



MEDIA RELEASE

ATF 2020 / 002

FOR IMMEDIATE RELEASE

ASEAN TOURISM FORUM TRAVEL EXCHANGE (TRAVEX) 14TH – 16TH JANUARY 2020, BRUNEI DARUSSALAM

Bandar Seri Begawan, [Tuesday, 14 January 2020] – Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, the Minister of Primary Resources and Tourism visited the ASEAN Tourism Forum Travel Exchange (ATF TRAVEX) this afternoon. The event is held at the East Wing Exhibition Hall, Bridex International Conference Centre, Jerudong.

ATF TRAVEX is a platform for the selling and buying of regional and individual tourism products of ASEAN member countries - a business to business trade show that is part of the annual ATF. TRAVEX aims to provide business-matching opportunities for suppliers of tourism products and services in ASEAN and for international buyers to meet and foster business relationships. All exhibitors and buyers have their appointments scheduled prior to arriving in Brunei Darussalam.

The 3-day event commencing from 14 January until 16 January 2020 offers buyers from around the world the opportunity to shop for some of the best and latest travel and tourism products from across South-east Asia. Some 300 ASEAN exhibitors, 200 travel trade buyers, and international and local media are attending TRAVEX this year. Showcasing their products at TRAVEX are top travel and tourism suppliers represented across all 10 member states of ASEAN – Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong also toured several ASEAN booths participating at the TRAVEX including the Brunei Darussalam. Brunei



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Darussalam's participation this year is represented by Darussalam Holdings Sdn. Bhd., The Empire Brunei, Freme Travel Services, Jerudong Park Country Club, Mulia Hotel, Oceanic Quest Brunei and Royal Brunei Airlines.

According to TTG Asia, the organizer of the event, Europeans make up the majority of approved buyers at 41 per cent, followed by Asians at 32 per cent and Americans at 15 per cent. The rest of the approved buyers hail from markets including Australia, New Zealand, Azerbaijan and Estonia. One of the early-stage approved buyers is Jaime Monfort, operations manager with Bidtravel, Spain, who is looking "to develop group tours with tailored packages particularly from Brunei, Cambodia, Laos, Malaysia, the Philippines and Vietnam" at TRAVEX 2020. Guillaume Vaudey de Vaudrey, general manager of Cosmopolis, France informed TTG Media that he is keen on partners from Brunei, Malaysia, Singapore and Thailand.

Also present during the visit was Pengiran Kamalrudzaman bin Pengiran Haji Mohd Ishak, Permanent Secretary, Ministry of Primary Resources and Tourism; Awang Wardi bin Haji Mohammad Ali, Deputy Permanent Secretary (Tourism), Ministry of Primary Resources and Tourism; and Senior Officials from the Tourism Development Department, Ministry of Primary Resources and Tourism.

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Prepared by:
ATF 2020
Brunei Darussalam
Date: 14th January 2020