

Top 10 Reasons
Why Sarawak?

Special Feature
Recharge, the Sarawakian Way!

Fast Facts
The Need-to-know Facts

BUSINESS *in* BORNEO

ISSUE 03 Volume 03



Facing Extinction

Sarawak Reviving Your Business Opportunity



ISSUE 03 Volume 03

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Facing Extinction

What have orang-utans and business got in common? Orang-utans are enigmatic, charismatic, and rare; and they are closely linked to a world far removed from human society. The corporate world, filled with meetings and conferences that drive decisions and productivity, is sleek, sophisticated and operates from the rhythm of the concrete jungle; yet, both face the danger of extinction in the absence of care, vision and planning.



Extinction can be prevented, especially in the corporate world. Beyond market demands, businesses are made successful through planning and connections during meetings. Meetings help to formulate and solidify ideas. As globalisation continues to connect businesses worldwide, local businesses have the opportunity to prevent any possibility of their own extinction through the Business Events industry.

What has all this got to do with Sarawak? Today, meetings and conferences can be held anywhere in the world as long as the destination meets the needs of the conference organisers. Sarawak is blessed with an abundance of unspoilt nature, modern technology, telecommunication capabilities, a hospitality industry of international standards; plus a stable government that supports the Business Events industry.

Sarawak is home to one-of-a-kind nature like its own sub-species of orang-utan, *Pongo pygmaeus pygmaeus*, found nowhere else in the world; the proboscis monkey, indigenous to Borneo; the largest cave chamber in the world; or its 28 existing cultures and ways of life. Whether it's an Iban longhouse, Bidayuh baruk or Penan forest hut, each features originality that is hard to match elsewhere. Lessons from nature and tribal wisdom can, and have been tied to the Sarawakian conference experience through special programmes, tribal speakers and activities in nature.

Incentive buyers are spoilt for choice with activities as diverse as the cultures in the State. Groups can choose from specially tailored CSR programmes, such as experiencing a day in the life of an orang-utan park ranger, chilling to world music at the Rainforest World Music Festival, jungle trekking, kayaking rainforest rivers to enjoying sophisticated theme parties.

Having an international conference or incentive here means exposing delegates to the wonders of nature, the best of hospitality and an experience of a lifetime. On top of that, they get to bring back with them the memories of a meaningful conference that benefits them in their line of business.

The Sarawak Convention Bureau is the driver and connector for making conferences happen, and for linking organisations to Professional Conference Organisers, suppliers and service providers. Any business could face extinction. Sarawak and the team at the Bureau offer the beginnings of a solution and an opportunity for revival.

Mike Cannon
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Sarawak

where business & adventure meet!

Sarawak is the last frontier for old-fashioned adventure. This is the land of charm and romance, of history and culture; unsullied by modern trappings yet able to marry the best of technology with its wild soul. Here, Old World charm is complemented by modern technology and corporate culture. Nowhere else on earth offers such extraordinary business capabilities coupled with the natural reality of orang-utans and rainforests.

Central Charm...Sibu & Bintulu

Smack in the middle of Sarawak's coastline, Sibu is the geographic heart of Sarawak and a destination to immerse delegates in culture, adventure and nature. Options are plentiful: shop, dine, go longhouse-hopping; or for a little more excitement, take a ride in fast passenger ferries to lovely hamlets like Kapit for a taste of rustic living. Central Sarawak is also the door to the Rejang, the longest river in Malaysia.

Bintulu, a former fishing village transformed into a booming industrial centre by natural gas found there, is soon to be a capital for energy-intensive industries in Malaysia. Only a short drive takes you to the nearby Similajau Park known for its chain of golden sandy beaches.

SINGAPORE



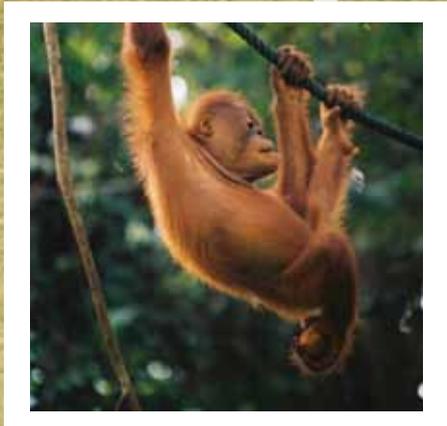
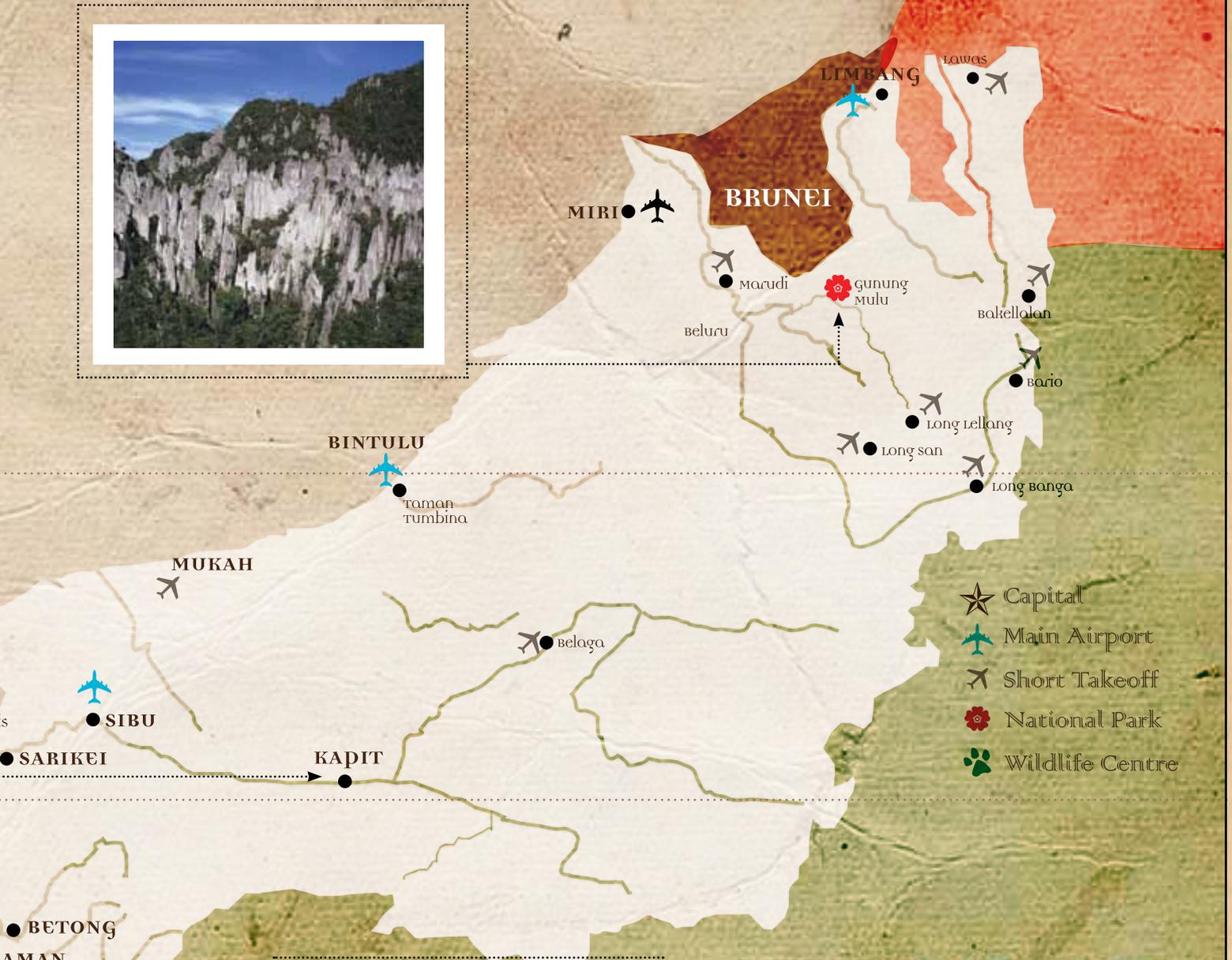
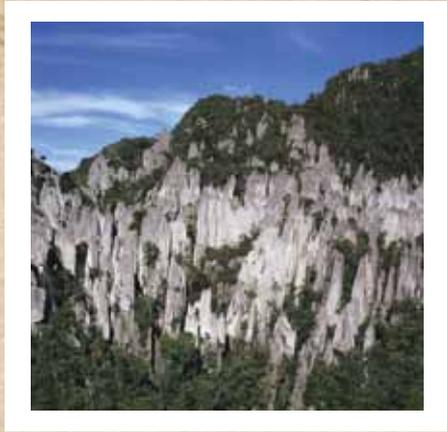
KUCHING

