

# GENERAL INFORMATION NOTES



# ASEAN TOURISM FORUM

'UNITY IN MOTION' SHAPING ASEAN'S TOURISM TOMORROW

15-20  
January

**2025**  
Johor, Malaysia





# ***GENERAL INFORMATION***

## INTRODUCTION

The Ministry of Tourism, Arts and Culture of Malaysia warmly welcomes all delegates to the **ASEAN Tourism Forum (ATF) 2025**, which will be held from **15th to 20th January 2025 in Johor, Malaysia**. We are pleased to provide administrative notes containing meeting information and comprehensive details of administrative procedures, logistics, and requirements for all delegates to ensure an efficient meeting and visit in Johor, Malaysia

## VENUES

### MEETING VENUE

The meetings will be held in person at **DoubleTree by Hilton Johor Bahru Hotel** from **16 to 20 January 2025**, in conjunction with ATF 2025.

**DoubleTree by Hilton Johor Bahru Hotel**  
**No.12, Jalan Ngee Heng, Johor Bahru**  
**Johor, Malaysia**

<https://www.hilton.com/en/hotels/jhbdttdi-doubletree-johor-bahru/>

### TRAVEX

TRAVEX will be held at **Persada Johor Convention Centre** from **15 to 17 January 2025**.

**Persada Johor International Convention Centre**  
**Jalan Abdullah Ibrahim, 80000, Johor Bahru**  
**Johor, Malaysia**

<https://www.persadajohor.com/>

# TENTATIVE AGENDA

DATE / DAY	M-ATM/NTOs MEETINGS	TRAVEX
13 January 2025 / Monday		<ul style="list-style-type: none"> <li>• Registration</li> <li>• TRAVEX Booth Setup</li> </ul>
14 January 2025 / Tuesday		<ul style="list-style-type: none"> <li>• Registration</li> <li>• TRAVEX Hosted Buyer &amp; Full Delegates Briefings</li> </ul>
15 January 2025 / Wednesday	<ul style="list-style-type: none"> <li>• Arrival of delegates</li> </ul>	<ul style="list-style-type: none"> <li>• TRAVEX Day 1</li> <li>• TRAVEX Opening Ceremony</li> <li>• NTO's Media Briefings</li> <li>• TRAVEX Appointment Sessions</li> <li>• ASEAN Tourism Conference Day 1</li> </ul>
16 January 2025 / Thursday	<ul style="list-style-type: none"> <li>• 61st Meeting of ASEAN NTOs</li> <li>• 61st Meeting of ASEAN NTOs (Consultation Session)</li> </ul>	<ul style="list-style-type: none"> <li>• TRAVEX Day 2</li> <li>• ASEAN Tourism Conference Day 2</li> <li>• TRAVEX Appointment Sessions</li> <li>• Philippines Night (TRAVEX)</li> </ul>
17 January 2025 / Friday	<ul style="list-style-type: none"> <li>• The 46th ASEAN Plus Three NTOs Meeting</li> <li>• The 33rd ASEAN – India Tourism Working Group Meeting</li> <li>• The 15th ASEAN – Russia Tourism Consultation Meeting</li> <li>• Welcome Reception (cocktail dinner/ free &amp; easy)</li> </ul>	<ul style="list-style-type: none"> <li>• TRAVEX Day 3</li> <li>• ASEAN Tourism Conference Day 3</li> <li>• TRAVEX Appointment Sessions</li> </ul>
18 January 2025 / Saturday	<ul style="list-style-type: none"> <li>• Technical Tour</li> <li>• Tourism Ministers &amp; Head of NTOs Retreat</li> <li>• Opening Ceremony ATF 2025</li> </ul>	<ul style="list-style-type: none"> <li>• Hosted Buyer &amp; Media Post Tour</li> </ul>
19 January 2025 / Sunday	<ul style="list-style-type: none"> <li>• The 28th Meeting of ASEAN Tourism Minister</li> <li>• The 24th Meeting of ASEAN Plus Three Tourism Minister</li> <li>• Philippines Night</li> </ul>	

# TENTATIVE AGENDA

DATE / DAY	M-ATM/NTOs MEETINGS	TRAVEX
20 January 2025 / Monday	<ul style="list-style-type: none"> <li>• The 12th ASEAN – India Tourism Minister Meeting</li> <li>• The 4th ASEAN – Russian Federation Tourism Minister Meeting</li> <li>• ASEAN Tourism Minister’s Press Conference</li> <li>• Special Visit to Istana Besar Johor/ Royal Abu Bakar Museum</li> <li>• ASEAN Tourism Awards</li> <li>• Closing Ceremony of ASEAN Tourism Forum (ATF) 2025 &amp; Farewell Dinner hosted by Johor State Government</li> </ul>	
21 January 2025 / Tuesday	<ul style="list-style-type: none"> <li>• Departure of delegates</li> </ul>	

The detailed schedule and tentative agenda for the meeting are attached as **Annex A**.

## REGISTRATION

### REGISTRATION FOR MEETINGS

All delegations must complete the registration form available via [Register ASEAN Tourism Forum 2025 Johor, Malaysia](#) and submit it **no later than 20 December 2024**. For any inquiries, please contact the ATF Secretariat via e-mail address: [secretariatatf2025@motac.gov.my](mailto:secretariatatf2025@motac.gov.my) or visit [www.atf2025.motac.gov.my](http://www.atf2025.motac.gov.my)

### REGISTRATION FOR AWARDEES

All awardees are required to submit the nominees for ASEAN Tourism Awards 2025 to the host country **before 22 November 2024** via e-mail to [masliza@motac.gov.my](mailto:masliza@motac.gov.my), [sufirfaus@motac.gov.my](mailto:sufirfaus@motac.gov.my), [jonathanlim@motac.gov.my](mailto:jonathanlim@motac.gov.my) and cc to [secretariatatf2025@motac.gov.my](mailto:secretariatatf2025@motac.gov.my)



## DELEGATES ARRIVAL

### a. Visa Requirement

Delegates entering Malaysia territory are required to hold a passport valid for six (6) months or more from the arrival date. The delegates who are required to apply for a visa to enter Malaysia must first apply at any Malaysia Representative Office abroad or the e-visa Portal at <https://malaysiavisa.imi.gov.my/>. More information on the entire list of nations requiring a visa may be found at <https://www.imi.gov.my/>

Yellow fever vaccination is mandatory for travellers traveling over 12 hours through high-risk countries, and those without a valid certificate face a six (6) day quarantine or are not permitted to enter Malaysia.

### b. Malaysia Digital Arrival Card (MDAC)

As of 1 January 2024, all foreign nationals are required to complete the Malaysia Digital Arrival Card (MDAC) three (3) days before arrival via <https://imigresen-online.imi.gov.my/mdac/main>

Show MDAC registration and verify the passports at the immigration counters.

