

EXECUTIVE SUMMARY

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| TITLE | : EAST COAST TOURISM CORRIDOR (ECTC) SUMMIT AND ECTC BUSINESS EXCHANGE (EBEx) PROGRAMME 2019 |
| OBJECTIVES | : <ul style="list-style-type: none"> ▪ To increase the efficiency and effectiveness of tourism marketing strategies of ECTC states. ▪ To strengthen ECTC tourism products as the ultimate inbound destination. |
| EXPECTED DELIVERABLES | : <ul style="list-style-type: none"> ▪ 40 sellers from ITB participants of ECTC states ▪ 30 buyers from IDEx and selected travel agencies ▪ Report on Townhall – ECTC's Action Plan 2.0 |
| PROPOSED PROJECT TIMELINE | : November – December 2019 |
| ESTIMATED TOTAL COST | : RM110,000.00 |
| BUDGET | MPB-Tourism Productivity Nexus |
| DEPARTMENT | Delivery Management Office (DMO) / Tourism Productivity Nexus (TPN) |
| Comment/ Signature by PCT | |
| Comment/ Signature by Accountant | |

MALAYSIA PRODUCTIVITY CORPORATION (MPC)
PROPOSAL FOR BOARD OF MANAGEMENT

Title: East Coast Tourism Corridor (ECTC) Summit and ECTC Business Exchange (EBEx) Programme 2019

1.0 Purpose

The purpose of this paper is to seek approval from Board of Management (BOM) to undertake East Coast Tourism Corridor (ECTC) Summit and ECTC Business Exchange (EBEx) 2019 with the total estimated cost of RM110,000.00 utilising the MPB-Tourism Productivity Nexus budget.

2.0 Background

The integrated marketing strategy of East Coast Tourism Corridor was established in 2018 in collaboration with state tourism players from Johor, Pahang, Terengganu and Kelantan respectively. The proposed programme is in line with initiatives for tourism sector as stipulated in MPB namely - T5: Align marketing strategy on targeted tourist segments.

The inaugural summit was held on 1 – 4 November 2018 in Johor Bahru and has deliberated on ECTC's integrated marketing looks at three main focuses along with their related aspects - identification of tourism products within ECTC; current and potential market segments; and marketing directions and efforts.

The Second Summit is planned to be held on **19 November 2019 in Kuantan, Pahang** with the aim to connect ITB participants from ECTC states with Inbound Destination Experts (IDEEx) who will promote ITB products to be marketed to travel agencies and targeted market. The Summit will also gather the four (4) states' government officials to discuss on the next action plan to move ECTC forward, as well as tourism talk to provide better insights and knowledge of the current tourism

global trend to ECTC players.

3.0 Objectives

- 3.1 To increase the efficiency and effectiveness of tourism marketing strategies of ECTC states.
- 3.2 To strengthen ECTC tourism products as the ultimate inbound destination.

4.0 Proposed Activities

4.1 Business Matching

4.1.1 Sellers: Inbound Tourism Bootcamp (ITB) products from ECTC States ie Kelantan, Terengganu, Pahang and Johor

4.1.2: Buyers: Inbound Destination Experts (IDEx) and selected travel agencies

4.1.3 Corporate Buyers

4.2 Townhall – Discussion on ECTC's action plan to move further as an integrated marketing strategy

4.3 Tourism Kopi Talk

4.3.1 Provide insights to industry players into capturing China and Indonesia market.

4.3.2 Provide information to industry players on Tourism Malaysia's fund *Galakan Melancong Malaysia* (GAMELAN).

4.3.3 Highlight the importance of standards and certification to ECTC industry players via TPN's Malaysia Tourism Excellence (MaTEx) Business Certification programme.

5.0 Proposed Agenda: ECTC Summit and ECTC Business Exchange (EBEx) Programme 2019

Date: 19 Nov 2019 (Tuesday)

Venue: Kuantan, Pahang

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|-----------------|------|--|
| 8.30 am | : | Breakfast & Registration |
| 9.00 am | : | Briefing on Business Matching B2B |
| 9.15 – 11.30 am | : | Business Matching B2B |
| 10.00 am | : | <i>(concurrently)</i> |
| | | Pre-townhall Meeting (ECTC Management Committee) |
| 11.30 am | : | Townhall Session – “ECTC as the Game Changer – An Integrated Marketing Strategy” |
| 1.00 pm | : | Lunch |
| 2.30 pm | : | Tourism Kopi Talk <i>(Proposed Topics)</i> |
| | i. | China Market Ready |
| | ii. | Malaysia-Indonesia Tourism Hub |
| | iii. | GAMELAN |
| | iv. | Digital Marketing |
| | v. | Malaysia Tourism Excellence (MaTEx) Business Certification Programme |
| 4.30 pm | : | Closing Ceremony |

6.0 Targeted Output

- 6.1 40 sellers from ECTC states comprises Inbound Tourism Bootcamp (ITB) participants
- 6.2 30 buyers from IDEx and selected travel agencies
- 6.3 Report on B2B and ECTC Action Plan 2.0

7.0 Targeted Outcome

7.1 B2B Matching session is expected to generate RM1,000,000 potential sales between buyers and sellers.

8.0 Estimated Cost*

The total estimated cost to undertake this project is as follows:

| No | Items | Estimated Cost (RM) |
|-----|---|---------------------|
| 1. | Full-day Meeting Package RM200 x 200 pax | 40,000.00 |
| 2. | Accommodation RM250 x 20 rooms x 1 night | 5,000.00 |
| 3. | Tourism Kopi Talk Speakers RM500 x 5 pax | 2,500.00 |
| 4. | Facilitators/Moderators B2B RM2,000 x 2 days x 3 pax | 12,000.00 |
| 5. | Moderator Townhall RM2,000 x 3days x 1pax | 6,000.00 |
| 6. | Assistant Moderator Townhall RM2,000 x 1day x 1pax | 2,000.00 |
| 7. | Photographer & Videographer - B2B session - Townhall session - Tourism Kopi Talk Session - Closing Ceremony | 20,000.00 |
| 8. | Promotional Materials | 15,000.00 |
| 9. | Media Coverage | 5,000.00 |
| 10. | Administrative Cost | 2,500.00 |
| | TOTAL | 110,000.00 |

**Note: Participants and invitees will bear their own cost to attend this programme*

9.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to undertake ECTC Summit and Business Exchange Programme with the total estimated cost of RM110,000 utilising the MPB-Tourism Productivity Nexus budget.

Prepared by : Nik Nazarina Nek Mohamed

Date : 28 October 2019

Proposed by : Nor Hafizah Mohd Arop

Date : 28 October 2019

Reviewed by : Zahid Ismail

Date : 28 October 2019