semenggoh

INDONESIA

Northeast Nature...Miri

Miri is rapidly becoming Sarawak's most popular destination. With its lively nightlife and shopping opportunities, it is where oil workers and weekend visitors from neighbouring Brunei escape to. Not far away are Niah National Park - the remnant site of Southeast Asia's oldest human settlement dating back at least 40,000 years, and Gunung Mulu - a UNESCO World Heritage Site where the world's largest cave chamber and one of the world's most extensive cave systems are found.



Southwest Surprises...Kuching

Kuching is the capital city of Sarawak and is forever engraved in history as the birthplace of the reign of White Rajahs. 'Kuching' means "Cat" in Malay. Like the feline, this city embodies its own brand of grace and subtlety. Naturally, cat lovers claim this city as their mecca. The world's first cat museum opened here. Fun, quirky, historic, Kuching and its region is filled with tourist attractions such as Bako National Park, Semenggoh Wildlife Centre, Borneo Highlands Resort, Sarawak Museum, Sarawak Cultural Village, Fairy Cave and many more.

pre+post

food

record

CSR

support

TOP

REASONS WHY

value

security

venue

people

comfort

SARAWAK

is your next meeting destination

Excellent Value for Money

Never mind the fantastic venues in Sarawak that invoke adventure, mysticism, romance and have all the bangs and whistles of modern technology - dollar-for-dollar, the variety of options in Sarawak far exceeds that of other destinations in Southeast Asia and Asia Pacific; whether it's accommodation, food or travelling expenses.

A Track Record; the Size of An Ironwood Tree

Like the Ironwood Tree, locally known as belian tree in our rainforests, Sarawak's track record is sturdy and strong when it comes to organising and hosting international and regional conferences. The numbers tell the story: we have a success rate of 80% when we compete with other destinations for international conferences.

Standing on the Shoulders of Giants; Government Support

Sarawak enjoys complete support from the State and Federal convention bureaus. That, plus a stable government since independence, positions the State as an ideal meeting destination.

Unique, Original and Exceptional Venues for Special Events

Sarawak is an ecotourism destination inhabited by the world's oldest rainforests, teeming with exotic appeal and charming surprises, yet equipped with modern and state-of-the-art technology and communications systems. Conventions in modern facilities, activities in rainforest settings; even events in historical buildings can be arranged. It's all about charm in this part of the wet tropics.

Comfortable Climes

The tropical weather - sunny with frequent showers, temperatures of 21°C to 32°C and light breezes - are perfect for incentive programmes and events all year round.

A Hospitable People in An Exotic Land

Iban, Bidayuh, Orang Ulu, Melanau, Malay, Chinese, Indian, Eurasian - in this place, everyone is Sarawakian. And Sarawakians are a hospitable, friendly lot who enjoy a multi-cultural, multi-ethnic and multi-religious environment. Racial harmony and cultural celebration are the cornerstones of the society here. Most people are multilingual and English is widely spoken here.

Food, Food, Glorious Food!

Sarawakians are a food-loving people who have honed culinary pursuits into an art. The diversity of local food is immense (and delicious!), but if you prefer international selections, the choice of superb vegetarian, halal, Western, Japanese, Korean and Middle Eastern eateries is easily available.

