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MILLENNIUM LEADERS SUMMIT TO TAKE STRONG STAND ON FIVE MAJOR ISSUES

KUALA LUMPUR, June 14 (Bernama) -- The Millennium Leaders Summit for the International Meetings Industry, which starts here tomorrow, is expected to make a firm commitment on five major issues -- globalisation, industry recognition, education, technology and standards and best practices.

A Tourism Malaysia statement here says the four-day summit will gather together industry leaders of the mines, international conference and exhibitions (Mice) Industry and high-profile media from around the world.

The summit, to be opened by Prime Minister Datuk Seri Dr Mahathir Mohamad on Friday, is organised by the Joint Meetings Industry Council with the support of the Malaysian members of the International Conference and Convention Association, Tourism Malaysia and Malaysia Airlines.

The meeting will position the role of meetings in the communications and marketing mix of the 21st century and highlight their value in terms of national and local economies, the statement adds.

-- BERNAMA

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