



# ASEAN TOURISM FORUM

'UNITY IN MOTION' SHAPING ASEAN'S TOURISM TOMORROW

15-20  
January

2025  
Johor, Malaysia

## INFO KIT - BUYERS



# Welcome to ATF 2025

Thank you for participating in the ASEAN Tourism Forum (ATF) 2025 at Persada Johor International Convention Centre. This information kit contains essential details for buyers to ensure a smooth and enjoyable experience.



# AGENDA

1. GENERAL INFORMATION

2. FLOOR LAYOUT

3. POST & CITY TOUR ITINERARY

4. ATF TRAVEX 2025 PROGRAMME

5. ASEAN TOURISM CONFERENCE SCHEDULE

6. PRE-SCHEDULED APPOINTMENTS

7. DEPOSIT REFUND POLICIES

8. CONTACT LIST

9. EMERGENCY CONTACTS

10. FREQUENTLY ASKED QUESTIONS (FAQ)

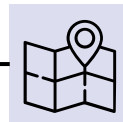
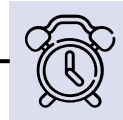
# 1. GENERAL INFO

**Event Name:**  
ASEAN Tourism Forum 2025

**Event Date:**  
TRAVEX (15-17 January 2025)  
Wednesday - Friday

**Event Time:** 9:00 AM - 5:00 PM  
17 Jan 2025 : 9:00 AM - 3:00 PM

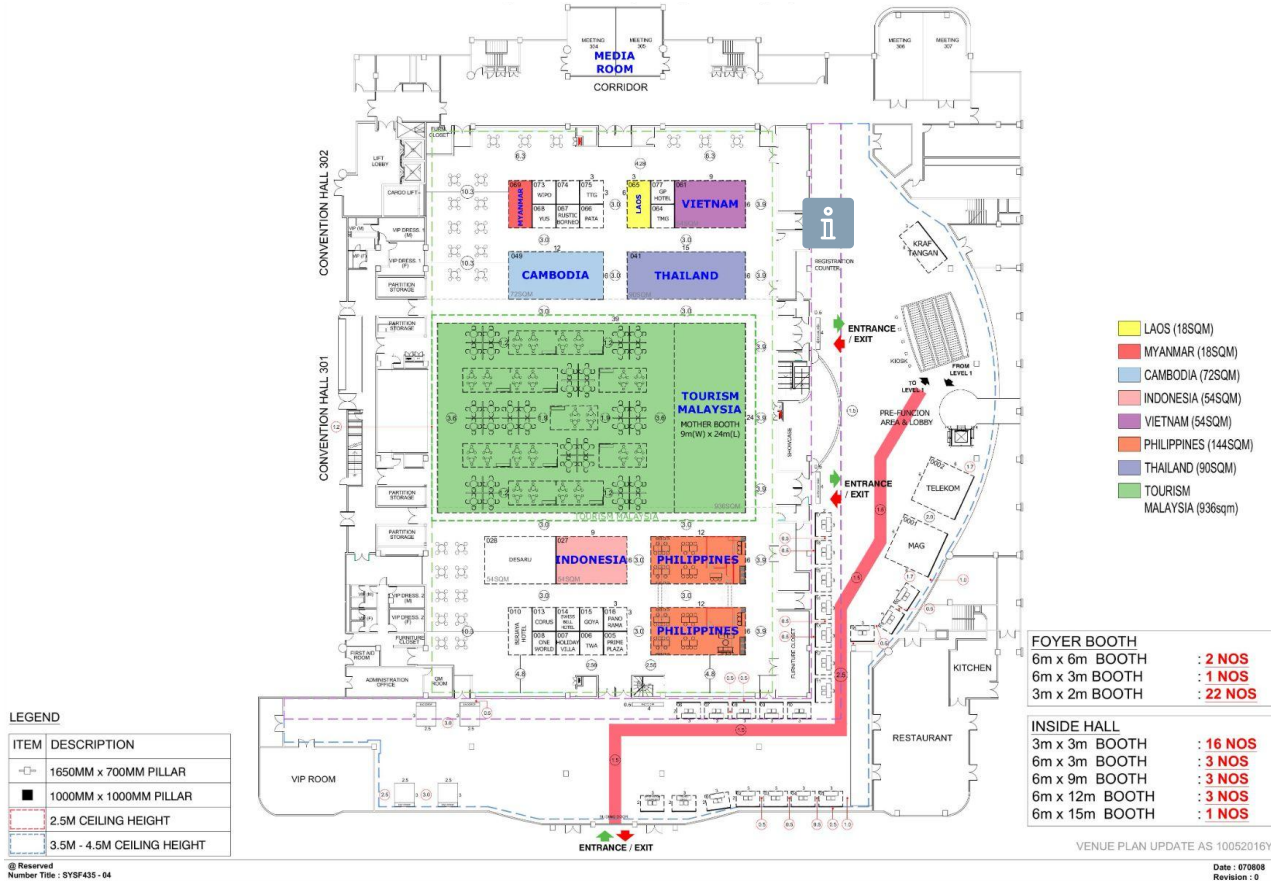
**Location:**  
Persada Johor International  
Convention Centre, Johor, Malaysia