Safe in Sarawak; Security

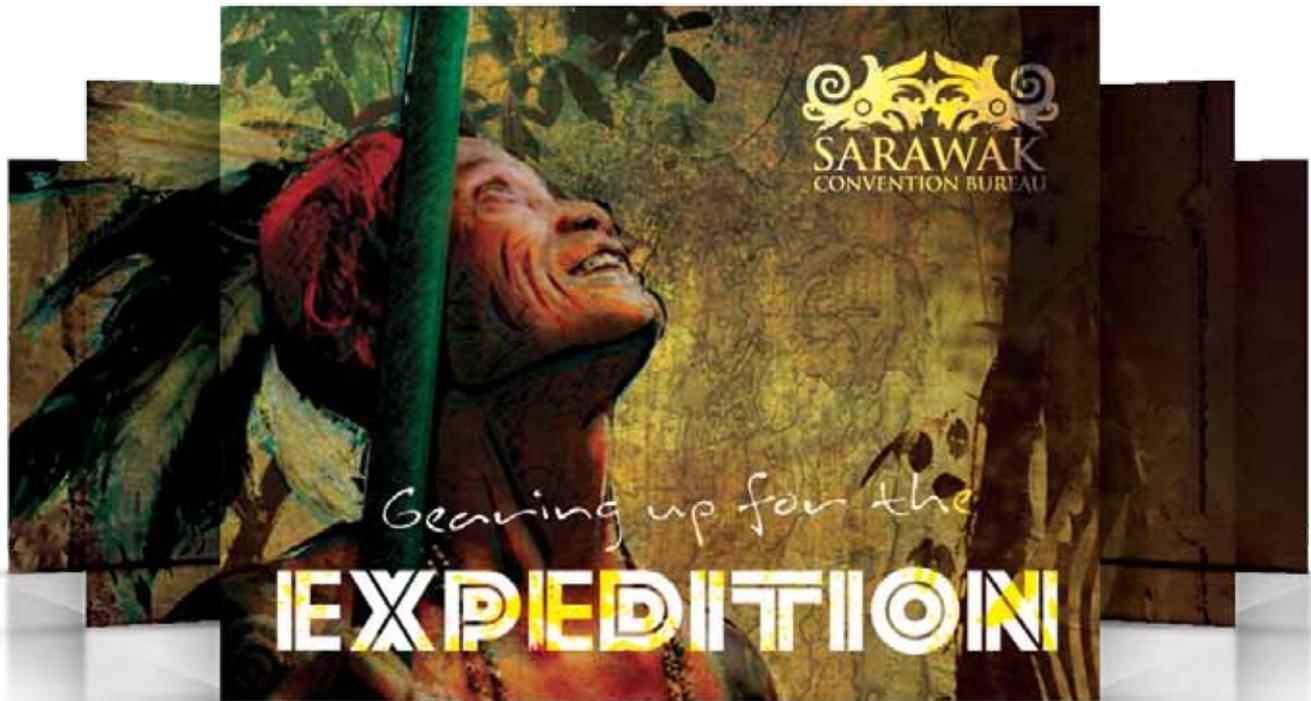
Political, economic and social stability have made Sarawak the wonderful place that it is today. Malaysia ranks 22nd out of 140 in a recent poll of the Global Peace Index, and is the second safest country in Asia. Sarawak is one of the safest states in Malaysia. So put your worries aside, you are safe in Sarawak!

A Heart for CSR

Imagine the endless possibilities for CSR programmes in a place like Sarawak, Borneo - building homes for the poor; bringing joy to underprivileged children. Best of all, let us create a programme to suit your convention objectives. That way, you achieve your goal and contribute to a better future. It doesn't get more win-win than this.

Pre- and Post-Event Possibilities

A variety of exciting pre- and post-conference tour options awaits delegates. We guarantee exotic and unforgettable experiences at cost-effective rates. Visit www.sarawakcb.com for great ideas on incentives and theme parties.



SARAWAK CONVENTION BUREAU SERVICES

Sarawak Convention Bureau (SCB), the brainchild of the State Government, was established in 2006 as a non-profit company whose aim is to make Sarawak the best of destinations for international meetings.

SCB is the first convention bureau in Malaysia and a member of the International Congress and Convention Association (ICCA). We provide professional advice to meeting planners. As an impartial and unbiased source between planners and local industry suppliers, our goal is to help connect NGOs, corporations and government bodies to make international conventions a success in Sarawak.

Our vision is to ensure that Sarawak-style conferences are sought after by meeting planners worldwide, making their conventions a successful and delightful experience. Our mission is to create a thriving sustainable meeting industry in Sarawak.

Meeting planners today are like expedition leaders in the face of adventure. Timing, planning, organising, and back-up plans are the tools of both trades. Plus, to be successful means to be at the top of your game. We know how you feel. You're the intrepid explorer of the corporate world. Like you, intrepid explorers are coordinated, efficient, and capable. They also have efficient back-up.

That is our role and promise to you. SCB has a multitude of services at your beck and call. We offer facilities and logistical assistance to make life easier for you. We are here to help make your convention a successful expedition, from the bidding process to the planning details, breathing life into your convention. Start your adventure through us.

As meeting planners, you know from experience that bidding for and hosting conventions require a lot of time and effort on your part, often increasing your normal workload. We understand how demanding this job can be and therefore offer a comprehensive package with cost-

Our vision is to ensure that Sarawak-style conferences are sought after by meeting planners worldwide, making their conventions a success and a delightful experience.



free services. These include advice on suitable venues and suppliers and access to funding support and practical assistance, all designed to make your job easier.

With the support of our industry suppliers in Sarawak, we look forward to working with you to make your meeting here both special and memorable.

CONVENTION BIDDING

SCB provides full support when bidding takes place for an event in Sarawak. SCB and our bidding partners will manage the bidding process from start to finish, including strategy development, liaison and communications.

The Bidding – Nuts and Bolts

SCB helps meeting planners:

- Create bid documents with the right pizzazz for your target audience
- Obtain letters of endorsement from high profile individuals
- Research background literature for convention guests
- Seek financial support for the purpose of marketing and promotion
- Obtain in-kind support for bid presentations
- Coordinate site inspections for decision-makers, no matter where they are based

Financial Support

Funds are available to non-profit organisations (NPOs), professional societies, associations, foundations and companies. Availability depends on the extent to which the event can reflect the following:

- Profitability
- Social responsibility
- Benefit to trade and businesses
- Positive publicity for Sarawak

The following conditions also apply:

- The event must be held in Sarawak.
- The event must attract delegates from outside Sarawak.

NEW MEETINGS

Need help with developing new meetings? SCB is ever ready with professional advice and seed funding for non-profit organisations venturing into new conventions on topics of interest. The key to qualifying for financial support is to market the event beyond Sarawak and bring in international delegates.

VENUE & VENDOR SELECTION

SCB's database of venues throughout Sarawak is not only extensive, but also includes service providers for your diverse convention needs. This helps you make smart and informed choices for your event.

We can even recommend suppliers, giving you access to fair quotations for goods and services. Need a Professional Conference Organiser (PCO)? SCB can recommend a few to you.

CORPORATE MEETINGS, TRAVEL & INCENTIVE GROUPS

Sarawak offers you the perfect avenue to unleash your creativity to craft a unique programme for a most memorable experience in Sarawak, Malaysia - Borneo. The Bureau team is expert at designing original concepts for events and exploring angles that suit your needs and objectives.

Our assistance starts from the initial planning stage through to the completion of your trip. With our local industry partners, we will help you organise a unique itinerary, and make reservations for venues and activities that are not accessible to regular tourists.

We can also help you obtain fair quotations from industry suppliers; coordinate access to civic or government venues; and liaise with local counterparts.

In cases where Sarawak is in competition with other destinations as a meeting venue, travel agents and incentive planners may apply for financial sponsorship. This support is awarded at the discretion of SCB.





DELEGATE BOOSTING

More than anyone else, SCB is fully aware of the commitment needed to pull off a successful convention. That is why we are here to help. After all, the honour of winning a convention bid is good for the planner, for the organisation and for Sarawak. The success of conventions lies in the number of delegates. So allow us to assist you in marketing and promoting your event to maximise delegate numbers.

We have comprehensive marketing support to maximise attendance. This includes the loan of display materials, photo archives, costumes of local Sarawak ethnic groups and our mascot - Harry the Hornbill, data extracts of international organisations from the International Congress and Convention Association (ICCA) and many more.

