



ASEAN TOURISM FORUM

'UNITY IN MOTION' SHAPING ASEAN'S TOURISM TOMORROW

15-20
January

2025
Johor, Malaysia

INFO KIT - SELLER



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 SELLER to ensure a smooth and enjoyable experience.



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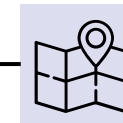
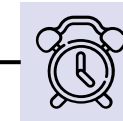
GENERAL INFO

Event Name:
ASEAN Tourism Forum 2025

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

Event Time: 9:00 AM - 5:00 PM
(Seller - 8:00 AM onwards)

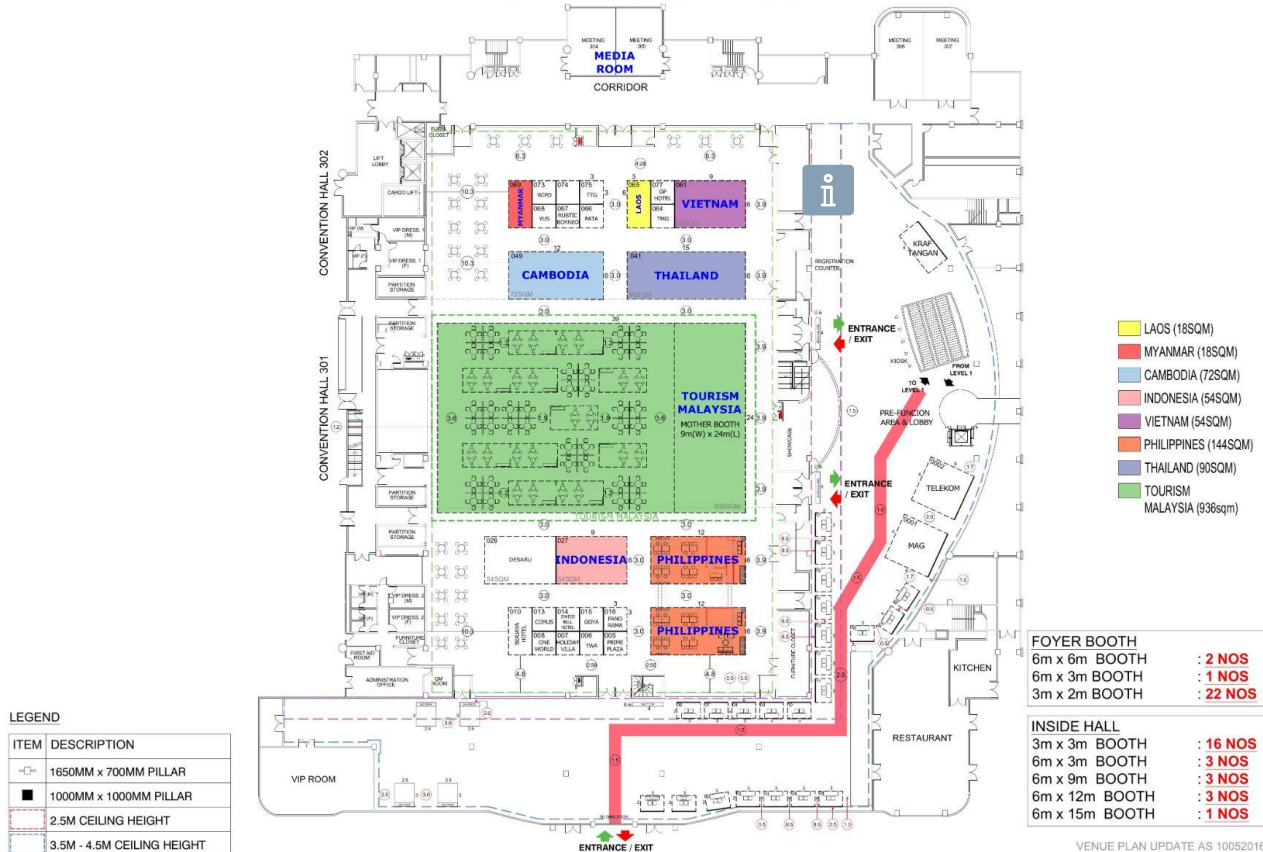
Location:
Persada Johor International
Convention Centre, Johor, Malaysia