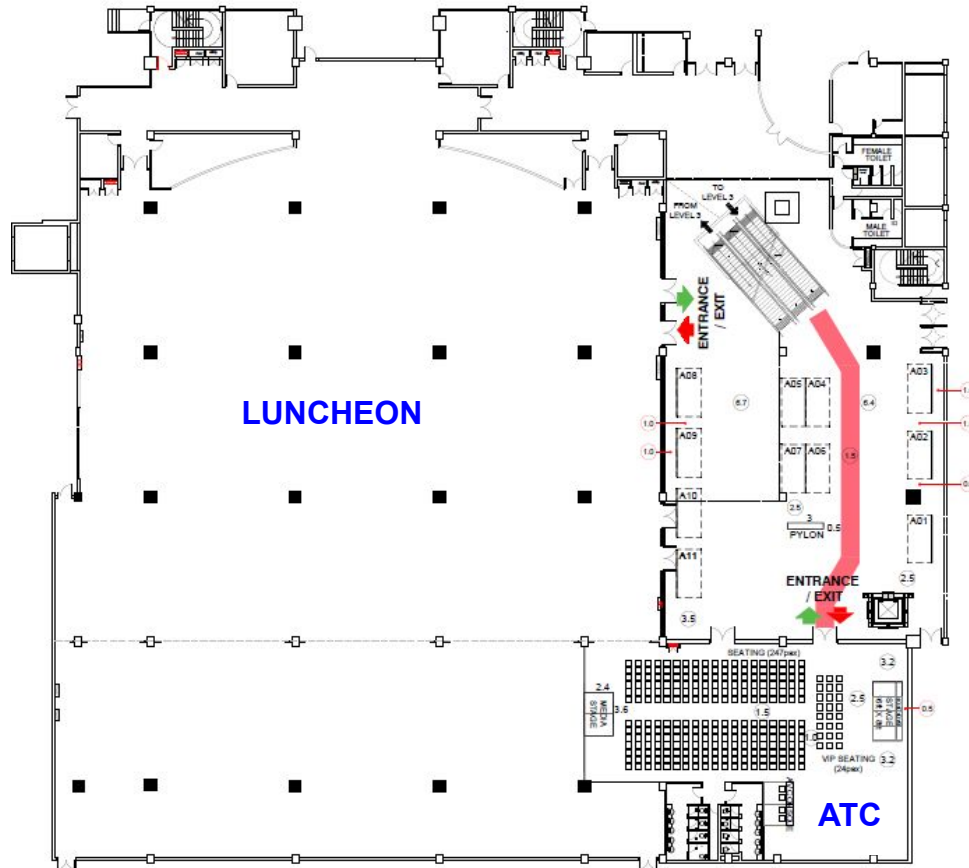
# 2. FLOOR LAYOUT



# TRAVEX (15-17 JAN 2025) @ LEVEL 3



# ASEAN Tourism Conference (ATC) @ LEVEL 1



# EXHIBITOR LIST

| Booth No. | Company                          |
|-----------|----------------------------------|
|           | <b>TOURISM MALAYSIA</b>          |
| 01        | PHILIPPINES                      |
| 02        | MAG                              |
| 05        | Prime Plaza Hotels & Resorts     |
| 06        | Travel Weekly Asia (TWA)         |
| 07        | Holiday Villa Hotels & Resorts   |
| 08        | One World Hotel                  |
| 10        | Berjaya Hospitality Group        |
| 13        | Corus Klcc                       |
| 14        | Swiss-Belhotel International     |
| 15        | Goya Boutique Resorts            |
| 16        | Panorama Destination (M) Sdn Bhd |
| 27        | Indonesia                        |