CONVENTION LISTING SERVICES

One of our key objectives is to help you secure better sponsorship opportunities to promote your event. We do this through:

DELEGATE-BOOSTING MARKETING SUBSIDY

Complete and return the event-listing form and you might find yourself eligible for our Delegate-Boosting Marketing Subsidy for your convention.

ON-GOING EVENT PROMOTION

Updates of upcoming events are published in SCB's Calendar of Events, which is promoted on our website and provided to local and international media to generate more publicity.

THE RIGHT SEASON FOR THE RIGHT DELEGATES

We help you lock down ideal dates for your event. Schedule your event to sync with a festival or a local public event, and you will find that your delegates will be more inclined to stay back and enjoy the festivities. Do check with us so we can also advise you on festival logistics.

DATA & INFORMATION RESOURCES

When a meeting is confirmed, access to accurate data is crucial for planning, promoting and improving future events. SCB gladly shares data resources and contact networks with you, and in return we ask that you share your event data with us. The Sarawak Government has invested millions to improving convention infrastructure and marketing. The data you share with us can be used to measure and report on the economic impact of Sarawak's convention industry and give us a greater understanding of the state of the convention market.

We look forward to working with you in making your convention a success, and thank you for sharing information on your forthcoming events.

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Since the birth of Sarawak as a convention destination, we are no longer strangers to international conventions. Sarawak has the benefit of diversity as conference host, with conventions ranging from 10 to over 4,000 delegates, the State comfortably allows for diversity in international conferences, conventions and incentive events in its rich rainforest setting. Below are some of the conferences that have been held in Sarawak, to great resounding success:

- ETIQA Financial Advisors Association 3rd National Convention 2011
- Malaysian Dietitian's Association Scientific Conference & 17th AGM, 2011
- Asia's International Infrastructure Development Exhibition & Conference 2011
- The 14th Asean ORL Head & Neck Congress, 2011
- The IXth Malaysian National Haematology Scientific Meeting, 2011
- 3rd FCI Asia Pacific Congress, 2011
- Gathering of the Tribes Tattoo Convention, 2011
- 4th Global Conference on Power Control & Optimization 2010
- 19th Malaysian Urological Conference, 2010
- The 7th SMEs in the Global Economy Conference 2010: Challenges and Prospects, 2010
- 9th (CPD) Diabetes Asia 2010 Conference
- 32nd World Crafts Council Asia Pacific Assembly, 2010
- 4th World Engineering Congress 2010 (WEC 2010)
- 2nd Malaysian Joint Conference on Artificial Intelligence (MJCAI 2010)
- Conference Aesthetic – ACPS & APCA 2010 Congress
- 15th ASEAN Congress of Plastic Surgery and the 8th Asia Pacific Craniofacial Association



RECHARGE

the Sarawakian way!

What's unique about holding meetings and conventions in Sarawak? We offer the most diverse options and possibilities there are for incentive programmes, team-building and themed activities.

INCENTIVE IDEAS

HEART-TO-HEART WITH ORANG UTANS

Come face to face with life in the day of an orang utan and its keepers at Matang Wildlife Centre. It can be nothing but a day of joy and wonder when you spend it with these intelligent, soulful animals which were once found in abundance throughout Sarawak.

HABITAT FOR HUMANITY

Generosity, acts of kindness and bounteousness are part of the Sarawakian psyche. Be part of Sarawak through this incentive to help provide a better future for Sarawakians in need. Help build clinics, school buildings and other essential facilities in poor communities. Take the opportunity to be a part of a longhouse community and share their lives whilst you help bring basic amenities to them.

KAYAKING SARAWAK

Meander down the upper reaches of the Sarawak River or paddle where the river meets the South China Sea in an open kayak. Either way, you get a chance to glide along waters so clear that you can count the number of pebbles at the bottom; or say hello to friendly dolphins if you are lucky.

THE RHYTHMS OF THE RAINFOREST

Rock, rattle and roll to the rhythms of soul-touching world music in the rainforest at the Rainforest World Music Festival, the only one of its kind in the world, held once a year at the foothills of Mount Santubong.



TEE OFF FROM THE TOP OF THE WORLD

Ever wondered what golfing would be like in rainforests above 1,000m? A 72-par, 6,247-metre course awaits just 40 minutes drive from Kuching city. Manicured rolling greens in a backdrop of rugged highland hills, surrounded by tropical forest, what a wonderful change of golfing scenery!

AMAZING RACE : KUIH GONE WILD!

Set in the rustic surroundings of the Sarawak Cultural Village (SCV) – Sarawak’s living museum, delegates are divided into teams where each will be given a clue that will lead them to a set of tasks at hand. Just as the name suggests, teams will be required to visit 4-5 traditional houses within the Cultural Village to recreate the traditional biscuits and cakes, also known as kuih. The SCV staff will first show the teams how to make the kuih, and after that, will take over and proceed to try their hand at making these traditional delicacies to the staff’s approval. Once they’ve finished visiting the 4-5 traditional houses, the teams will assemble in the general event hall to decorate their tray of kuih. Winners will be judged on their creativity, the taste and presentation of their kuih and the time it took them to complete the race. The race can be tailor-made to accommodate a range of different tasks within SCV to suit every event or group preference. A fun and unique activity, it guarantees everyone an amazing time!

COME FLY WITH ME, ANGRY BIRD STYLE

Hooked on Angry Birds? Relive this popular game in this life-size version and take that chance to practise your aim. Inspired by the Angry Bird game, the group is divided into teams where they will be required to build a catapult from scratch using the items provided. No tools or hardware, just simple ingenuity and lots of teamwork! The sense of urgency to be the first to hit the target creates an atmosphere of friendly competition between the teams. Now here’s the catch, each team is given three chances to hit the target, failing which; an elected team member is required to use his or herself as a human catapult. An alley is created from a plastic sheet with water and soap, and the human catapult has to slide his or her body to reach the set target. The first team to hit the target wins! For a full day session, this game can be combined with other beach activities such as football or volleyball to encourage camaraderie and teamwork between colleagues.

AT SCHOOL & AT PLAY WITH MOTHER NATURE

It’s back to school for delegates with a day out learning about Mother Nature. Teams of delegate get on a school bus complete with a teacher to Mother Nature’s ground, whether beach or forest. Class starts when they reach their destination, with lessons about how Mother Nature works in the context of the location. There’s recess too and ‘students’ get to play games and have fun. Win prizes and competition for being the best students in class.





THEME PARTIES

THE WHITE RAJAH

Sarawak's colourful colonial past is anchored on the story of the 'White Rajahs', the lineage of British adventurers who came to rule Sarawak and were loved by all from 1841 to 1946. Re-live that past with a colonial-style White Rajah Theme Party on the banks of the Sarawak River.