### c. Custom Regulation and Procedure

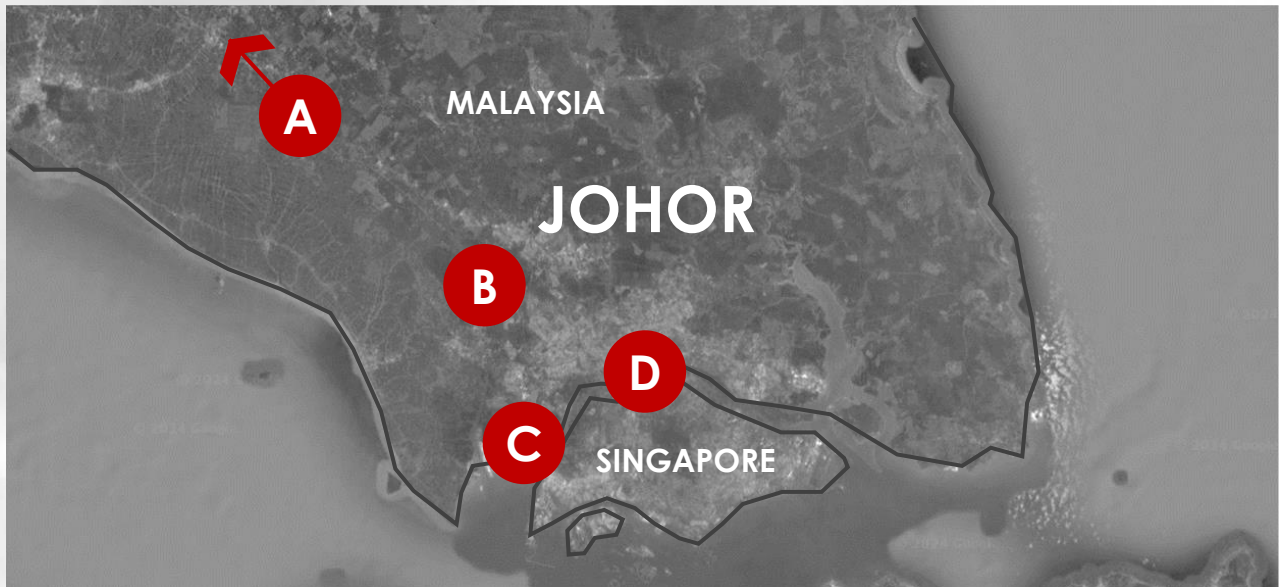
Under the provisions of the Customs Act 1967 (Amendment) 2019 and the Customs Regulations 2019, tourists or travelers entering or leaving Malaysia are required to declare all taxable goods, prohibited items, cash amounts, and negotiable monetary instruments (NMIs) in their possession, whether carried or contained in any of their luggage or vehicles.

Failure to declare or making a false declaration is an offense and will be subject to legal action under the Customs Act 1967. Further details on custom regulation and procedure via <http://www.customs.gov.my/en>

## DELEGATES ARRIVAL

### d. Malaysia Entry Points

Delegates are permitted to enter Malaysia via these entry points:



- A** ▶ Kuala Lumpur International Airport (KLIA)
- B** ▶ Senai International Airport
- C** ▶ Sultan Abu Bakar CIQ
- D** ▶ Sultan Iskandar CIQ

### e. Hotel Transfer Arrangements

Please be advised that the organizing committee will provide complimentary hotel transfers exclusively between The Senai International Airport on the officially designated dates. Delegates are kindly requested to arrange their own transportation to the meeting venue if their travel requirements fall outside the aforementioned services.

### f. Luggage Tag

All delegates are required to use the provided luggage tag template ([Luggage Tag ATF 2025](#)) to ensure a smooth and efficient arrangement for baggage collection at the designated welcome locations. Kindly print and securely attach the tag to your luggage prior to arrival.

## MEETING ARRANGEMENT

### a. Access Procedure

All delegates are required to collect their Meeting Pass during the on-site physical registration. Delegates must wear their Meeting Passes visibly at all times while within the meeting areas. The pass is mandatory and must be worn throughout all meetings and official social events.

### b. Dress Code

Meetings	▶	Business Attire
Opening Ceremony	▶	Batik / National Dress
Receptions / Dinners	▶	Batik / National Dress / Smart Casual
Closing Ceremony	▶	Business Attire / Batik / National Dress
Technical Tour / Tourism Minister & Head of NTOs Retreat	▶	Casual / Sports Wear

### c. Special Batik Shirt for VIPs

The host will provide special Batik shirts exclusively for ASEAN Ministers and NTO-level delegates to be worn during the Opening Ceremony. Kindly submit the completed body measurement form, enclosed herewith, to the meeting secretariat **no later than 20 December 2024**. The detailed information and body measurement form are available in **Annex B**.

## MEETING VENUE FACILITIES

### a. Meeting Hall

The official meeting venue will be at The Grand Ballroom, 11<sup>th</sup> Floor of The DoubleTree by Hilton Johor Bahru Hotel.



### b. **Bilateral Meeting Rooms**

Bilateral Meeting Rooms will be available on the 11th Floor of The DoubleTree by Hilton Johor Bahru Hotel on a reservation basis from 08:00 to 19:00, between 16 and 20 January 2025. These rooms accommodate between four (4) to ten (10) seats. For reservations, please contact Ms. Hong Xiao Yun via email at [hongxiaoyun@motac.gov.my](mailto:hongxiaoyun@motac.gov.my).

### c. **Secretariat Room**

During the event, the secretariat room will be available on the 11th Floor of The DoubleTree by Hilton Johor Bahru for attendees to access regularly. The secretariat room will be equipped with computers and printers, and basic office supplies.

## ACCOMMODATION

- a. The host will provide **complimentary** room for
  - **Minister Level on 17 – 21 January 2025**
  - **Head of NTOs on 15 – 21 January 2025**
  - **Secretary General of ASEAN on 17 – 21 January 2025**
- b. All delegations are encouraged to make reservations at the designated partner hotels. Details of the hotel partners and contacts for reservations are provided in **Annex C**.

## TRANSPORTATION

- a. The host will provide a dedicated vehicle for
  - Minister Level on 17 – 21 January 2025
  - Head of NTOs on 15 – 21 January 2025
  - Secretary General of ASEAN on 17 – 21 January 2025
- b. Transport to the meeting venue and social events as stated in the official program will be provided for all delegates. For any other purposes, delegates are kindly requested to make their own arrangements.

## TECHNICAL TOUR/ TOURISM MINISTER & HEAD OF NTOs RETREAT

The ATF 2025 will feature two exclusive half-day excursions in Johor, Malaysia, showcasing the region's beauty and diversity. The first is exclusively for the ASEAN Tourism Ministers and Heads of NTOs Retreat, offering friendly golf games or nature & wellness tours. The delegates can enjoy either the Belungkor Adventure Tour, focusing on mangrove ecosystems and conservation efforts, or the Junglewalla Desaru Coast Tour, offering nature experiences. These curated excursions aim to enhance the ATF 2025 experience while showcasing Johor's unique natural assets and sustainable tourism offerings. Please refer to **Annex D** for the detailed program.

