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Travel associations' annual conference

IT is a busy and exciting week for some 1,800 travel industry players as they congregate in Kuala Lumpur for the Pacific Asia Travel Association's 50th Annual Conference in Putra World Trade Centre.

The event, themed "Proud Past-Promising Future" marks the golden anniversary of an organisation founded in 1951 in the spirit of co-operation, awareness building and peace through tourism.

Launched by the Prime Minister Datuk Seri Dr Mahathir Mohamad on Monday, the five-day conference features a lineup of 23 high profile speakers from seven countries including the president of Marriot International Ed Fuller, executive vice-president of Boeing Commercial USA Seddik Belyamani, senior consultant to the United Nations Centre on Transnational Co-operation Tan Sri Ghazali Shafie and founder and director of Megatrends Asia Foong Wai Fong.

In addition to these educational sessions, the Pata Gold Awards were also presented on Monday, thanks to the Macau Government Tourist Office, in recognition of outstanding achievements by more than 24 organisations and individuals in the areas of marketing and promotion, heritage and culture, education, journalism and environmental tourism.

Other activities include the National Geographic Traveller Magazine luncheon, the screening of an acclaimed multimedia presentation by the National Geographic Society and the Pata annual industry dinner themed "50 Golden Years".

Delegates from 70 member countries will also be going for complimentary tours which will highlight the exotic diversity of Malaysia, which will be a perfect ending to a fruitful meeting of the minds.

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