NIGHT OF THE PHARAOHS

Walk like an Egyptian in Borneo by recreating a night of the Pharaoh's with a victory feast to celebrate your delegates. Recreate the pomp and splendour when the Pharaoh's once ruled with a spectacular display of fire-eaters, Egyptian kings and queens, pyramids or even mummies! The night begins with a grand procession of the Pharaoh's who welcome you to join in the feast of Kings and be entertained by enchanting belly dancers and magicians. Have your future predicted by the mysterious tarot card readers roving around or simply soak in the ambience and play dress up at the Egyptian-themed photo booth with a mummy or two in the background.



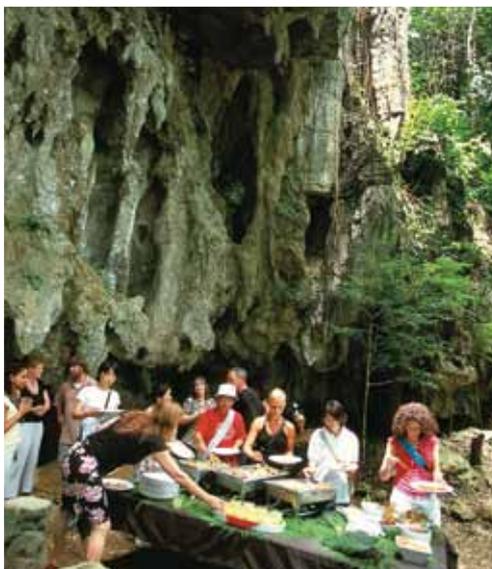
MAMMA MIA: HERE WE GO AGAIN...

Ever wanted to have a Mediterranean themed party along the Sarawak River? The Mamma Mia Theme Party will transport you to the azures of the Skopelos Islands in Greece where the ship is transformed into a Villa setting with a colourful spread of canapés and cocktails. You'll even get to rub shoulders with Meryl Streep, Pierce Brosnan, or Sarawak's legendary headhunter! As the ship sets sail into the sunset, savour a feast of Mediterranean food and a fiery array of BBQ meats. Tied in as a teambuilding activity, prepare to be entertained by your own team members with music and dance performances of 'Thank You for the Music' and 'Mamma Mia' for example. You can also call in the professionals of a live band performance and prepare to rock the boat with your 'Dancing Queen' moves.



COCKTAIL IN THE CAVES

What's it like to be in the world's largest cave chamber? Better still, what's it like to have a cocktail in a cave? When it comes to giant caves, Mulu National Park has it all. Take a gander at the rock profile of Abraham Lincoln at Deer Cave and follow an underground river through Clearwater Cave, whose crystal clear waters mask the depths of the river running through it.



RAINFOREST MAGIC

"Star bright, star light. Shine over the rainforest tonight." An enchanting and magical night awaits delegates as they set foot in the rainforest, where tall tree men roam and peacocks dance by streams. Journey into the land where headhunters once reigned, and experience the culture, fantasy and magic of Borneo; all during the night. The journey begins as guests are led by a 'Magic Mirror' into a make-believe magic rainforest where they will savour a specially-themed menu of local delicacies such as midin (jungle fern) and manok pansuh (bamboo chicken) prepared by a local chef, and drink the elixir of life from an enchanted goblet. To complete the magical perfection, there will be enchanting music and dancing to boot!



HEADHUNTER LONGHOUSE

Show delegates a good time at a true blue Iban party in a longhouse. Delegates are ushered up the longhouse steps amidst traditional welcoming music and into the arms of dancing maidens in traditional silver headdresses, brass bangles and pua sarongs. The guests are offered tuak, traditional rice wine. A special blessing ceremony, the miring, is performed by the headman to usher good tidings to all. Then, dinner is served en masse at the ruai and the adventurers get to dig in with everyone. After dinner, guests get to join in the traditional ngajat dance as the party continues.



'SURVIVOR' - SARAWAK STYLE

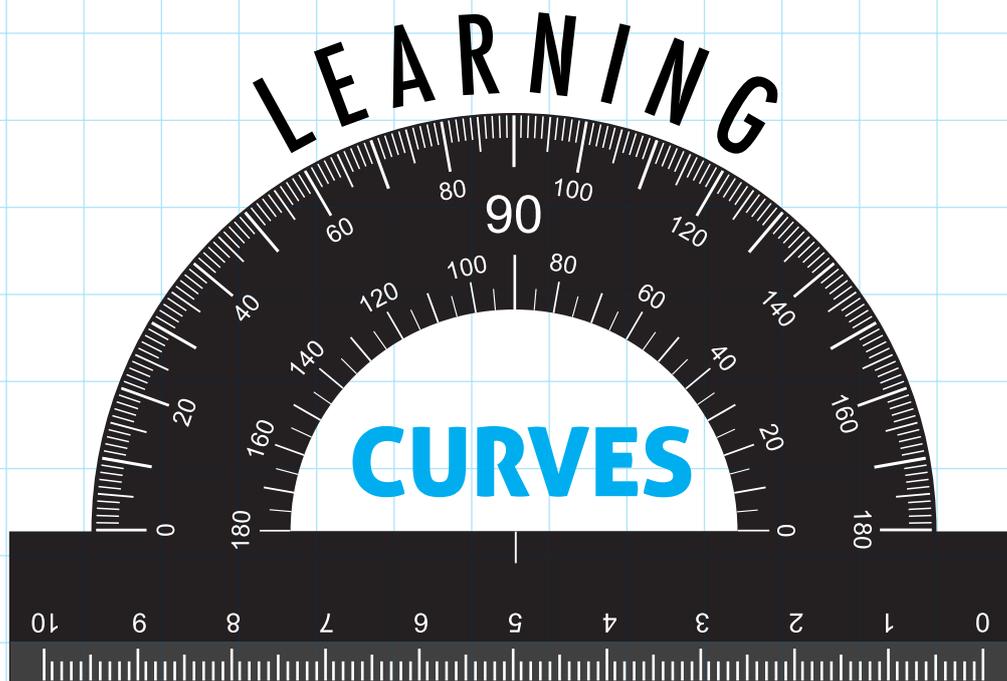
Come join the tribe in this Survivor-themed dinner by the beach. Guests are welcomed with garlands by torch-bearers dressed in native costumes. The evening kicks off with a procession to the bonfire where the tribal chief will conduct a welcoming ceremony before the BBQ feast begins.



ON THE PROWL IN CAT CITY

Kuching panders itself to all things feline and rightly so, for 'Kuching' means 'cat' in the Malay language. Cat statues and statuettes adorn city landmarks in a tasteful fashion. Celebrate the felinity of Kuching and have a theme event in the name of cats. Throw a cat theme party at the grounds of the museum and have guests dress up in cat masks, feline tails and all manner of 'cattiness'. There is no better place in the world to celebrate the hit musical 'Cats' with 'catty' fashion shows, 'Cats' theme events and human felines slinking around in sassy costumes.