## TRAVEX

The TRAVEX sessions, a key highlight of the ASEAN Tourism Forum (ATF) 2025, will take place over three days from 15-17 January 2025 at the Persada Johor International Convention Centre in Johor Bahru. TRAVEX provides a unique opportunity to establish new business relationships while strengthening existing partnerships, facilitating networking and collaboration within the ASEAN tourism industry. The event plays a vital role in promoting regional tourism growth and fostering international business opportunities.

The ASEAN Tourism Conference (ATC) will run concurrently with the TRAVEX during the ASEAN Tourism Forum (ATF) 2025, providing an additional opportunity for delegates. This conference serves as a valuable platform for knowledge exchange, offering delegates the chance to stay informed on innovative practices and emerging developments within the ASEAN tourism landscape. For more information, please visit <https://www.atf.travel/> or e-mail [travex2025@tourism.gov.my](mailto:travex2025@tourism.gov.my).

## GENERAL FAST FACTS

### a. Electricity

To use personal devices, please note that Malaysia's standard electrical power supply is 240 V and 50Hz. Based on British standards, the power plug socket is type G (3-pin). The committee will provide the extension cord in the meeting venue to allow delegates to recharge their devices when needed.

### b. Currency and Banking

The Malaysian Ringgit is the currency unit used with the code MYR. Ringgit includes a banknote worth RM100, RM50, RM20, RM10, RM5, RM1, and 50 sen (cent) coins as well as 20 sen, 10 sen, and 5 sen coins. Malaysian payment systems are also enabled in cashless payment methods via debit cards, credit cards, and digital payment.

### c. Emergency Phone Number

Malaysia Emergency Response Services (MERS) 999 is an integrated system consisting of the Royal Malaysian Police (RMP), the Fire and Rescue Department of Malaysia (FRDM), the Ministry of Health Malaysia (MOH), etc.

### d. Videography and Photography

Delegates may be photographed or filmed by the official host photographers. Photos and a video compilation of the ASEAN Tourism Meeting will be available on the ATF 2025 official drive.

## LIAISON OFFICERS

Please refer to **Annex E** for the list of liaison officers for the Tourism Ministers and Head of NTOs during ATF 2025.

## OPENING & CLOSING CEREMONY

Please refer to **Annex F** for the tentative agenda for the Opening & Closing Ceremony of ATF 2025.



## WELCOME RECEPTION

The Welcome Reception, hosted by the Ministry of Tourism, Arts & Culture (MOTAC) Malaysia, will take place on 17 January 2025 at the Tosca Italian Trattoria & Pool Area, located on Level 13 of the DoubleTree JB Hotel. This evening promises a delightful networking cocktail dinner in a relaxed, informal and elegant poolside ambiance, providing an ideal setting to connect with fellow delegates and partners. Guests are encouraged to embrace the occasion with a smart casual dress code. No alcohol will be served during this reception. Tentative agenda as in **Annex G**.

## SPECIAL VISIT TO ISTANA BESAR JOHOR / ROYAL ABU BAKAR MUSEUM



*Source: Tourism Johor*

The Istana Besar Johor, a renowned heritage building in Johor Bahru, is set to be a unique experience for ATF 2025 delegates, especially to Tourism Ministers and Heads of NTOs. The palace turned museum has a blend of Renaissance and Anglo-Malay influences, is expected to be a highlight of the ATF 2025, offering around a one-hour tour of its elegance and heritage. The visit is scheduled for 20 January 2025, following the Press Conference event.



## ORGANISER

### Ministry of Tourism, Arts and Culture Malaysia

No.2, Tower 1, Jalan P5/6

Precinct 5, 62200, Putrajaya

MALAYSIA

Phone : +603 8000 8000

Fax : +603 8891 7100

Website : [www.motac.gov.my](http://www.motac.gov.my)

## POINT OF CONTACTS

### MEETINGS & OFFICIAL EVENTS

[secretariatATF2025@motac.gov.my](mailto:secretariatATF2025@motac.gov.my)

#### a. Mr. Khaironizam Saad

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#### b. Mr. Mohammad Shahnizam Mohd. Haniff

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### TRAVEX

[travex2025@tourism.gov.my](mailto:travex2025@tourism.gov.my)

#### a. Ms. Jamilah Abdul Halim

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#### b. Mr. Alwi Shakir Abdullah

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E-mail : [alwishakir@tourism.gov.my](mailto:alwishakir@tourism.gov.my)

## WELCOME TO JOHOR THE SOUTHERN GATEWAY OF MALAYSIA



Laman Mahkota Istana Bukit Serene, Johor Bahru

Source: Tourism Malaysia

Johor, strategically located at the southern tip of Peninsular Malaysia, is honored to host the ASEAN Tourism Forum (ATF) 2025. Known for its strategic location at the southern tip of Peninsular Malaysia, Johor serves as a vital gateway between Malaysia and its neighbouring countries, Singapore and Indonesia. The state's unique combination of rich history, diverse cultures, stunning natural landscapes, and modern attractions makes it an ideal venue for this prestigious event.

### **A GLIMPSE INTO JOHOR'S HISTORY**

Johor's history is rooted in the Johor Sultanate, founded in the 16th century after the Malacca Sultanate's fall. As one of Malaysia's oldest monarchies, it significantly shaped the state's cultural identity. Today, the Sultan remains influential, with the Istana Bukit Serene in Johor Bahru serving as the royal residence. Johor has evolved from a trading powerhouse to a modern, industrially advanced state, preserving its cultural heritage. Visitors can experience a blend of historical charm and contemporary progress.



Masjid Sultan Abu Bakar,  
Johor Bahru



Source: Tourism Malaysia

## ICONIC LANDMARKS AND ATTRACTIONS

Johor is a historical and cultural hub with iconic landmarks like the Sultan Abu Bakar Mosque and Istana Bukit Serene. The Mosque offers stunning views of the Straits of Johor, while Istana Bukit Serene features a crown-shaped arch and lush gardens. World-class theme parks like LEGOLAND Malaysia and Desaru Coast Adventure Waterpark attract families and thrill-seekers, making Johor a must-visit for history and architecture enthusiasts.



Legoland Malaysia, Iskandar Puteri

Source: Tourism Malaysia





Source: Tourism Malaysia

## DESARU COAST

Desaru Coast is a premier integrated destination resort, celebrated for its stunning beaches along the South China Sea. Spanning over 3,900 acres, it features a diverse range of luxury accommodations, including internationally renowned hotels, world-class golf courses, an expansive waterpark, and a conference centre. Esteemed luxury stays include One&Only Desaru Coast, The Westin Desaru Coast Resort, Hard Rock Hotel Desaru Coast, and Anantara Desaru Coast Resort & Villas, each offering unique experiences for tourists.

Key attractions include the Desaru Coast Adventure Waterpark, the serene Desaru Beach, and The Els Club Desaru Coast, a prestigious golf course designed by Ernie Els. Beyond its luxury offerings, Desaru Coast is a thriving hub for ecotourism and adventure, with experiences such as river cruises, mangrove explorations, and visits to local villages, making it an ideal destination for both leisure and adventure enthusiasts.