1. FLOOR LAYOUT & EXHIBITOR LIST

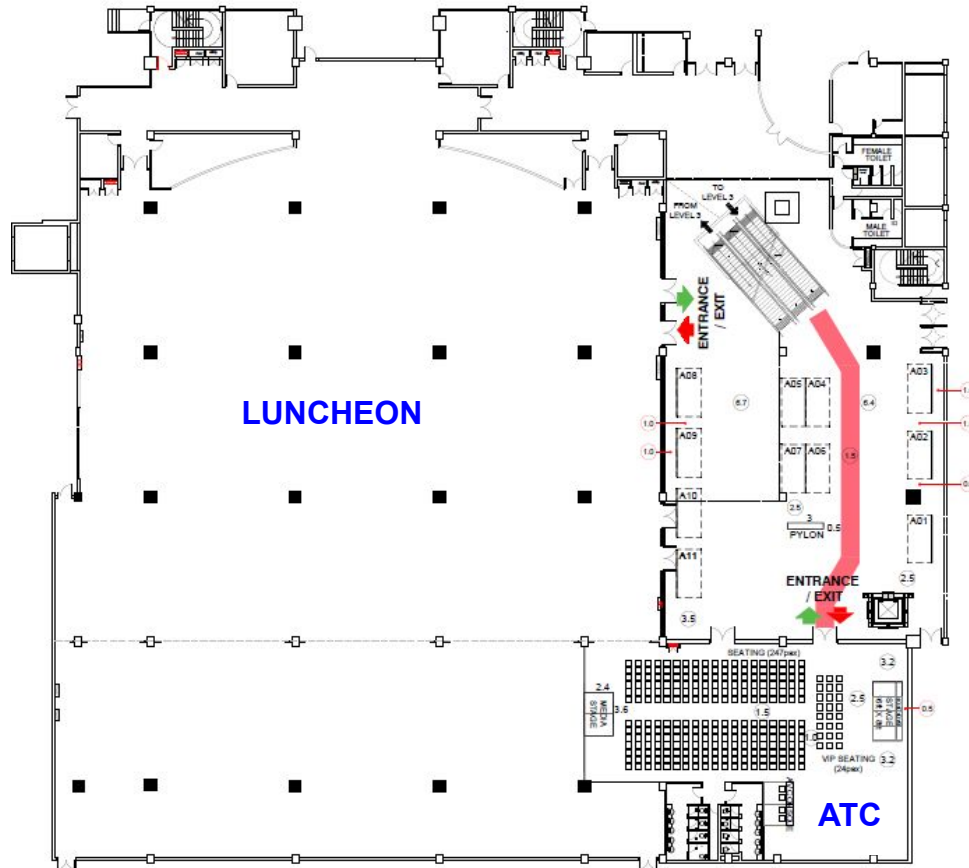


TRAVEX (15-17 JAN 2025) @ LEVEL 3



VENUE PLAN UPDATE AS 10052016Y1

ASEAN Tourism Conference (ATC) @ LEVEL 1



EXHIBITOR LIST

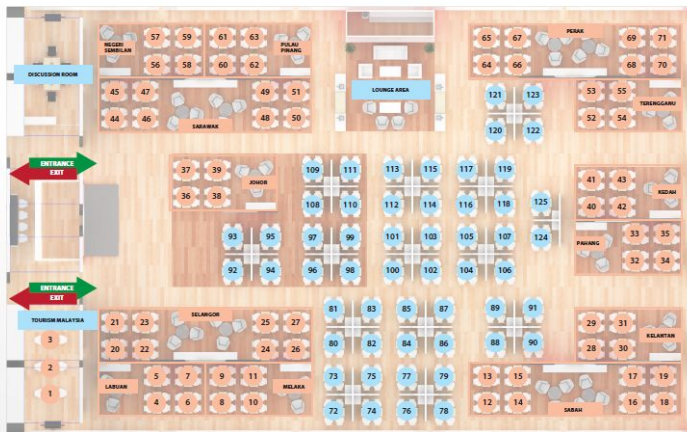
Booth No.	Company
TOURISM MALAYSIA	
01	PHILIPPINES
02	MAG
05	Prime Plaza Hotels & Resorts
06	Travel Weekly Asia (TWA)
07	Holiday Villa Hotels & Resorts
08	One World Hotel
10	Berjaya Hospitality Group
13	Corus Klcc
14	Swiss-Belhotel International
15	Goya Boutique Resorts
16	Panorama Destination (M) Sdn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