We are always finding ways to improve our support services by learning from past events so that Sarawak is constantly stepping up to bigger and better challenges. Here are two case studies.

CASE STUDY I

BIDDING FOR THE 24TH ASIAN & OCEANIC CONGRESS OF OBSTETRICS & GYNAECOLOGY 2015

The Asian & Oceanic Congress of Obstetrics and Gynaecology (AOCOG) is the 2nd largest international congress for the fraternity of obstetricians and gynaecologists, after FIGO (International Federation of Gynecology and Obstetrics). The Obstetrical & Gynaecological Society of Malaysia (OGSM) hosted the FIGO World Congress 2006 in Kuala Lumpur, a hugely successful milestone for the society. So for the Asian & Oceanic Congress of Obstetrics and Gynaecology (AOCOG) 2015, a new and preferably unique venue was needed.

Dr Mohamad Farouk Abdullah, Chairman of the AOCOG 2015 OGSM Bid Committee and Council Member of the Asia & Oceania Federation of

Obstetrics and Gynaecology (AFOG), shares his bid experience with us.

“Sarawak, in our opinion, had a clear edge over their competitors New Delhi



Dr Mohamad Farouk Abdullah

and Hong Kong, which were also in the running to host AOCOG 2015. So we enlisted the assistance of the Sarawak Convention Bureau (SCB), which has an outstanding reputation for passion and commitment in supporting potential congress organisers, ensuring a successful bid and congress. This became the deciding factor in pitching Sarawak as a proposed venue for AOCOG 2015.”

One of the challenges during the bid process was coming up with an innovative bid-off and strategy that would be different from known competitors’. Knowing that their competitors had previously organised world class events, OGSM and SCB chose to focus on the following key points:

- Sarawak’s ecotourism potential, available right at the doorstep of the congress city and venue.
- A community Fellowship Programme that would bring young OBGYNs from the developing countries of Asia & Oceania Federation of Obstetrics and Gynaecology (AOFOG) to work alongside local healthcare practitioners in a rural setting and in challenging terrain like those of Sarawak.
- A Green Conference, promising a reduction in carbon footprint for all aspects of the planning and convening of the Congress.
- The promise of ‘Old World Charm’ meeting ‘New World Technology’, with the catchphrase “Tropical and Topical” for AOCOG 2015.
- Malaysia and Sarawak’s multi-cultural, multi-ethnic, multi-religious melting pot that reflects strength in diversity.

The bid team comprised committee members from OGSM, representatives from SCB, cultural



dancers from Sarawak Cultural Village and a PCO (Professional Conference Organiser) representative. The Malaysian delegation hosted a cocktail reception during the AOCOG 2011 in Taipei, Taiwan, showcasing a visual and audio blitz of the attractions in Kuching, Sarawak and personally met with congress participants who were potential voting delegates to lobby for support.

During the bid presentation at the General Assembly, Dr Mohamad Farouk Abdullah gave a brief presentation followed by a specially

commissioned video presentation that outlined Malaysia’s bid offer and advantages over other competitors.

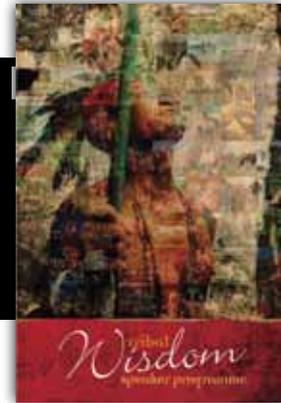
“Overall, the experience was exhilarating and hugely satisfying as it was a great opportunity to showcase Sarawak and Malaysia and all that we had to offer for AOCOG 2015,” said Dr Mohamad Farouk Abdullah.

Malaysia was awarded the XXIV Asia & Oceania Congress of Obstetrics & Gynaecology, to be held in Kuching, Sarawak in 2015.

BID DETAILS

Duration of bid	23-27 September 2011 (3 Days)
Venue	Taipei International Convention Centre & Taipei World Trade Centre, Taipei, Taiwan
Congress website	www.aofog.org/aofog-congresses
Event where bid was presented	XXII Asia & Oceania Congress of Obstetrics & Gynaecology 2011
Bid Process & Special Events	(i) AOCOG 2015 lobbying for votes by SCB and hired dancers & musicians at exhibition booth during congress duration (ii) Presentation at Council Meeting (iii) Cocktail Reception hosted by the Malaysian delegation (iv) Multimedia presentation at General Assembly
Conference Secretariat	Obstetrical & Gynaecological Society of Malaysia Suite A-05-10, Plaza Mont Kiara, No. 2 Jalan Kiara, Mont Kiara, Kuala Lumpur, Malaysia Tel:+603 6201 3009 Fax:+603 6201 7009

NOTE: The year 2015 will be the year that the world is scheduled to report on the United Nations Millennium Development Goals (MDG) and its achievements at the United Nations Assembly. Hosting the AOCOG 2015 would be the perfect platform for Malaysian OBGYNs to bring the world’s attention to their achievements, with MDG 5’s objectives of ‘Reducing Maternal Mortality and Achieving Universal Access to Reproductive Health’.



CASE STUDY II

14TH ASEAN ORL HEAD & NECK CONGRESS 2011

An active association with a strong standing internationally, the Malaysian Society of Otorhinolaryngologists Head and Neck Surgeons (MSO-HNS) was given the privilege of hosting the 14th Asean ORL Head & Neck Congress. The majority of the society's members are prominent doctors and professionals in the field of ENT (Ear, Nose & Throat); and have a great network of all leading ENT doctors within the region and the world over.

Organising Chairman, Datuk Dr Kuljit Singh, is an established specialist at Prince Court Medical Centre in Kuala Lumpur, and had personally chaired and organised over 50 symposiums, local conferences and workshops, including international meetings. This gave the Asian association confidence in choosing Malaysia, particularly Sarawak, a remote, exotic and untouched destination, to host the 14th Asean ORL.



Datuk Dr Kuljit Singh



"A key factor in selecting Sarawak for the 14th Asean ORL Head & Neck Congress was that it offered a unique conference destination for our delegates as well as top-notch facilities, as seen in the newly constructed Borneo Convention Centre Kuching (BCKK)," commented Datuk Dr Kuljit Singh.

Among the congress highlights was the Tribal Wisdom Speaker (TWS) programme introduced by SCB during the cocktail event at BCKK. TWS is a programme where the best speakers from Sarawak's successful businesses, artists and professionals who are also from Sarawak's ethnic communities, come together to share their life experiences and reveal how their tribal ancestry has influenced their success.

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Datuk Dr Kuljit Singh.