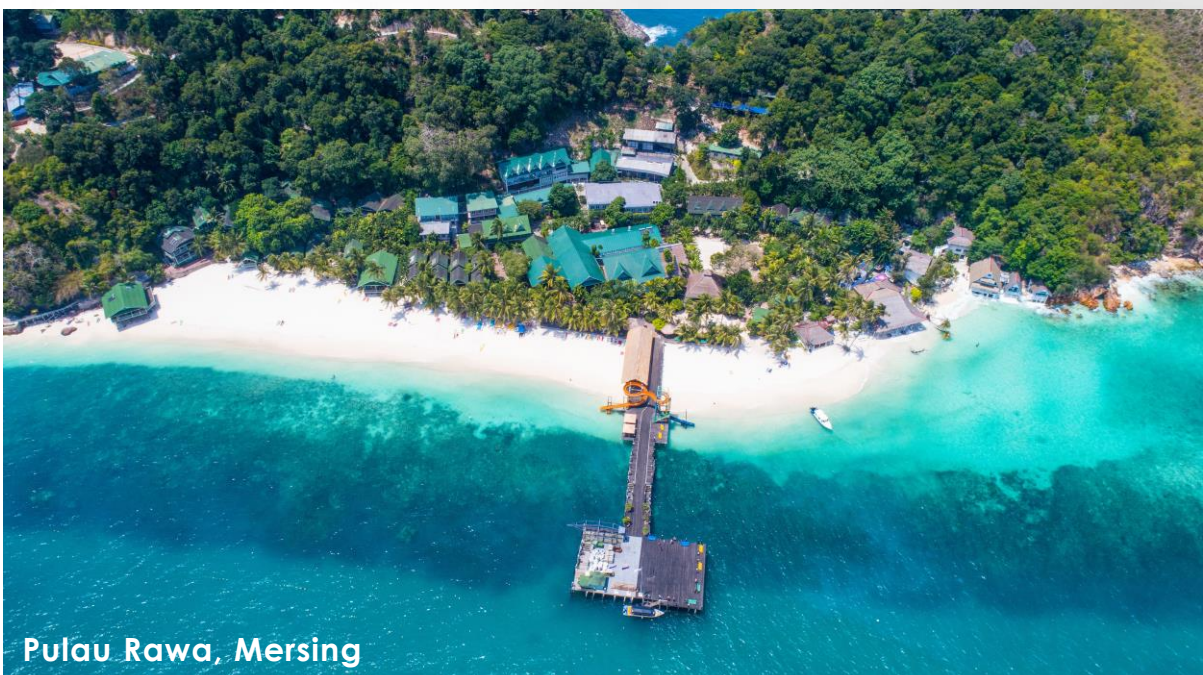


Kampung Sungai Melayu, Johor Bahru

Source: Tourism Malaysia

## ECOTOURISM AND NATURAL WONDERS

Johor is a popular ecotourism destination with two national parks: Endau-Rompin National Park and Tanjung Piai National Park. Endau-Rompin offers rugged landscapes and rich biodiversity, while Tanjung Piai, located at the southernmost point of mainland Asia, is known for mangrove forests and diverse birdlife. Mersing, a gateway to the Seribuat Archipelago, offers pristine beaches and marine life, making it an ideal destination for nature enthusiasts.



Pulau Rawa, Mersing

Source: Tourism Malaysia



## CULTURES & TRADITIONS

Johor's cultural landscape is diverse, with a blend of Malay, Chinese, Indian, and indigenous Orang Asli communities. Its vibrant traditions, festivals, and practices are showcased through festivals like Hari Raya Aidilfitri, Chinese New Year, Deepavali, and Chingay Parade. Visitors can also explore traditional arts and crafts, such as Kuda Kepang, a Javanese dance, and Ghazal music, a fusion of Malay, Arabic, and Indian influences.



Traditional Malay Zapin Dance

Source: Tourism Malaysia



Arulmigu Sri Rajakaliamman Glass Temple, Johor Bahru

Source: Tourism Malaysia



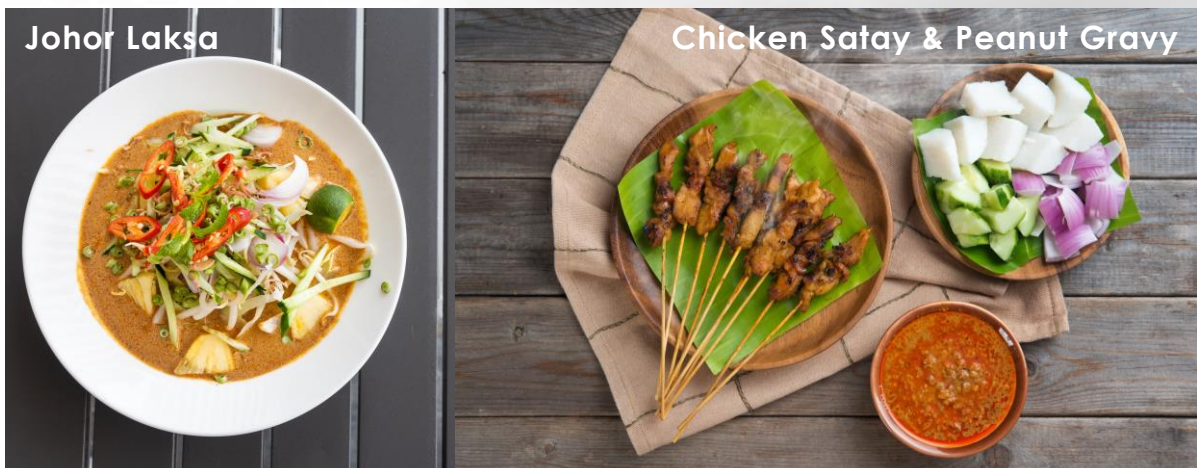


Local Malaysian Cuisine

Source: Tourism Malaysia

## CULINARY DELIGHTS

Johor's culinary scene is a blend of Malay and Western traditions, offering a diverse range of flavors and dishes. One of the state's signature dishes is Laksa Johor, a fusion of fish and coconut milk, served with spaghetti instead of rice noodles. Other must-try dishes include Mee Rebus, a savory noodle dish with shrimp paste and sweet potatoes gravy, and Otak-Otak, a popular street food made from fish paste wrapped in banana leaves. The state's diverse cuisine also includes Chinese, Indian, and fusion cuisines.



