



*A date with*

**MALAYSIA**

ASIA'S BUSINESS EVENTS HUB







**SUDAH  
MAKAN?**



# A Delectable Sensory Adventure





Go Local,  
Cutleries Optional





# Satay, A Definite Must-Try





***Nasi Lemak*** – Top 10 healthiest  
international breakfast, by TIME Magazine





# Fine Gastronomical Delights





# Fine Gastronomical Delights







**Penang's *Asam Laksa* – in the top 10 of most delicious Eastern dishes by CNN**





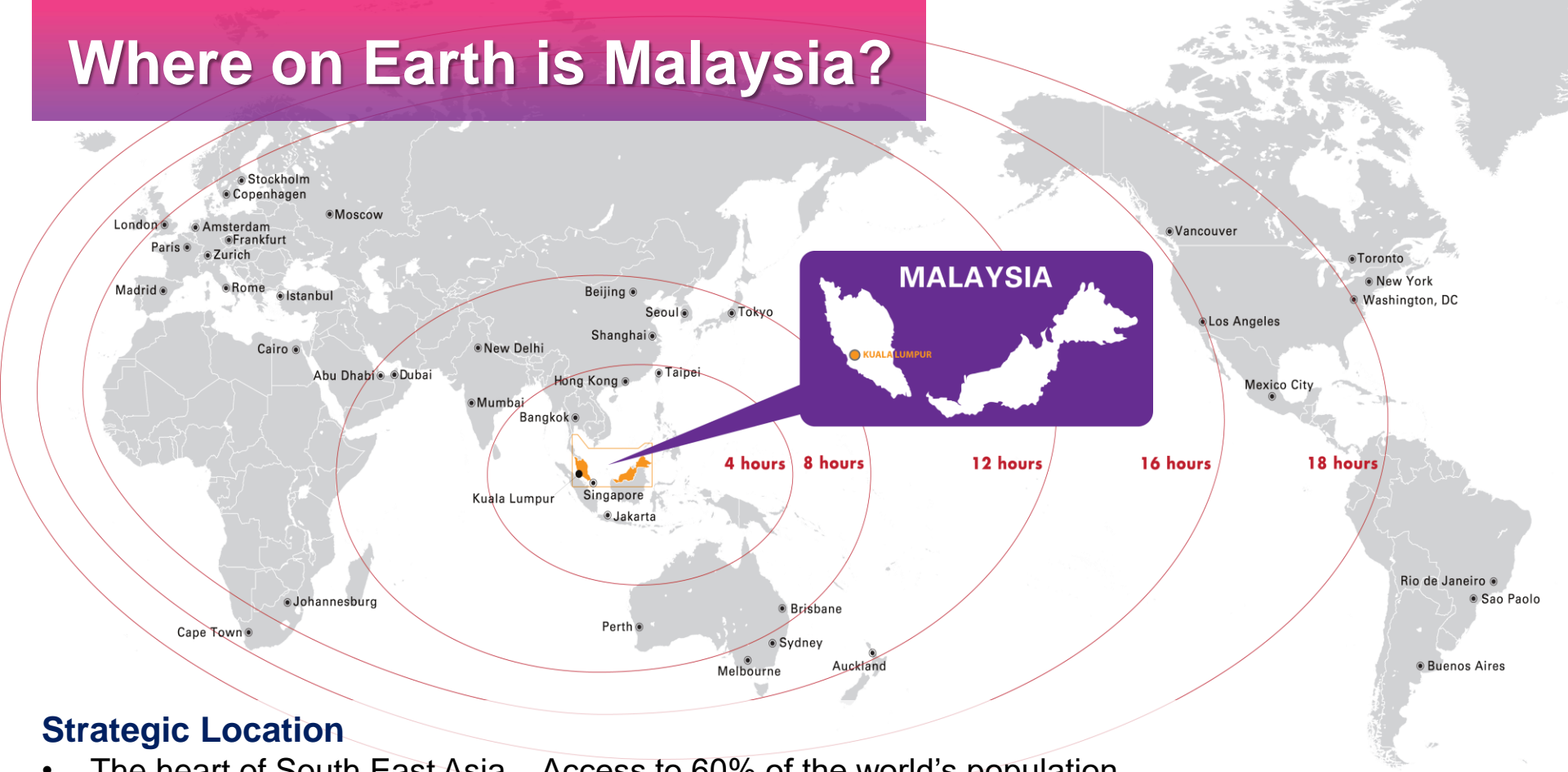


*Malaysia*  
**LIKE NEVER  
BEFORE**  
Discover a whole  
new side of Malaysia

[www.likeneverbefore.my](http://www.likeneverbefore.my)



# Where on Earth is Malaysia?



## Strategic Location

- The heart of South East Asia – Access to 60% of the world's population
- Direct and affordable access from 133 Cities, 66 Airlines
- More than 125 countries do not need a Visa



# Malaysia, at A Glance



**Capital city:**  
Kuala Lumpur



**Population:**  
30 Million



**Multi-cultural:**  
Malay, Chinese, Indian,  
Peranakan & Indigenous  
ethnic groups



**SOUTH  
CHINA SEA**



**Languages:**  
English, Bahasa Malaysia,  
Mandarin & Tamil



**Tropical weather:**  
70-90 degrees Fahrenheit  
21-32 degrees Celsius



# Well Connected

- Ease of travel between state/cities
- Modern public transport systems

Inexpensive public transportation from KLIA (Kuala Lumpur Int'l Airport) to City Centre:

Train: 28 minutes (USD 10)

Bus: 60 minutes (USD 2.50)

Taxi: 45 minutes (USD 25)







Malaysia  
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EXPLORE THE  
URBAN JUNGLE  
*in Kuala Lumpur*

SHOP LIKE NEVER BEFORE

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# KUALA LUMPUR

## Our Capital City

- **KL - 1.6 million population**
- **Easy access to/from KLIA**
- **Rich multicultural society**
- **Ancient heritage meets urban modernity**
- **Top shopping city**





Pewter smiting,  
the 'Hard Knocks' way



**Lipton**

OFFICIAL

to be Malaysian.