“SCB approached us with this programme, and we agreed to include it for our delegates as we wanted to learn something new and bring back to our homes. We chose Datu Dr Andrew Kiyu, an active member of the association and one of our peers in the medical industry who is of Bidayuh descent to share his story and business philosophy,” said Datuk Dr Kuljit Singh.

Through Sarawak Convention Bureau (SCB), the State Government provided the association with a significant amount of funding to assist in conference promotion, international marketing and site inspection visits for the committee members. Furthermore, SCB assisted the association with venue and supplier selection so that the committee members were aware of the vast

range of MICE facilities available in Kuching, Sarawak.

“Overall, we were very pleased at the level of service and commitment offered by SCB on behalf of the State Government, as well as their industry partners who played such a pivotal role in ensuring the success of the congress,” commented Datuk Dr Kuljit Singh.

CONFERENCE DETAILS

Duration	3 Days
Venue	Borneo Convention Centre Kuching (BCCK) The Isthmus, Sejingkat 93050 Kuching, Sarawak, Malaysia Tel: +608 2392 888 Fax: +608 2480 222
Delegate numbers	500 from over 30 countries
Format	Plenary sessions, symposiums, workshops and exhibition (25 booths; 4m x 4m), social events: Welcome Cocktail and Charity Gala Dinner
Special Programme(s)	Tribal Wisdom Speaker provided by SCB For more information, contact Ms Rita Lu at +6082-242516
Conference Secretariat	Acutance Sdn Bhd Level 41 Vista Tower, 182 Jalan Tun Razak, 50400 Kuala Lumpur, Malaysia. Tel: +603 2690 1450 Fax: +603 2178 4969
Conference website	www.aseanorl2011.com/index.html



It is not an exaggeration to say that Malaysia has some of the world's best accommodation options, from luxury chains to comfortable budget B&Bs. The best thing is, prices here are some of the most competitive in the region.

There are over *6,700 rooms of 3 to 5 stars in Sarawak with new hotels in the pipeline. There are also many small hotels including boutique properties that offer a unique Sarawak experience. Here is a non-exhaustive list:

A summary of room costs (by star-rating) in the city centres is provided below.

Category	Type	No of rooms	Avg. cost – daily rates
5 stars	Single/Double	*1,257	**RM350-500 (US\$101-US\$145)
4 stars	Single/Double	*2,322	**RM300-450 (US\$87-US\$134)
3 stars	Single/Double	*3,162	**RM200-350 (US\$87-US\$101)

* The information provided is correct at the time of production and provided by Ministry of Tourism Sarawak for 2012.

**All hotel rates are correct at time of printing and web rate per night, exclusive of 15% service & government tax in 2012.

Major Venues & Accommodation Index



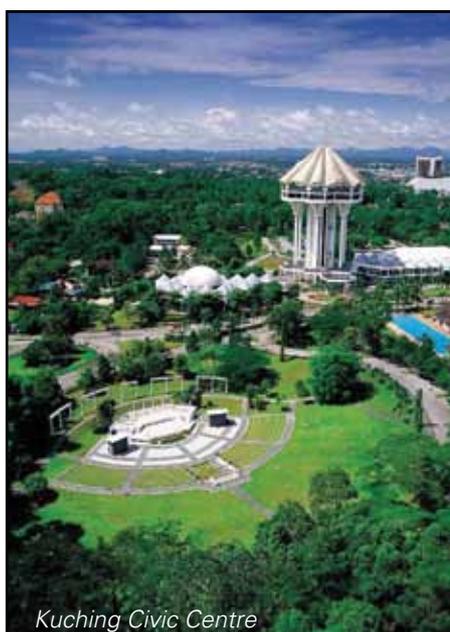
	Venue Name	Website	Theatre Style (max. pax)	Classroom (max. pax)	Banquet (max. pax)	Accommodation (no. rooms)
1	360 Hotel	www.360kuching.com	70	35	40	178
2	Batang Ai Longhouse Resort	www.kuching.hilton.com	220	140	300	100
3	Borneo Convention Centre Kuching	www.bcck.com.my	5020	2210	2080	-
4	Borneo Highlands Resort	www.borneohighlands.com.my	60	50	60	40
5	Damai Beach Resort	www.damaibeachresort.com	180	150	180	224
6	Damai Puri Resort and Spa	www.damaipuriresort.com	1200	500	650	207
7	Dormani Hotel	www.dormanihotel.com	150	60	120	70
8	Four Points by Sheraton	starwoodhotels.com/fourpoints	2400	650	950	421
9	Galleria at Wesberly Apartment	www.wesberly.com.my	150	150	100	12
10	Grand Margherita Kuching	www.grandmargherita.com	500	250	720	288
11	Harbour View Hotel	www.harbourview.com.my	100	40	100	245
12	Hilton Kuching	www.kuching.hilton.com	750	360	500	315
13	Hotel Grand Continental Kuching	www.ghihotels.com.my	400	180	550	180
14	Kuching Park Hotel	www.kuchingparkhotel.com.my	400	150	300	108
15	Merdeka Palace Hotel and Suites	www.merdekapalace.com	600	320	300	213
16	Permai Rainforest Resort	www.permairainforest.com	180	120	140	39
17	Pullman Kuching	www.pullmankuching.com	2400	1600	1500	389
18	Pustaka Negeri Sarawak	www.pustaka-sarawak.com	100	40	100	-
19	Riverside Majestic Kuching	www.riversidemajestic.com	1400	450	900	241
20	One Hotel Santubung	www.onehotelmalaysia.com	1800	800	1300	380
21	Ariva Gateway Kuching	www.the-ascott.com	60	30	-	70
22	Telang Usan Hotel	www.telangusan.com	100	40	250	66
23	Union Yes Retreat	www.sbeu.org.my	200	90	-	16



	Venue Name	Website	Theatre Style (max. pax)	Classroom (max. pax)	Banquet (max. pax)	Accommodation (no. rooms)
1	Kawan Hotel, Sibu		300	100	230	100
2	Kingwood Hotel, Sibu	kingwood-sibu.blogspot.com	1000	450	700	412
3	Li Hua Hotel, Sibu	www.lihua.com.my	600	300	420	225
4	Paramount Hotel, Sibu	www.paramountsibu.com	400	240	520	95
5	Parkcity Everly Hotel, Bintulu	www.everlyhotel.com	600	300	420	228
6	Premier Hotel, Sibu	www.premierh.com.my	280	110	150	189
7	Regency Plaza Hotel, Bintulu	www.theregency.com.my	250	150	250	161
8	RH Hotel, Sibu	www.rhhotels.com.my	700	250	500	226
9	Tanahmas Hotel, Sibu	www.tanahmas.com.my	300	120	380	120
10	Sibu Trade & Exhibition Centre, Sibu	www.sibuevent.com	3000	1500	3000	-