Johor Laksa

Chicken Satay & Peanut Gravy

Source: Tourism Malaysia



# **ANNEX A**

*tentative programme*



# TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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## 13 JANUARY 2025 / MONDAY

All Day	TRAVEX Booth Set Up & Installation	Level 3 Tanjung Puteri 301-303 Persada Johor
08.00 – 16.00	Registration & Badge Collection (TRAVEX) (Sellers, Buyers & Media)	Foyer Level 3 Persada Johor

## 14 JANUARY 2025 / TUESDAY

08.00 – 12.00	Registration & Badge Collection (TRAVEX) (Sellers, Buyers & Media)	Foyer Level 3 Persada Johor
14.00 – 16.00	TRAVEX Hosted Buyer & Sellers Full Delegates Briefing	Selat Tebrau 101, Level 1, Persada Johor

## 15 JANUARY 2025 / WEDNESDAY

All Day	Arrival of ASEAN, APT, India & Russia Head of NTOs, Dialogue Partners and External Entities	DoubleTree JB Hotel
All Day	TRAVEX Day 1	Level 3 Tanjung Puteri 301-303 Persada Johor
09.00 – 09.30	TRAVEX Opening Ceremony	Selat Tebrau 102, Level 1, Persada Johor
09.00 – 13.00	NTO's Media Briefing 1. (09.00 – 10.00) 2. (10.00 – 11.00) 3. (11.00 – 12.00) 4. (12.00 – 13.00)	Level 4 Auditorium Sekijang 401 Persada Johor
09.00 – 13.00	TRAVEX Appointment Session 1	Level 3 Tanjung Puteri 301-303 Persada Johor
13.00 – 14.00	TRAVEX Lunch (Hosted Buyer & Media only)	Level 1 Selat Tebrau 101 Persada Johor
14.00 – 16.00	NTO's Media Briefing 5. (14.00 – 15.00) 6. (15.00 – 16.00) 7. (16.00 – 17.00)	Level 4 Auditorium Sekijang 401 Persada Johor
14.00 – 17.00	TRAVEX Appointment Session 2	Level 3 Tanjung Puteri 301-303 Persada Johor
14.00 – 17.00	ASEAN Tourism Conference (ATC) Day 1	Level 1, Selat Tebrau 102, Persada Johor
20.00 – 22.00	Dinner @ Lesong by Johara (Hosted Media only) Fraser Place Guest	Lesong by Johara Zenith Lifestyle Centre
	Dinner @ Wyndham The Straits Johor Hotel (Hosted Media Only) Trinidad Suites Guest	Wyndham The Straits Johor Hotel

# TENTATIVE PROGRAMME

TIME (GMT +8)

ACTIVITY

VENUE

## 16 JANUARY 2025 / THURSDAY

All Day	TRAVEX Day 2	Level 3 Tanjung Puteri 301-303 Persada Johor
08.00 – 09.00	Registration of Delegation	Grand Ballroom Level 11, DoubleTree JB Hotel
09.00 – 10.30	The 61 <sup>st</sup> ASEAN NTOs Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
09.00 – 13.00	TRAVEX Appointment Session 3	Level 3 Tanjung Puteri 301-303 Persada Johor
10.00 – 13.00	NTO's Media Briefing 8. (09.00 – 10.00) 9. (10.00 – 11.00) 10. (11.00 – 12.00)	Level 4 Auditorium Sekijang 401 Persada Johor
11.00 – 12.30	The 61 <sup>st</sup> ASEAN NTOs Meeting (cont.)	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch  Hosted Luncheon by US-ABC (Invitation only)	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel Junior Ballroom Level 11, DoubleTree JB Hotel
13.00 – 14.00	TRAVEX Luncheon hosted by Perak Tourism (Hosted Buyer & Media only)	Level 1 Selat Tebrau 101 Persada Johor
14.00 – 16.30	The 61 <sup>st</sup> ASEAN NTOs Meeting (Consultation Session)	Grand Ballroom Level 11, DoubleTree JB Hotel
14.00 – 17.00	TRAVEX Appointment Session 4	Level 3 Tanjung Puteri 301-303 Persada Johor
09.00 – 17.00	ASEAN Tourism Conference (ATC) Day 2	Level 1, Selat Tebrau 102, Persada Johor
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
20.00 – 22.00	Philippines TRAVEX Night	Ballroom 1 – 3 Renaissance Hotel Johor Bahru

## 17 JANUARY 2025 / FRIDAY

All Day	TRAVEX Day 3	Level 3 Tanjung Puteri 301-303 Persada Johor
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# TENTATIVE PROGRAMME

TIME (GMT +8)

ACTIVITY

VENUE

## 17 JANUARY 2025 / FRIDAY

All Day	Arrival of ASEAN, APT, India & China Tourism Ministers, Secretary General of ASEAN	DoubleTree JB Hotel
09.00 – 10.30	The 46 <sup>th</sup> ASEAN Plus Three NTOs Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
10.00 – 12.30	Royal Abu Bakar Museum Tour (Hosted Media Program)	Royal Abu Bakar Museum
09.00 – 12.30	TRAVEX Appointment Session 5	Level 3 Tanjung Puteri 301-303 Persada Johor
09.00 – 12.30	ASEAN Tourism Conference (ATC) Day 3	Level 1, Selat Tebrau 102, Persada Johor
11.00 – 12.30	The 33 <sup>rd</sup> ASEAN – India Tourism Working Group Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Hosted Luncheon by EU-ABC (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	TRAVEX Lunch (Hosted Buyer & Media only)	Level 1 Selat Tebrau 101 Persada Johor
14.00 – 16.30	The 15 <sup>th</sup> ASEAN – Russia Tourism Consultation Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
19.00 – 22.00	Welcome Reception (cocktail dinner/free & easy)	Tosca Italian Trattoria & Pool Area, Level 13, DoubleTree JB Hotel

## 18 JANUARY 2025 / SATURDAY

ALL DAY	Hosted Buyer & Media City Tour	JB City Centre
08.00 – 15.00	Technical Tour	Desaru
08.00 – 15.00	ASEAN Tourism Ministers & Head of ASEAN NTOs Retreat	Desaru Coast
20.00 – 22.00	Opening Ceremony of ASEAN Tourism Forum 2025	Persada Johor

# TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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## 19 JANUARY 2025 / SUNDAY

09.00 – 12.30	The 28 <sup>th</sup> Meeting of ASEAN Tourism Minister	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Minister Luncheon by CNN (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
14.00 – 16.30	The 24 <sup>th</sup> Meeting of ASEAN Plus Three Tourism Minister	Grand Ballroom Level 11, DoubleTree JB Hotel
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
19.30 – 22.00	Philippines Night	Junior Ballroom Level 11, DoubleTree JB Hotel

## 20 JANUARY 2025 / MONDAY

09.00 – 10.30	The 12 <sup>th</sup> ASEAN – India Tourism Minister Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
11.00 – 12.30	The 4 <sup>th</sup> ASEAN – Russian Federation Tourism Minister Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 15.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Minister Luncheon by AGODA (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
15.00 – 16.00	ASEAN Tourism Minister’s Press Conference	Junior Pre-Function Level 11, DoubleTree JB Hotel
16.00 – 18.00	Special Visit to Istana Besar Johor / Royal Abu Bakar Museum	Royal Abu Bakar Museum
19.00 – 22.00	<ul style="list-style-type: none"> <li>ASEAN Tourism Awards</li> <li>Closing Ceremony of ASEAN Tourism Forum (ATF) 2025 &amp; Farewell Dinner hosted by Johor State Government</li> </ul>	Persada Johor