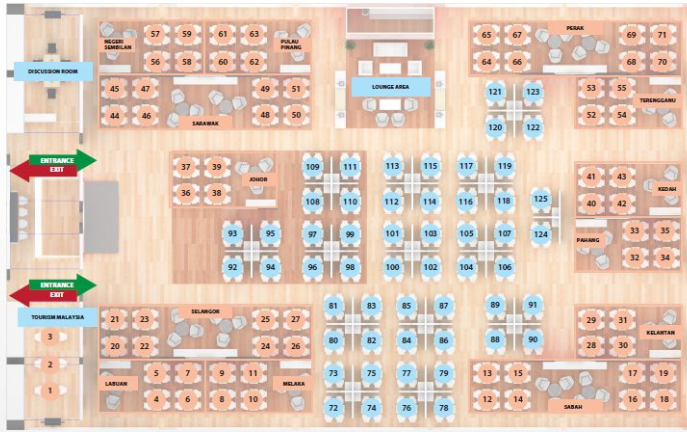
| Booth No. | Company                             |
|-----------|-------------------------------------|
| 28        | Desaru Coast Travel & Tours Sdn Bhd |
| 41        | THAILAND                            |
| 49        | CAMBODIA                            |
| 61        | VIETNAM                             |
| 64        | Thien Minh Group (TMG)              |
| 65        | LAOS                                |
| 66        | PATA                                |
| 67        | Rustic Borneo Travel Sdn Bhd        |
| 69        | MYANMAR                             |
| 73        | WIPO                                |
| 75        | TTG                                 |
| 77        | GP Hotel Management Pte Ltd         |



# TOURISM MALAYSIA PAVILION @ LEVEL 3

**ASEAN TOURISM FORUM**  
 "UNITY IN MOTION" SHAPING ASEAN'S TOURISM TOMORROW  
 15-20 January 2025  
 Johor, Malaysia

atf2025.motac.gov.my | www.malaysia.travel



# OTHER INFORMATION

## Travel Desk & Information Counter Located at Level 3 Main Entrance



## Marketplace Kiosk Located at Level 3 & Foyer Level 1



# OTHER INFORMATION - BADGES SAMPLE

**Self Print Kiosk**  
Located at Level 3  
(next to TRAVEX Hall Entrance)



# 3. POST AND CITY TOUR



## ITINERARY

18 JANUARY 2025 (Saturday)

*Hosted Buyers City Tour*

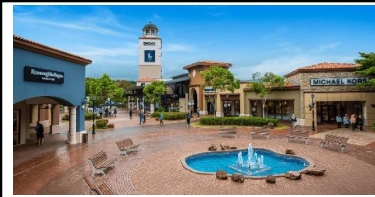
| TIME  | ITEM   |
|-------|--|
| 09:45 | Depart to <b>Legoland</b>                            |
| 12:30 | Product visit<br>Lunch at Legoland (Hosted Lunch)    |
| 14:00 | Depart to <b>Johor Premium Outlet (JPO)</b>          |
| 14:30 | Arrive JPO   |
| 16:00 | Back to hotel / freshen up                           |
| 20:30 | <b>Opening Ceremony ATF 2025</b>                     |
| 20:00 | Arrive Persada Johor International Convention Centre |
| 23:00 | Back to hotel & overnight                            |

Legoland Malaysia Resort is a theme park in Iskandar Puteri, Johor, Malaysia. It opened on 15 September 2012 with over 40 interactive rides, shows and attractions. It is the first Legoland theme park in Asia and sixth in the world upon its establishment.



Legoland Malaysia  
7, Persiaran Medini Utara 3,  
79100 Iskandar Puteri, Johor  
Tel: +6019-775 9055

Johor Premium Outlets (JPO) is a popular shopping destination located in the Iskandar Puteri district, Johor, Malaysia. It offers a wide range of branded outlets with discounts, attracting shoppers looking for high-quality goods at lower prices.



Johor Premium Outlet (JPO)  
Jalan Premium Outlets,  
Bandar Indahpura, 81000  
Kulai, Johor

**ITINERARY**  
19 JANUARY 2025 (Sunday)  
*Hosted Buyers Post Tour*

| <b>TIME</b> | <b>ITEM</b>  |
|-------------|--|
| ALL DAY     | Departure of Delegates & Post Tour For Media<br><ol style="list-style-type: none"><li>1. <i>Penang</i></li><li>2. <i>Selangor</i></li><li>3. <i>Melaka/N.Sembilan</i></li><li>4. <i>Sarawak</i></li><li>5. <i>Sabah</i></li><li>6. <i>Langkawi/Kedah</i></li></ol> |

**Note:**

- Time in the itinerary is subject to change depending on current situation.
- Dress code is smart casual/Batik.