15-20 January 2025
Johor, Malaysia

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



MALAYSIA PAVILION DIRECTORY - TRAVEX @ATF 2025

ORGANISATION	BOOTH	ORGANISATION	BOOTH	ORGANISATION	BOOTH	ORGANISATION	BOOTH
TOURISM MALAYSIA	1	BATIK AIR MALAYSIA	26	BIRGITTON TRAVEL AND TOURS SDN. BHD.	49	ATAMBA RESORT	72
TOURISM MALAYSIA 1	2	PNINGGAR HOTELS & RESORTS	26	BRIGGS HOLIDAY SDN. BHD.	50	ENCORE MELAKA / THE PINES MELAKA	73
TOURISM MALAYSIA 2	2	AVIS MALAYSIA	27	BUSINESS EVENTS SARAWAK	51	COLUMBIA LODGE SDN. BHD.	74
TOURISM MALAYSIA 3	3	CELANTAN	28	TERENGGANU	52	PARKROYAL ATAMBA RESORT MELAKA	75
FEDERAL TERRITORY OF LABUAN	4	BUKAM TIANG 12	28	LEWS TRAVEL & ADVENTURE SDN. BHD.	52	ATANA HOTELS & RESORTS	76
PERBADANAN LABUAN 1	4	JASA TERETA HOLIDAYS SDN. BHD.	29	TOURISM TERENGGANU	53	WYNN TRAVEL SDN. BHD.	77
LABUAN MELAKA BESAR TOUR AND TRAVEL SDN. BHD.	5	T-MORE EMPIRE TRAVEL & TOURS	30	AG HOLIDAY	55	ERAMAZ TRAVEL SERVICES SDN. BHD.	78
BORNEO TIC SDN. BHD.	5	MINIHOUSE CAMP	31	NEGERI SEMBILAN	55	MELURIE KUALA LUMPUR TRIO HOTEL	79
PERBADANAN LABUAN 2	7	PULHANG	31	RABBIT VACATION SDN. BHD.	56	ONLY WORLD GOLF	80
MELAKA	8	VILLAGERS TRAVEL & TOURS SDN. BHD.	32	NEGERI SEMBILAN TOURISM BOARD	57	THE TRAVELERS MALAYSIA SDN. BHD.	81
PERBADANAN MELZEM MELAKA	8	AL MINNER TRAVEL & TOURS SDN. BHD.	33	DANZ TRAVEL & ADVENTURES SDN. BHD.	58	SWISS-GARDEN INTERNATIONAL	82
MELAKA YAMING SABE BEHRAH	9	WYNDHAM SDN. MAESTRO HOTEL, GENTING HIGHLANDS	35	NYL ADRIER PINEAPPLE FARM	59	FARM ON THE CITY	83
TOURISM MELAKA	10	JOHOR	36	PULAU PINANG	59	LOTUS ASIA TOURS SDN. BHD.	84
PERBADANAN PEMANGKLAN SUNGAI DAN PANTAI MELAKA	11	PERKASA WARISAN JOHOR	36	TRAVEL 88 SDN. BHD.	60	SUPERKAS MALAYSIA	85
SABAH	12	PS HOLIDAYS	37	LEWS SUITES PENANG	60	BISS KUALA LUMPUR CITY CENTRE	87
PERFECT VACATION SDN. BHD.	12	PERBADANAN TAMAN NEGARA JOHOR	37	LONG PINE PENANG, A TRIBUTE	61	TAMU HOTEL & SUITE KUALA LUMPUR	88
BORNEO NATURE TOURS SDN. BHD.	14	PORTFOLIO RESORT	39	PORTFOLIO RESORT	62	MANDARIN ORIENTAL KUALA LUMPUR	89
SARAWAK TOURISM BOARD 1	14	KEDAH	40	PENANG GLOBAL TOURISM	65	TAI TAI MALAYSIAN RESORT	90
TAIN WILDLIFE HOLIDAYS SDN. BHD.	15	PARK AVENUE HOTEL	40	PERAK	65	RENAI HOTEL KOTA BHARU	91
DISCOVERY TOURS (SARAWAK) SDN. BHD.	16	CAROLINA LUXURY HOLIDAYS SDN. BHD.	41	BRIGHTON'S TRAVEL AND TOURS SDN. BHD.	64	AMARI JOHOR BAHRU	92
TYH BORNEO TOURS AND TRAVEL SDN. BHD.	17	CT GLOBAL TRAVEL & TOUR SDN. BHD.	42	BELAM RAINFOREST RESORT	66	GRAND PARAGON HOTEL JOHOR BAHRU	93
SARAWAK TOURISM BOARD 2	18	KEDAH	43	KUAK HILL RESORT	66	CARE LUXURY HOTELS & RESORTS	95
EASTIN HOTEL	20	SMART LIFESTYLE & TRAVELS SDN. BHD.	45	TOURISM PERAK	67	RAMADA BY WYNDHAM BERKEN JOHOR BAHRU	96
SELANGOR TRAVEL AGENCIES SDN. BHD.	21	SARAWAK TOURISM BOARD	46	GOPING GLAMPING PARK	68	CAPRI BY FRASER JOHOR BAHRU	97
GL PLAY	22	CPH TRAVEL AGENCIES SDN. BHD.	47	SEKAI JAYA TRAVEL & TOURS SDN. BHD.	69	HOLIDAY VILLA JOHOR BAHRU CITY CENTRE	99
TOURISM SELANGOR	23	BORSARU LU PARK MANAGEMENT SDN. BHD.	48	PANGKOR VILLAGE BEACH RESORT	70	THESTLE JOHOR BAHRU	100
MALAY CUSTOMS AND HERITAGE CORPORATION OF SELANGOR	24			TINGKAT VALLEY	71	GALLERY ALBA VILLAG	101
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						ANASSA HOTELS & RESORTS	111
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						PARK INN BY RADISSON HOTEL	120
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						SMART HOTEL (PERLIS BRANCH)	125
						THESTLE PORT DICKSON RESORT	125
						THESTLE JOHOR BAHRU	125