## 21 JANUARY 2025 / TUESDAY

All Day	Departure of Delegates	
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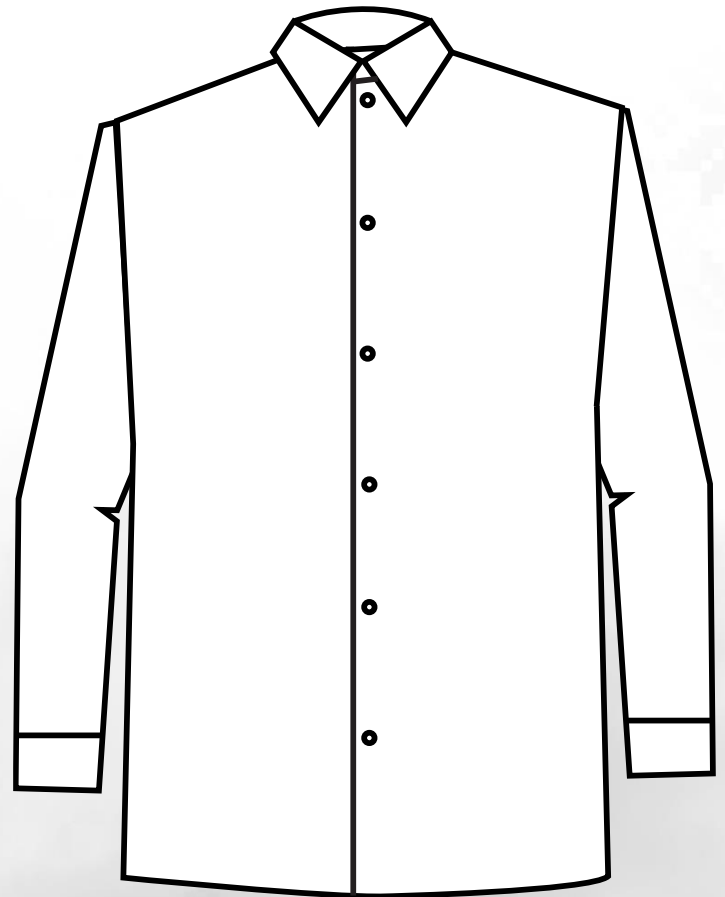
**ANNEX***B*  
*body measurement form*

## BATIK SHIRT MEASUREMENT FORM (MALE)

Ministers / Head of Delegation and Head of NTOs

<b>NAME</b>	
<b>DESIGNATION</b>	
<b>ORGANISATION</b>	
<b>COUNTRY</b>	

COLLAR	
BACK LENGTH	
FRONT LENGTH	
CHEST	
WAIST	
HIP	
SHOULDER	
SLEEVE	
ELBOW	
CUFF	
ARMHOLE	



**\*In Inch**

**Please return the completed measurement to:**

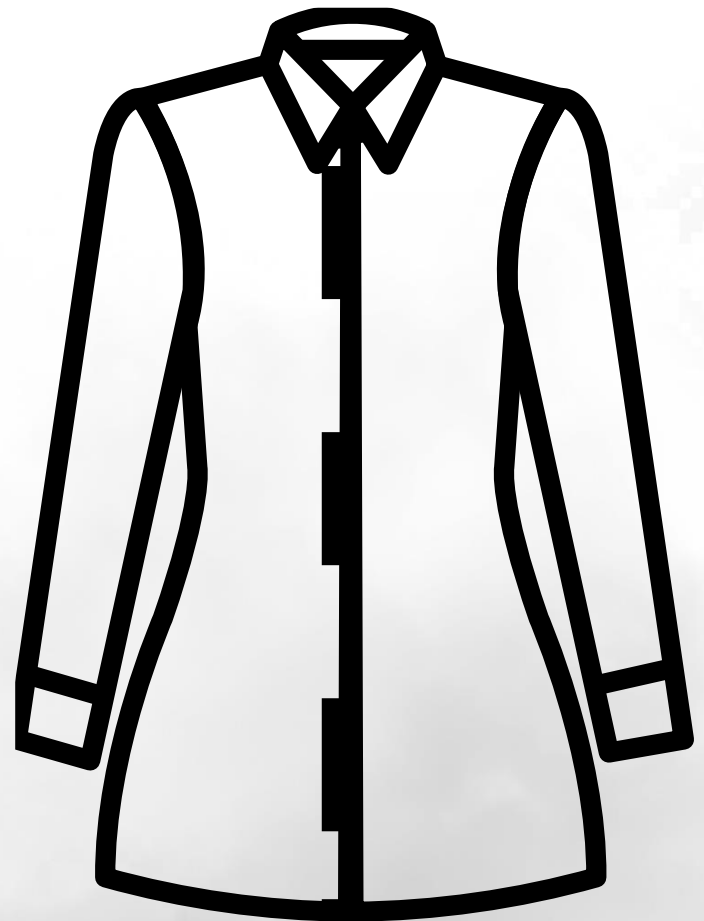
- i. Ms. Aida Shazlin Shaharom – [aida@kraftangan.gov.my](mailto:aida@kraftangan.gov.my)
- ii. Mr. Yunus Mahat – [yunusmahat@kraftanga.gov.my](mailto:yunusmahat@kraftanga.gov.my)

## BATIK SHIRT MEASUREMENT FORM (FEMALE)

Ministers / Head of Delegation and Head of NTOs

<b>NAME</b>	
<b>DESIGNATION</b>	
<b>ORGANISATION</b>	
<b>COUNTRY</b>	

COLLAR	
BACK LENGTH	
FRONT LENGTH	
CHEST	
WAIST	
HIP	
SHOULDER	
SLEEVE	
ELBOW	
CUFF	
ARMHOLE	



**\*In Inch**

**Please return the completed measurement to:**

- i. Ms. Aida Shazlin Shaharom – [aida@kraftangan.gov.my](mailto:aida@kraftangan.gov.my)
- ii. Mr. Yunus Mahat – [yunusmahat@kraftanga.gov.my](mailto:yunusmahat@kraftanga.gov.my)



**ANNEX****C**  
*hotel options*



# HOTEL OPTIONS

For room bookings & and room reservation



## DOUBLETREE BY HILTON JOHOR BAHRU HOTEL

No.12, Jalan Ngee Heng, Johor Bahru  
<https://www.hilton.com/en/hotels/jhbdtai-doubletree-johor-bahru/>

[Reservation Special Rates - DoubleTree by Hilton Johor Bahru Hotel](#)



## AMARI JOHOR BAHRU HOTEL

82C Suasana Iskandar Malaysia, Jalan  
Trus Road, Johor Bahru  
<https://www.amari.com/johor-bahru>



## HOLIDAY INN JOHOR BAHRU CITY

Jalan Tun Abdul Razak, Bandar Johor  
Bahru, 80000 Johor Bahru, Johor  
<https://www.guestreservations.com/holiday-inn-johor-bahru-city-centre-an-ihg-hotel/>



## CAPRI BY FRASER JOHOR BAHRU

Menara Tiga Serangkai, Jalan Tengku  
Azizah, 80300 Johor Bahru  
<https://www.frasershospitality.com/en/malaysia/johor/capri-by-fraser-johor-bahru/>



# **ANNEX***D*

*Tourism Ministers and  
Head of NTOs Retreat  
& Technical Tour*

18 January 2025 / Saturday / 08.00 – 15.00

**ASEAN TOURISM MINISTER & HEAD OF NTOs RETREAT**

**OPTION A**



**ATF Friendly Golf Games  
Els Club, Desaru Coast**

A prestigious, friendly golf tournament set in the lush surroundings of Els Club, Desaru Coast. ASEAN tourism leaders will have the opportunity to networking while playing golf. This exclusive event is designed to foster relationships in a relaxed and scenic environment.