# 4. ATF TRAVEX 2025 PROGRAMME



# ATF PROGRAMME

<https://atf.travel/programme/>



# 5. ASEAN TOURISM CONFERENCE SCHEDULE



# ATC PROGRAMME

<https://atf.travel/conference/>

# 6. PRE-SCHEDULED APPOINTMENTS



# PRE-SCHEDULED APPOINTMENTS

<https://atf.travel/psa/>

# PRE-SCHEDULED APPOINTMENTS

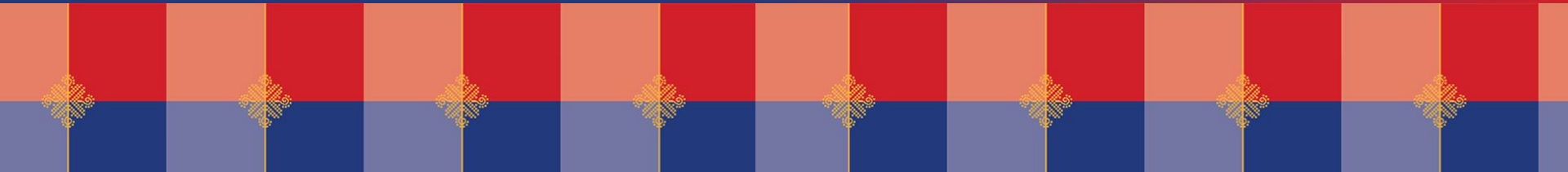
If you have not registered to the PSA platform, here's a quick guide to get you started:

**Virtual Platform Link** : <https://ape.evenesis.com/login/TRAVEX2025>  
**Email Address** : [ragu@evenesis.com](mailto:ragu@evenesis.com)  
**Password** : 1533520

Guidelines to update the company profile:

1. Click on the link and enter your email address and password.
2. Once you're logged in, go to the profile icon at the top right of your screen.
3. Click on the icon, and go to "Exhibitor".
4. Inside the Exhibitor profile you can update all your company information such as products or services details and others marketing materials (brochure or videos).
5. Click 'Save' after you have updated your profile.
6. You may also read the details guidelines to update your company profile here: [Profile Update Guide](#)

# 7. DEPOSIT REFUND POLICY



# DEPOSIT REFUND POLICY

To be eligible for a refund of the deposit, buyers must complete **all 48 PSA appointments** as required.

Refunds will be available for collection on **17 January 2025, before 5:00 PM**, at the designated counter located at **Level 3, (Registration Counter)** Persada Johor International Convention Centre.

Please note that **failure to fulfill** the PSA appointment requirements or to collect the refund by the specified date and time will result in the **forfeiture of the deposit**.

# 8. CONTACT LIST





| Hotel                  | Liaison Officer (LO)   | Transport Manager (TM)  | Hotel PIC   |
|------------------------|--|---|---|
| <b>Capri by Fraser</b> | 1. <b>Khairul Izwan Mohd Esa</b> (012-7601136)<br>2. <b>Rugayah Mohamad</b> (011-25752995) | 1. <b>Hedzi</b> (019-6953547)<br>2. <b>Raja Azlan</b> (013-3322701) | Ms. Azizah Hassan<br>Director of Sales & Marketing<br>011-10921188<br>azizah.hassan@capribyfraser.com         |
| <b>Holiday Villa</b>   | 1. <b>Nur Natasha Berhanuddin</b> (013-2288481)  | 1. <b>Nur Zulailkha</b> (014-3373648)                               | Ms. Azreen Azif<br>Senior Sales Manager<br>016-7126278<br>ssm@holidayvillajb.com.my                           |
| <b>Grand Paragon</b>   | 1. <b>Siti Aisa Maisara Kamarudin</b> (016-9248514)  | 1. <b>Suzaiman</b> (013-4891180)                                    | Ms. Normawati Jamaludin<br>Director of Sales & Marketing<br>016-7337322<br>normawati@grandparagonhotel.com.my |
| <b>Ramada Meridin</b>  | 1. <b>Zurina Saud</b> (019-5141822)  | 1. <b>Haslinda</b> (019-2426147)                                    | Ms. Fadzlina Fadzil (Lynn)<br>Sales Manager<br>016-7173524<br>sm1@ramadameridinjohor.com                      |