<https://atf.travel/floor-layout/>

OTHER INFORMATION

Travel Desk & Information Counter Located at Level 3 Main Entrance

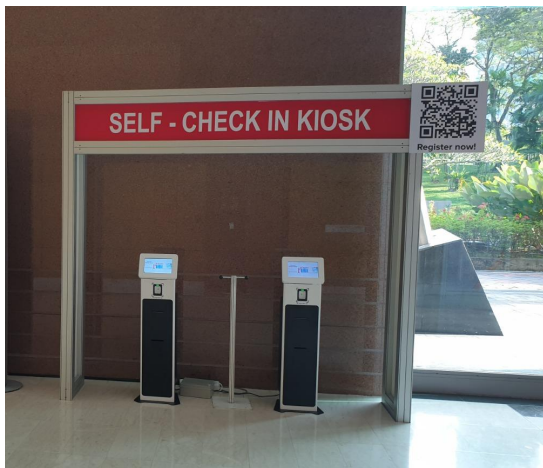


Marketplace Kiosk Located at Level 3 & Foyer Level 1



OTHER INFORMATION - SELLER BADGES SAMPLE

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



2. 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

3. MAIN CONTRACTOR



MAIN CONTRACTOR DETAIL

Qube Integrated Malaysia Sdn Bhd

Mr Bowie Khuah

- Manager - Exhibition Division
- Contact: +6012 369 9418
- Email: bowie.khuah@qube.com.my/operation@qube.com.my

Ms Jessica Toh

- Senior Project Executive - Exhibition Division
- Contact: +6018 263 3221
- Email: mongying@qube.com.my