**OPTION B**

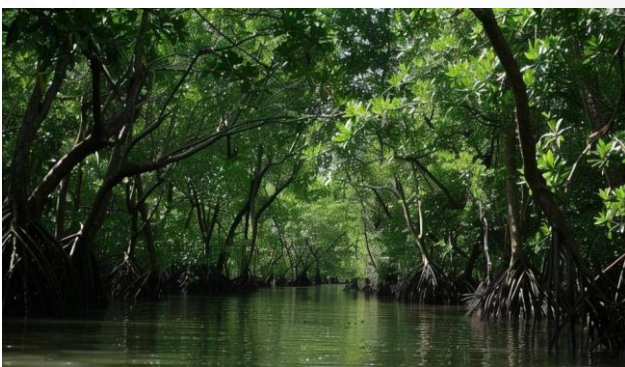


**Nature & Wellness Tour  
Desaru Coast**

Immerse in a rejuvenating wellness experience along the pristine Desaru Coast. This meditation retreat will guide participants through mindfulness practices in a serene coastal setting, promoting relaxation and mental clarity. Perfect for invitees seeking a calming start to the day.

**TECHNICAL TOUR FOR MEETING DELEGATES**

**OPTION A**



**Belungkor Adventure Tour  
Belungkor Mangroves**

Explore the diverse ecosystem of Belungkor's mangroves on a guided boat tour. Delegates will learn about the importance of mangrove forests in coastal protection and biodiversity conservation. The tour includes an interactive mangrove planting session, where participants will contribute to local conservation efforts.

**OPTION B**



**Junglewalla Desaru Coast Tour  
Desaru Coast**

Join a nature-filled excursion with Junglewalla's experienced guides. The tour includes birdwatching in lush coastal landscapes, lily planting in scenic water gardens, and an exploration of tidepools to discover the rich marine life along the beach. Ideal for those interested in wildlife and hands-on conservation activities.



**18 January 2025 / Saturday / 08.00 – 15.00**

**ASEAN TOURISM MINISTER & HEAD OF NTOs RETREAT**

ATF Friendly Golf Games	Nature	Wellness
0630 – Depart from Hotel	0730 – Depart from Hotel	
0730 – Arrive at Els Club & Breakfast	0900 – Arrive at Els Club Product Briefing by Desaru Coast Group Photo	
0800 – Tee Off (Ocean Course)	1000 – Depart for Mangrove Nature Tour & Picnic on Boat @ Desaru Coast	1000 – Depart for Care Tour (Wellness) @ Desaru Coast
1200 – Game End	1230 – Depart for lunch at One & Only Desaru	
1230 – Lunch at Els Club	1300 – Lunch @ Ember Beach Club, One & Only Desaru	
1500 – Depart back to Hotel	1500 – Depart back to Hotel	



**18 January 2025 / Saturday / 08.00 – 15.00**

<b>TECHNICAL TOUR FOR MEETING DELEGATES</b>	
<b>Belungkor Adventures</b>	<b>JungleWalla</b>
0800 – Depart from Hotel	0800 – Depart from Hotel
0930 – Arrive at Tanjung Belungkor	0930 – Arrive at Anantara Product Briefing by Desaru Coast
1000 – Bpat Ride for 'Mangorve Tour	1000 – Desaru Coast Birdwatching
1230 – Depart for KK Sea Floating Resort	1215 – Depart to Hard Rock Hotel Desaru Coast
1300 – Lunch at KK Floating Resort	1230 – Lunch at Hard Rock Hotel Desaru Coast
1430 – Depart back to Tanjung Belungkor Ferry Terminal	1400 – Desaru Water Lily Planting
1500 – Depart back to Hotel	1500 – Depart back to Hotel



# **ANNEX***E*

*List of Liaison Officers for  
Tourism Ministers & Head of NTOs*

## LIST OF LIAISON OFFICERS ATF 2025

LIASON	NAME	EMAIL	CONTACT NO.
<b>BRUNEI DARUSSALAM</b>			
MINISTER	Ms. Nurazah Jalaludin	nurazah@tourism.gov.my	+6013-5080455
HEAD NTO	Mr. Hesmeh Faznee bin Ahmad Faisal	hesmel@jkkn.gov.my	+6019-2433772
<b>CAMBODIA</b>			
MINISTER	Ms. Nurul Ashikin Samat	nurul.ashikin@motac.gov.my	+6014-7067750
HEAD NTO	Ms. Nor Azizah Ahmad Junaidi	azizahjunaidi@aswara.edu.my	+6017-5074901
<b>INDONESIA</b>			
MINISTER	Mr. Aidil Faizzad Husain	aidilfaizzad@motac.gov.my	+6012-6949370
HEAD NTO	Ms. Nurul I'zzah Suliman	izzah@kraftangan.gov.my	+6019-2021282
<b>LAO PDR</b>			
MINISTER	Ms. Shareenayanti Razi	shareena.razi@motac.gov.my	+6019-2876363
HEAD NTO	Mr. Muhammad Amirul Farhan Sulaiman	amirulfarhan@aswara.edu.my	+6011-11642706
<b>MYANMAR</b>			
HEAD NTO	Mr. Ariff Adly Mohamad	ariff.adly@jkkn.gov.my	+6018-6662112
<b>THE PHILIPPINES</b>			
MINISTER	Mr. Muhammad Hafiizh Alias	hafiizh@istanabudaya.gov.my	+6018-5924216
HEAD NTO	Mr. Ahmad Hasyim Mohd Rasid	ahmadhasyim@tourism.gov.my	+6011-16339987
<b>SINGAPORE</b>			
MINISTER	Mr. Ahmad Jabir Noordin	jabir@kraftangan.gov.my	+6019-3893644
HEAD NTO	Ms. Razieha Razali	razieha@tourism.gov.my	+6013-6555787