| Hotel              | Liaison Officer (LO)   | Transport Manager (TM)   | HOTEL PIC   |
|--------------------|--|--|---|
| <b>Trove Hotel</b> | <ol style="list-style-type: none"> <li>1. <b>Nor Hidayah Mohd Nor</b><br/>(019-2121129)</li> <li>2. <b>Norhafiza Ismail</b><br/>(012-3449784)</li> </ol>     | <ol style="list-style-type: none"> <li>1. <b>Zainalfitri</b><br/>(012-6746755)</li> <li>2. <b>Hanif</b><br/>(012-3176512)</li> </ol> | <p>Ms. Noor Linda Tugimin<br/>Senior Sales Manager<br/>017-8188043<br/>noorlinda.trovejb@careluxuryhotels.com</p> |
| <b>Thistle</b>     | <ol style="list-style-type: none"> <li>1. <b>Fasehah Kudi @ Fadzil</b><br/>(012-6173522)</li> </ol>  | <ol style="list-style-type: none"> <li>1. <b>Ida Harlina</b><br/>(019-3649253)</li> </ol>  | <p>Ms. Starry Tee<br/>Senior Sales Manager<br/>012-7389419<br/>starry.meeyen@thistle.com.my</p>                   |
| <b>Holiday Inn</b> | <ol style="list-style-type: none"> <li>1. <b>Seetha A/P N Ramaloo</b><br/>(012-5199082)</li> <li>2. <b>Wan Rahimawaty Ismee</b><br/>(019-2259504)</li> </ol> | <ol style="list-style-type: none"> <li>1. <b>Kazarul</b><br/>(019-2821661)</li> </ol>  | <p>Ms. Mimi Mustafa<br/>Senior Sales Manager<br/>011-11380464<br/>mimiamah.mustafa@ihg.com</p>                    |
| <b>Amari</b>       | <ol style="list-style-type: none"> <li>1. <b>Nurfirza Khalid</b><br/>(012-9289503)</li> </ol>  | <ol style="list-style-type: none"> <li>1. <b>Wan Shaiful</b><br/>(013-7452553)</li> <li>2. <b>Azham</b><br/>(019-7737658)</li> </ol> | <p>Mr. Hadi Abdullah<br/>Director of Sales &amp; Marketing<br/>017-7808180<br/>hadi.abdullah@amari.com</p>        |

# 9. EMERGENCY INFORMATION



## Emergency Information

### Police Station:

**Sentral Royal Malaysian Police Station**  
[Balai Polis Sentral], 489, Jalan Meldrum, Bandar  
Johor Bahru, 80000 Johor Bahru, Johor Darul Ta'zim.  
Google Maps: [Link](#)

### Hospital:

**Sultanah Aminah Hospital, Johor Bahru.**  
Jalan, Persiaran Abu Bakar Sultan, 80100 Johor  
Bahru, Johor Darul Ta'zim.  
Google Maps: [Link](#)

### Fire Department:

**Johor Bahru Fire & Rescue Department**  
Balai BOMBA Johor Bahru]. Jalan Tun Abdul Razak,  
Larkin, 80350 Johor Bahru, Johor Darul Ta'zim.  
Google Maps: [Link](#)



07-2232222



4 minutes by car



13 minutes walking



07-2243444



4 minutes by car



13 minutes walking



07-2243444



4 minutes by car



13 minutes walking

## Emergency Information

### Private Clinics:

#### Klinik Malaysia JB [Private Clinic]

38, Jalan Wong Ah Fook, Bandar Johor Bahru, 80000  
Johor Bahru, Johor  
Google Maps: [Link](#)



07-2209508

5 minutes by car

10 minutes walking

### Dentist:

#### Puteri Dental Clinic JB [Private Dentist].

G-168, 1, Jalan Tanjung Puteri, Tanjung Puteri, 80300  
Johor Bahru, Johor  
Google Maps: [Link](#)



07-2777066

10 minutes by car

22 minutes walking

# 10. FAQ



## FREQUENTLY ASKED QUESTIONS (FAQs)



### Q1 What time can Buyers enter the hall?

From 9.00am onwards

### Q2 What are the requirements on the PSA?

All hosted and semi hosted buyers must complete a minimum of 48 PSA.

### Q3 When can I receive my refund?

Refunds must be collected before 5 PM on 17 January 2025, or they will be forfeited. Refer to Item 7(Deposit Refund Policy) for more information

### Q4 Medic Room

Please go to Information Counter @ Level 3 and ASEANTA Secretariat will assist you.

### Q5 I have a complaint. Where can I lodge my complaint?

Please go to Information Counter @ Level 3 and ASEANTA Secretariat will assist you.

### Q6 What programmes can I join?

#### All Buyers:

- TRAVEX
- ATC

#### Hosted Buyers:

- Official networking events
- Hosted city and post-tours

#### Buyer's night: (By Invitation only)

### Q7 Is there any shuttle service provided for Buyers?

The shuttle service is available from the your designated hotel to the Persada Johor and back to the hotel.

**THANK YOU**