	Venue Name	Website	Theatre Style (max. pax)	Classroom (max. pax)	Banquet (max. pax)	Accommodation (no. rooms)
1	Borneo Tropical Rainforest Resort	www.borneorainforestresort.com	1000	480	700	48
2	Dynasty Hotel	www.dynastyhotelmiri.com.my	350	150	380	130
3	Eastwood Valley Golf & Country Club	www.eastwoodvalley.com	10000	600	8000	120
4	Grand Palace Hotel	www.grandpalacehotel.com.my	250	90	105	125
5	Imperial Hotel	www.imperialhotel.com.my	1400	540	1000	262
6	Mega Hotel	www.megahotel.com.my	1200	500	1200	293
7	Miri Marriott Resort & Spa	www.marriott.com/myymc	500	220	400	220
8	Mulu Park	www.mulupark.com	50	-	80	12
9	Purnama Hotel Limbang	www.penviewhotel.com	1000	200	530	218
10	Royal Mulu Resort	www.royalmuluresort.com	250	160	280	138
11	Parkcity Everly Hotel	www.everlyhotel.com	700	500	650	168



Kuching Civic Centre

Unique Venues

What signs, seals and delivers an event? The answer is always:
location, location, location.

Special venues make for powerful experiences, and Sarawak is full of powerful venues, from the *Old Court House; Fort Margherita; Sarawak Stadium; Futsal Centre; Go Kart Centre; Sarawak Museum; Sarawak Cultural Village; Wesberly Art Gallery; Atelier Society; Malay Boyan Village; Sri Srinivasagar Kaliamma Indian Temple; Kuching Waterfront; Kuching Amphitheatre; Miri Public Park; Matang Family Park; Kuching Civic Centre; Turn Red Cave; Mulu National Park; Sama Jaya Nature Reserve; Pustaka Negeri Sarawak; the Petroleum Museum* and more.

Every year, we add to the list. Try us on for a soul-moving experience.

fast facts



AIR ACCESS

Malaysia Airlines (MAS)

From Kuching, Malaysia Airlines (MAS) flies to Singapore and Hong Kong (via Kota Kinabalu). Within Malaysia, it flies from Kuching to Kuala Lumpur, Penang, Johor Bahru and Kota Kinabalu. In Sarawak, MAS flies from Kuching to Sibul, Bintulu and Miri.

MASwings

MASwings fly from Kuching to Bandar Seri Begawan, Brunei and to Pontianak, Indonesia. It also links Miri with Kota Kinabalu, Labuan and many other smaller towns in northern Sarawak.

AirAsia

AirAsia has flights from Kuching to Singapore, Kuala Lumpur, Penang, Johor Bahru, Kota Kinabalu, Sibul, Bintulu and Miri.

Silk Air & Malindo Air

Silk Air fly from Kuching to Singapore. Malindo Air has four flights from Kuching to Kuala Lumpur daily.



CLIMATE

Tropical, sunny with frequent showers. Temperatures range from 21°C to 32 °C.



CURRENCY

Ringgit Malaysia (RM). Credit cards are widely accepted. Traveller's cheques can be used in major hotels or changed at banks.



LANGUAGE

English is widely spoken throughout the state although Bahasa Malaysia (Malay) is the official language. Other languages: Mandarin, Hokkien.



COMMUNICATION

Local mobile phone service providers are easily available: Celcom, DiGi, Maxis, and Tune Talk. WIFI is also available free of charge in many parts of the main cities.



TIME ZONE

GMT +8



ELECTRICITY

220V AC, 50Hz; all plugs are square three-pin UK type or round two-pin European type.



VISA REQUIREMENT

Visa-free entry for holiday purposes (14 days to 3 months) is given to most nationalities. Passport or travel documents must have 6 months validity beyond date of entry. Contact Malaysian diplomatic missions for current requirements.



POPULATION

Over 2.5 million people, with 27 main ethnic groups (the Dayaks, Melanau, Malay, Chinese, Indian, etc).



RELIGION

Christianity, Islam, Buddhism and Hinduism are widely practised.



VACCINATIONS

No vaccinations are required unless you have been in a yellow fever area 6 days before visiting Sarawak.

ShortTales

from the
{ Rainforest }



Legend of headhunters

Did you know that headhunters still exist in Sarawak? Although this warring practice died out almost a century ago, women from the Iban community can still attain the social rank of “headhunter” by demonstrating exceptional skill in weaving.



The yellow streak

The famous English writer William Somerset Maugham almost drowned in the tidal bore on the Lupar River in Sri Aman in 1921. This later became the basis for one of his best-known short stories, “The Yellow Streak”.

The white rajah

The Brooke family ruled Sarawak from 1841 to 1946. They were known as the “White Rajahs”, and were arguably the last native Englishmen ever to rule a country, as the current British Royal Family is in fact of German descent.



Natural power

One of the first modern solar power units was provided to Ringkai Longhouse, located in the remote interiors of Betong, Sarawak. The German-based solar company IBC Solar Teknik Sdn. Bhd. and Carbon Capital Corporation Sdn. Bhd. installed the RM 4.5 million system, which provides about 20 KW of renewable electricity.



special supplements

Crocodile penis, a traditional health supplement only for men, was one of the most saleable exotic traditional medicines. However, this is no longer the case as crocodiles are a protected species and trading it is illegal in Sarawak and internationally. Other popular health supplements in Sarawak include forest honey, royal jelly, leech oil, red gum oil and power root.



long layer cake

The Sarawak Kek Lapis Producers (SKLP) Association came up with the longest Kek Lapis Sarawak (Sarawak’s layer cake) for the Malaysian Book of Records. This record-breaking wonder spanned 18 metres and was the handiwork of 20 Kek Lapis entrepreneurs. It was made with 300kg flour, 300kg sugar, 600kg butter and 9,000 eggs, costing around RM30,000.

Tribal Wisdom speakers



tribal wisdom in the 21st century

The wisdom of Borneo's tribes is an ageless treasure that transcends history and time. We want to share that wisdom, transformed and geared for the 21st Century. Enter our Tribal Wisdom Speaker programme (TWS), where the best speakers from Sarawak's successful businesses, artists and professionals who are also from Sarawak's ethnic tribes, come together to share their life experiences and how their tribal ancestry has influenced their success. These take the form of motivation sessions sponsored by the Sarawak Convention Bureau. Part and parcel of stellar bids involves engaging with the local tribal communities. TWS is a new concept that links the bidding process with tribal Sarawak. This goes beyond the customary cultural dances and blowpipe demonstrations. TWS turns local encounters into a meaningful exchange of business ideas.

TWS, a true tribe within tribes.



Give our friendly marketing and sales team a call at 082-242 516 for a full listing of speaker profiles, preceding clientele, and more.