## LIST OF LIAISON OFFICERS ATF 2025

LIASON	NAME	EMAIL	CONTACT NO.
<b>THAILAND</b>			
MINISTER	Ms. Anis Irdina Khairul Anwar	anisirdina@motac.gov.my	+6012-2414899
HEAD NTO	Mr. Mohamed Hasnul Hazri Zakaria	hasnulhazri@kraftangan.gov.my	+6013-3403494
<b>VIET NAM</b>			
MINISTER	Mr. Mohamad Azril Yusof	azril@istanabudaya.gov.my	+6019-6419464
HEAD NTO	Ms. Kalsum Mohamed Salleh	kalsumsalleh@istanabudaya.gov.my	+6012-7812805
<b>TIMOR-LESTE</b>			
MINISTER	Ms. Norehan Ab Ghani	rehan@kraftangan.gov.my	+6012-6578824
HEAD NTO	Ms. Nor lili Roslan	norlili@tourism.gov.my	+6012-4111108
<b>CHINA</b>			
MINISTER	Ms. Yong Yit Hiong	yhyong@motac.gov.my	+6012-6482986
HEAD NTO	Ms. Dayang Nur Fatima Abg Mohamad	fatima.mohamad@jkkn.gov.my	+6011-14311408
<b>JAPAN</b>			
MINISTER	Ms. Sharwani Mohd Shahrin Silva	sharwani@motac.gov.my	+6012-5468092
HEAD NTO	Ms. Rafeah Ibrahim	rafeah@heritage.gov.my	+6011-10853408
<b>KOREA</b>			
MINISTER	Mr. Muhammad Najib Ramlee	najibramlee@tourism.gov.my	+6017-3195220
HEAD NTO	Ms. Natassya Omar	natassya@istanabudaya.gov.my	+6017-3013869
<b>INDIA</b>			
MINISTER	Mr. Sanjai Kumar Bascaran	sanjaikumar@heritage.gov.my	+6013-4190401
HEAD NTO	Mr. Ammanuvel Muniandy	ammanuvel@motac.gov.my	+6012-6417924

LIASON	NAME	EMAIL	CONTACT NO.
<b>RUSSIA</b>			
MINISTER	Mr. Zaidi Kassim	zaidi@tourism.gov.my	+6013-3720143
HEAD NTO	Mr. Joshua Jotham Mudhaliar Asedass	joshua@istanabudaya.gov.my	+6016-5469562
<b>ASEAN SECRETARIAT</b>			
SECRETARY GENERAL	Ms. Elinda Zulkipli	elinda@motac.gov.my	+6019-3036077



# **ANNEX***F*

*Tentative Agenda*

- *Opening Ceremony*
- *Closing Ceremony and Farewell  
Dinner hosted by Johor State  
Government*



**TENTATIVE AGENDA**  
**OPENING CEREMONY**  
**ASEAN TOURISM FORUM (ATF) 2025**

18 JANUARY 2025

PERSADA JOHOR INTERNATIONAL CONVENTION CENTRE

TIME	ACTIVITY
19.00	<ul style="list-style-type: none"> <li>Arrival of the guests</li> </ul>
19.30	<ul style="list-style-type: none"> <li>Arrival of YBhg. Datuk Wira Roslan Tan Sri Abdul Rahman Secretary-General, Ministry of Tourism, Arts &amp; Culture Malaysia</li> </ul>
19.40	<ul style="list-style-type: none"> <li>Arrival of YB Tan Sri Dato' Dr. Haji Azmi Haji Rohani State Secretary of Johor</li> </ul>
19.45	<ul style="list-style-type: none"> <li>Arrival of ASEAN Tourism Minister</li> </ul>
19.50	<ul style="list-style-type: none"> <li>Arrival of YB Dato Sri Tiong King Sing Minister of Tourism, Arts and Culture Malaysia</li> </ul>
19.55	<ul style="list-style-type: none"> <li>Arrival of YAB Dato' Onn Hafiz bin Ghazi Chief Minister of Johor</li> </ul>
20.00	<ul style="list-style-type: none"> <li>Arrival of YAB Dato' Sri Fadillah bin Haji Yusof Deputy Prime Minister of Malaysia</li> <li>Johor Anthem / National Anthem 'Negaraku'</li> <li>Opening Performance</li> <li>Speech by YAB Dato' Onn Hafiz bin Ghazi Chief Minister of Johor</li> <li>Welcome Speech by YB Dato Sri Tiong King Sing Minister of Tourism, Arts and Culture</li> <li>Speech by YAB Dato' Sri Fadillah bin Haji Yusof Deputy Prime Minister of Malaysia</li> <li>ASEAN Tourism Forum 2025 Launch Gimmick</li> <li>Soft Launch of Visit Johor 2026</li> <li>Dinner and Cultural Performances</li> </ul>
22.00	<ul style="list-style-type: none"> <li>Dispersion</li> </ul>

**TENTATIVE AGENDA**  
**CLOSING CEREMONY OF ASEAN TOURISM FORUM (ATF)**  
**2025 & FAREWELL DINNER HOSTED BY JOHOR STATE**  
**GOVERNMENT**

20 JANUARY 2025

PERSADA JOHOR INTERNATIONAL CONVENTION CENTRE

TIME	ACTIVITY
19.00	<ul style="list-style-type: none"> <li>Arrival of the guests</li> </ul>
19.40	<ul style="list-style-type: none"> <li>Arrival of YBhg. Datuk Wira Roslan Tan Sri Abdul Rahman Secretary-General, Ministry of Tourism, Arts &amp; Culture Malaysia</li> </ul>
19.45	<ul style="list-style-type: none"> <li>Arrival of YB Tan Sri Dato' Dr. Haji Azmi Haji Rohani State Secretary of Johor</li> </ul>
19.50	<ul style="list-style-type: none"> <li>Arrival of ASEAN Tourism Ministers</li> </ul>
20.00	<ul style="list-style-type: none"> <li>Arrival of YB Dato Sri Tiong King Sing Minister of Tourism, Arts and Culture Malaysia</li> <li>National Anthem of Johor &amp; Malaysia</li> <li>Doa Recitation</li> <li>ASEAN Tourism Award Ceremony</li> <li>Closing Speech by YAB Dato Sri Tiong King Sing Minister of Tourism, Arts and Culture</li> <li>Dinner and Cultural Performances</li> <li>Launching of ASEAN Explorer Pass</li> <li>Chairmanship Handover Ceremony</li> </ul>
22.00	<ul style="list-style-type: none"> <li>Dispersion</li> </ul>



# **ANNEX**G

*Agenda Welcome  
Reception (Cocktail  
Dinner / Free & Easy)*



**TENTATIVE AGENDA**  
**WELCOME RECEPTION**  
**(COCKTAIL DINNER / FREE & EASY)**

17 JANUARY 2025

TOSCA ITALIAN TRATTORIA & POOL AREA, LEVEL 13, DOUBLETREE JB HOTEL

TIME	ACTIVITY
19.00	<ul style="list-style-type: none"><li>• Arrival of the guests</li><li>• Dinner / Networking</li><li>• Welcoming remark by Ministry of Tourism, Arts and Culture (MOTAC) Malaysia</li><li>• Busking Performance</li></ul>
22.00	<ul style="list-style-type: none"><li>• Dispersion</li></ul>



# **ANNEX***H*

*Wi Fi Service at  
DoubleTree by Hilton  
Johor Bahru Hotel*



**SSID :**  
*ATF2025*

**Password :**  
*ATF2025@MOTAC*

Grand Ballroom, Meeting Rooms 1,2 & 3  
*Junior Ballroom*  
*Level 11, DoubleTree by Hilton Johor Bahru Hotel*





# ASEAN TOURISM FORUM

'UNITY IN MOTION' SHAPING ASEAN'S TOURISM TOMORROW

15-20  
January

**2025**  
Johor, Malaysia



[mymotac / www.motac.gov.my](https://www.motac.gov.my)