

PRESS RELEASE

VNAT takes the lead to - Unveil the Jewels of the Mekong

(Ho Chi Minh City, 5th September 2007), Vietnam National Tourism Administration (VNAT) under the Ministry of Culture, Sports and Tourism has confirmed to lead the three countries – Cambodia, Laos and Vietnam - Unveil the Jewels of the Mekong as Three Countries One Destination (TCOD), during ITE HCMC 2007 kick-starting with the International Buyers Programme on 4 October 2007 and the Exhibition from 5-7 October 2007 in Ho Chi Minh City.

The Ministers and Senior Officials of Tourism Authorities from Cambodia, Laos and Vietnam will meet on 4th October 2007 at Windsor Hotel for the inaugural trilateral tourism meeting. This will be followed by the official opening of the ITE HCMC 2007 on 5th October 2007 at Phu Tho Exhibition Center at 9.00am and the MOU signing ceremony of the trilateral tourism cooperation by the Tourism Ministers.

At ITE HCMC 2007, VNAT has taken a large exhibition booth to showcase the destinations and charms of Vietnam, together with 18 provincial Department of Tourism offices across Vietnam. Cambodia Ministry of Tourism (CMOT) and Lao National Tourism Administration will similarly lead a contingent to the event for tourism exchange amongst the stakeholders within the three countries and also 120 international buyers from 22 countries and regions. It is the largest travel trade show of its kind in Vietnam for the 3 countries. In addition, destination marketing presentations will be organized together with cultural performances presented by the 3 countries as well as Thailand and Indonesia.

“The show is now the platform for the travel trade industry not only for Vietnam but also for the three countries –Cambodia, Laos and Vietnam. With the support of the Tourism Ministers from the 3 countries, we have enough clout to attract more buyers to the event for tourism exchange” remarked Mdm Dong Thi Kim Vui, Director, HCMC Department of Tourism.

With the active sponsorship of the 8 inbound airlines, the number of international buyers registered as at 31st August is 101. The expected confirmed registration by 3 October 2007 is expected to reach all time high of 120. They will be met by 200 seller representatives.

Mr La Quoc Khanh, Deputy Director, HCMC Department of Tourism commented “The industry is supportive to the initiative and that explains the dramatic increase of buyers over that of last year. The 8 airlines namely Vietnam Airlines, Qatar Airways, Singapore Airlines, Eva Airways, Korean Air, Jetstar Airways, Philippines Airlines and United Airlines have helped to bring in the qualified buyers.”

The first time exhibitors such as Macau Government Tourist Office and Qatar Airways have added new dimensions and importance of Vietnam for outbound tourism. This is reflected in the growing number of Vietnamese traveling overseas for holidays, city breaks or incentive travel and also to tap on the vast opportunity made available under TCOD. 18 provincial Department of Tourism offices representing 57 companies will be at the show eagerly to meet with the international buyers together with 79 companies from direct private sector participation.

“The show has reached its international recognition with equal number of foreign and local participation. The goal is to position HCMC as the travel hub for the Three Countries One Destination” remarked Alex Eow, President of Binet Exhibitions Pte Ltd.

BINET EXHIBITIONS PTE LTD

Vietnam : c/o Vinexad 51 Dong Khoi District 1 HCMC Vietnam Tel : (848) 8224207 / 827 9725 Fax : (848) 822 2734



The exhibition will open for trade on 5th and 6th October and only open to public on 6th October afternoon and 7th October (Sun) from 9.00am to 5.00pm. On the public days, there will be travel fair type of entertainment and education for in-country or outbound travel at the international standard.

ITE HCMC 2007 is supported by Vietnam Ministry of Culture, Sports and Tourism and People's Committee of Ho Chi Minh City; co-supported by Vietnam Ministry of Industry and Trade, Cambodia Ministry of Tourism and Lao National Tourism Administration. It is jointly organized by HCMC Department of Tourism, Vinexad and Binet Exhibitions Pte Ltd.

For further information, please do not hesitate to contact :

BINET Exhibitions Pte Ltd

Ms Chong Kam Lin

Tel : (848) 822 4207

Mobile : (84) 903 693 824

Email : kamlin@singnet.com.sg

or

Mr Pham Huy Hoai

Mobile : (84) 903 870 917

Email : hoai@binetexpo.com

HCMC Department of Tourism

Mr Ta Nam Binh

Tel : (848) 824 2903 x 173

Mobile : (84) 0913 153 424

Email : tanambinh@gmail.com

or

Mr Tran Minh Cong

Mobile : (84) 903 600 620

Email : congtran.minh@gmail.com