OTHER INFORMATION - CONTRACTOR BADGES

Collection at Registration Counter
Located at Level 3
(next to TRAVEX Hall Entrance)



GENERAL INFO

1. ON-SITE OPERATION SCHEDULE

BUILD-UP		
DETAILS	DATE	TIME
Official Contractor Move In	13 January 2025	12.00am
Non-Official Contractor Move In (RAW Space Booths) <i>*By move in schedule</i>	13 January 2025 (Monday)	12.00pm - 11.00pm
SELLERs Move In (Shell Scheme) <i>*Completion of all display and exhibits</i>	14 January 2025 (Tuesday)	8.00am - 11.00pm

GENERAL INFO

EXHIBITION DAYS (15 - 17 January 2025, Wednesday - Friday)		
Halls Open	15-17 January 2025 (Wednesday-Friday)	Seller 8.00am
		Buyer & Trade Visitor 9.00am
Halls Closure	15-16 January 2025 (Wednesday - Thursday)	6.00pm
	17 January 2025 (Friday)	3.00pm
Sellers Move Out (Hand Carry Item Only)	17 January 2025 (Friday)	3.00pm - 4.00pm
TEAR DOWN		
Dismantling and Tear-Down	17 January 2025 (Friday)	4.00pm - 11.00pm

NOTE:

- The above dates and times may change if necessary.
- Contractors MUST wear official ASEAN Travel Exchange 2025 Contractor Badges.
(For non-official contractor, please fill the form "Appendix D", page 18 to purchase)

4. BUYERS DATA



BUYERS BY COUNTRY

COUNTRY	BUYERS
Australia	4
Bahrain	2
Bangladesh	4
Brunei	4
Cambodia	17
Canada	2
China	18

Estonia	1
Germany	3
Hong Kong	2
India	32
Indonesia	67
Iran	7
Kazakhstan	1
Kuwait	1

Kyrgyzstan	1
Laos	15
Myanmar	3
Malaysian	33
Nepal	3
Netherlands	2
New Zealand	1
Oman	4

BUYERS BY COUNTRY

COUNTRY	BUYERS
Pakistan	3
Philippines	20
Poland	1
Qatar	1
Russia	1
Saudi Arabia	4
Singapore	12

South Korea	10
Taiwan	6
Thailand	12
Turkiye	7
Turkmenistan	1
UK	5
United Arab Emirates	5
USA	3

Uzbekistan	5
Vietnam	5

**MORE THAN 300
BUYERS ACROSS
42 COUNTRIES**

5. ATF SCHEDULE & ATC PROGRAMME



ATF PROGRAMME

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

ATC PROGRAMME

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

6. PSA



<https://bit.ly/travex2025sellerguidelines>

7. FAQ: Frequently Ask Question





FREQUENTLY ASKED QUESTIONS (FAQs)

Q1 **What time can Seller enter the hall?**

From 8.00am onwards

Q2 **If I have 1 booth, how many co-delegate pass can I purchase?**

Only 1 co-delegate pass is permissible per booth

Q3 **What is the co-delegate pass price?**

The co-delegate pass price is fix at RM1760 each

Q4 **What is the Trade Visitor pass price?**

The trade visitor pass price is fix at RM220 each

Q5 **Where can I purchase if I need to add the Co-Delegate Pass/Trade Visitor Pass?**

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

Q6 **How do I make payment?**

- Local Sellers: Payment can be made via online transfer.
- International Sellers: Only cash payment in MYR is acceptable.

Q7 **Location of company booth?**

Refer to the exhibitors' list and floor plan

Q8 **Medic Room**

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

FREQUENTLY ASKED QUESTIONS (FAQs)



Q9

What are the available dining options for Seller?

There are restaurant at Level 1 and food trucks available at outside of Level 1

Q10

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

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

Q11

Is there any shuttle service provided for Seller?

Shuttle services will not be provided at the ATF. Any transportation arrangements to be made independently.

NOTE: Grab is offering a special rate for all Trade Participants. Use special code: ____ for a special discount.

THANK YOU

