



ASEAN TOURISM FORUM

18 - 24 January 2013

Vientiane • Lao PDR

[www.atflaos.com](http://www.atflaos.com)

## MEDIA RELEASE

ATF 2013/ 03

### FOR IMMEDIATE RELEASE

## 32<sup>nd</sup> Year Of ASEAN Tourism Forum (ATF) TRAVEX Records Strong Participation

ATF 2013 Kicks Off To A Grand Start

---

*Vientiane, Lao PDR, 21<sup>st</sup> January 2013* – ASEAN Tourism Forum (ATF) 2013 will welcome some 2,000 delegates, comprising 400 heads of National Tourist Organisations (NTOs) and Tourism Ministers, and close to 1,600 TRAVEX delegates from around the world. TRAVEX delegates include suppliers from across ASEAN, International Buyers, Media and other tourism professionals.

Occupying an exhibition area of 9,000 sqm, the ATF TRAVEX – a 3-day travel trade-only exhibition and business meetings platform – will feature 490 booths from 354 exhibiting companies from the 10 ASEAN countries. Thailand and Indonesia form the two largest national contingents with 125 and 75 exhibition booths respectively. Corporate exhibitors are also participating in a big way with some 81 exhibition booths.

The event has attracted 470 buyers from across 56 countries and territories, with a slew of new countries participating this year including: Argentina, Austria, Bangladesh, Chinese Taipei, Ireland, Israel, Lao PDR, Nepal, Pakistan, Slovenia and Sri Lanka.

This year, 141 media delegates from 32 countries will converge at Lao ITECC to cover the latest happenings in ASEAN travel. Amongst these are media from first time participating countries, Japan and Lao PDR.

Over the next few days media delegates will receive first-hand information on the latest updates and developments taking place across all 10 ASEAN destinations, through dedicated Media Briefings by NTOs.

The education component of the event, ASEAN Tourism Conference (ATC) makes consistent efforts to bring important issues in ASEAN travel to the fore, through leading industry professionals and speakers. Open to all delegates, the 3-hour conference this year will put the spotlight on eco tourism with the theme: Road Map for ASEAN: Fostering Sustainable Growth, Promoting Eco Tourism. To be held on 22<sup>nd</sup> January from 0900 to 1200hrs, ATC's keynote speech will be delivered by Mr. Mario Hardy, Chairman of the Board of Trustees, PATA Foundation. Mr. Hardy will be joined by speakers:

- Datuk Dr Victor Wee, Chairman, Tourism Malaysia, Malaysia
- Mr. Umberto Cadamuro, Director of Business Development and Operations, Pacto Ltd, Indonesia
- Mr. Jimmy Sim, Business Development Manager, Dorison Travel, Singapore
- Mr. Anthony Wong, Group Managing Director, Asian Overland Services Tours & Travel, Malaysia

- Moderator: Mr. Imtiaz Muqbil, Executive Editor, Travel Impact Newswire, Thailand

The speakers will share the latest information and insights on the guidelines and efforts towards recycling, energy efficiency and water conservation in ASEAN tourism.

All ATF TRAVEX delegates have access to an array of networking and leisure activities, beginning with the complimentary tours of Vientiane City and Buddha Park, the Opening Ceremony and Gala Dinner on 20<sup>th</sup> January, and the Friendly Golf Game on 21<sup>st</sup> January at Lao Country Club. Hosted luncheons, dinners and late night events will commence on 22<sup>nd</sup> January.

For more information and programme updates for ATF 2013, visit [www.atflaos.com](http://www.atflaos.com)

### About ATF 2013

ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination. ATF TRAVEX is the longest-running annual ASEAN leisure travel trade event, showcasing the largest contingent of ASEAN sellers. This annual event involves all the tourism industry sectors of the 10 ASEAN member nations: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Each year the hosting of ATF is rotated among the member countries. Lao PDR will host ATF 2013 and is all geared up to welcome some 2,000 delegates which includes 470 international buyers and 141 international media. ATF 2013 marks the 32<sup>nd</sup> anniversary of this event since its inauguration in Malaysia in 1981.

2013 TRAVEX Dates: 22 to 24 January 2013

Venue: Lao International Trade Exhibition and Convention Centre (Lao ITECC)

### Media Contact

Olivia Ng (Ms.)  
Event Executive  
Email: [olivia.ng@ttgasia.com](mailto:olivia.ng@ttgasia.com)

Cheryl Tan (Ms.)  
Corporate Marketing Manager  
Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)

### TTG Events

A Business Group of TTG Asia Media  
1 Science Park Road, #04-07, The Capricorn  
Singapore Science Park II, Singapore 117528  
Tel: (65) 6395 7575  
Fax: (65) 6536 0896  
Corporate Website: [www.ttgasiamedia.com](http://www.ttgasiamedia.com)  
Event URL: [www.atflaos.com](http://www.atflaos.com)

---

### TTG Events Is The TRAVEX Secretariat of ATF TRAVEX 2013 In Laos

Appointed By The Host Committee Ministry of Information, Culture and Tourism (MICT), Lao PDR