P  
Jo  
iklah!

DATE:

(DAY)



**Lipton**



\* Than Milk Tea Original 15g

Teh Tarik,  
like you mean it

Facebook / Lipton Malaysia



Step it up,  
at Batu Caves Temple







# FEEL THE PULSE OF NATURE

**IN** *Kota Kinabalu*

*Escape Like Never Before*



[www.likeneverbefore.my](http://www.likeneverbefore.my)



Mount Kinabalu's Mountain Torq,  
the world's highest *via ferrata*





For thrill junkies – Coral Flyer  
gliding from island to island





Get along with barracudas,  
sea turtles, baby sharks!





A full-page background image of a suspension bridge with a wooden deck and metal mesh sides, stretching into a dense, lush green tropical jungle. The bridge is supported by thick ropes and has a wooden crossbar near the entrance. The forest is thick with various shades of green foliage and tall trees.

Malaysia  
LIKE NEVER  
BEFORE  
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new side of Malaysia

ROAR IN THE  
Mighty  
Jungle  
IN KUCHING  
UNWIND LIKE NEVER BEFORE


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# Firsthand encounters with Iban headhunters





A man in traditional Iban attire is crouching on a large, moss-covered rock in front of a waterfall. He is holding a long, dark spear vertically. He has intricate black tattoos on his arms and legs, wears a colorful patterned headband, and has multiple beaded bracelets on his wrists and ankles. A traditional Iban knife is tucked into a belt around his waist. The background is a lush, green forest with a waterfall cascading over rocks.

## Firsthand encounter with Iban headhunters





Rub shoulders with  
friendly natives



**World's Largest Cave  
Chamber – fits about  
forty Boeing 747  
airplanes!**





Up close and personal  
with illusive *Orangutans*  
at the Matang Wildlife  
Centre in Sarawak







Beyond  
meetings...





**Beyond  
meetings...**





Malaysia, Truly Asia



# Malaysia: Value for Money



**6th “Most Price  
Competitive in Asia  
Pacific”**

(Travel & tourism competitive  
report 2015, World Economic  
Forum)



Destination	Hotel 4* (per night)	Taxi (3.2km round trip)	Dinner (per day)	Tour/Activity (per day)	Total Cost
<b>Kuala Lumpur</b>	<b>\$92.64</b>	<b>\$6.52</b>	<b>\$69.40</b>	<b>\$112.64</b>	<b>\$281.20</b>
Manila	\$140.18	\$11.55	\$30.63	\$111.13	\$293.49
Singapore	\$206.00	\$8.71	\$147.95	\$78.34	\$441.00
Dubai	\$134.24	\$10.19	\$166.87	\$143.28	\$454.58
Tokyo	\$244.11	\$27.76	\$87.35	\$127.14	\$486.36
New York City	\$331.00	\$25.97	\$127.70	\$109.09	\$593.76
London, UK	\$311.99	\$34.92	\$109.15	\$121.71	\$577.77

*\*Source: Tripadvisor, Tripindex Cities 2015 (USD)*



# World Class Meeting Facilities



**Meeting Package  
(USD42/-): 82  
Meeting Rooms, Wifi,  
Standard AV, Lunch  
w/2x Tea Breaks**



# International Hotel Brands



MANDARIN ORIENTAL  
THE HOTEL GROUP

GRAND | HYATT™



InterContinental Hotels Group



THE RITZ-CARLTON®

starwood  
Hotels and  
Resorts

BERJAYA  
HOTELS & RESORTS

PARKROYAL  
HOTELS & RESORTS

5-Star Hotel  
from RM650++  
(USD150++)  
(incl. breakfast)



Hilton



Shangri-La hotel

Marriott®



# Accolades



**Best Destination** in Asia  
**MICE (Meetings, Incentives, Conferences & Events)**  
*Business Destination Travel Awards, 2014*

**3<sup>rd</sup> Best Meeting Destination** in Asia Pacific (KL),  
by *CVENT 2016*



**5<sup>th</sup> World's Best airport** (KLIA)  
serving 40 – 50 million passengers

**3<sup>rd</sup> World's Best Low-cost airports** (KLIA2)  
*Skytrax awards 2017*



**Top 10 Best Value International City**  
**4<sup>th</sup> Least Expensive City**  
*TripAdvisor TripIndex, 2015*



**International's top city Destination**  
**Kuala Lumpur, 10<sup>th</sup> in world**  
*Euromonitor 2017*



**English Proficiency**  
**2<sup>nd</sup> in Asia Pacific, 14<sup>th</sup> in the world**  
*English Proficiency Index 2016*



**Best shopping cities**  
**1<sup>st</sup> in Asia, 5<sup>th</sup> in world**  
*Expedia Shopping Destination, 2015*



**Top 10**  
**Best Culinary Destination**  
*CNN, 2015*



# The King of fruits





See You Soon in  
**MALAYSIA!**

