conducted FAM TRIP to Hospitality Division on 3 - 5 December 2010.

The Puteri Pacific Johor Bahru was very proud to welcome the delegations from FAM TRIP - Batam Travel Agents 2010 to the hotel on 3 December 2010. They were warmly greeted by Chief Operating Officer Hospitality Division Johor Corporation, Encik Mohamad Mazlan bin Ali; Senior General Manager Hospitality Division Johor Corporation, Mr. Beppi Forster Lau ; General Manager Operation Hospitality Division Johor Corporation, Encik Seth bin Jamaludin and members of the management.

The FAM Trip-Batam Travel Agents 2010 were represented by 20 delegations from 12 travel agencies, 1 airline and 4 media agency. The highlight of the visit was a welcome drink during the arrival and a special dinner in the evening at the Permata Ballroom.

The event started with speech by Chief Operating Officer, Encik Mohamad Mazlan bin Ali. He presented an overview of the hotels within the Hospitality Division. "We would like to express our appreciation and gratitude to the ASITA BATAM on the FAM Trip visit as I believe this is the right platform for us to develop a close and excellent relationship between ASITA Batam and Hospitality Division. This is also a great opportunity for us to promote our facilities and services to you and to create a business opportunity, as well" said En Mohamad Mazlan.

Speech also was given by the Director of PT Jaya Tour Hanita, Mr. Madhyantika Locana as a representative of the delegation. "We want to express our deeply appreciation to The Puteri Pacific Johor Bahru and Sibu Island Resort for the FAM Trip invitation and hoped the business relationship and networking will reaffirm between two parties, especially in promoting the product offered by Hospitality Division Johor Corporation among travel agencies in Batam and at the same time, promoting Batam tourism product in Johor market", said Mr Madhyantika.

Throughout the event, the delegations were treated to a variety of tempting dishes of traditional Johor. The delegations also were entertained by a "1Malaysia Traditional Dance" from Yayasan Warisan Johor.

Among the VIP's presented during the dinner were Consulate General Republic of Indonesia in Johor Bahru, Mr. Norwen; Director of Tourism Johor, Dr. Sa'ari bin Md. Nooh; Ministry of Tourism Johor, Encik Mohammad Isa bin Abdul Halim; Chairman of MATTA Johor, Mr. Kenny Ngi and Manager of Tiram Travel, Encik Yusof Ghaffar.

The FAM Trip - Batam Travel Agents 2010 also visited Sibul Island Resort on 4 - 5 December 2010. They were generously hosted by a sumptuous welcome lunch that was organised by the Sibul Island Resort. A welcome speech was given by En Abdul Latiff Bin Sahat, Resort Manager to thank the delegations for their positive support for participating in the FAM Trip.

"We do hope the continuous cooperation will be established and maintained, especially in any future programs, activities, tourism investment and promotion between Hospitality Division Johor Corporation and ASITA BATAM, Indonesia", said En Abd Latiff

In the evening, the delegations were treated with a delicious dinner. The night also was filled with Q&A session between the delegations and the management of Hospitality Division, Sibul Island Resort and Tourism of Johor. The night ended with business opportunity, joy and good food and indeed, it was a night that everybody got to know each other better and to show the delegations a personal experience of what Sibul Island Resort has to offer to them.

Sibul Island Resort as a Johor's idyllic island gateway and with all its spectacular and fun-filled activities, it is undoubtedly the simple pleasures of life that makes this resort such a remarkable holiday, fun destination and experience that certainly will not be forgotten especially for those delegations.

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