



DRAFT NEWS RELEASE

FISH TALES CUP CHINA PRO CHALLENGE 2017 ALL SET TO WELCOME MORE VISITORS TO MALAYSIA

BEIJING, CHINA, 15 May 2017 – Come August this year, Malaysia will play host to a group of China visitors who will be participating in the Fish Tales Cup China Pro Challenge 2017. The event this year which will be held from 6 to 10 August, is expected to welcome at least 500 visitors, of which 200 will be professional anglers from mainland China, accompanied by 300 family and friends.

The Fish Tales Cup China Pro Challenge is an annual event which takes place in the waters of the South China Sea off the coast of Kuala Rompin, Pahang. The main attraction here is the sailfish season which peaks from August to October. Anglers from the region tend to flock to this sailfish capital of Asia, this time of the year to partake in this superb catch-and-release sports fishing activity.

This year, the event achieves another milestone in the form of support from Malaysia Major Events (MME) which is a division of Malaysia Convention and Exhibition Bureau (MyCEB), an agency of the Ministry of Tourism and Culture, Malaysia.

Mr Kenneth Chen, the founder of Fish Tales Cup China Pro Challenge, said, “We have been organising the Fish Tales Cup since 2009, and the number of participants have been steadily increasing since then. We are proud to play host to our visitors from China including media members from both China and Malaysia. Malaysia, and specifically, Kuala Rompin is an excellent choice destination as we can offer world-class fishing as well as first-rate seafood which together with the comfortable warm sunny weather and ready infra-structure, make it a favourite of our China friends.”

KL Office: No. 247A, Lorong Youth B, Kampung Baru Ampang, 68000 Ampang, Selangor, Malaysia
Beijing Office: 北京市朝阳区十八里店南桥嘉实多办公楼二层. 电话 : (+86)138 0103 0746



“The hosting of the Fish Tales Cup China Pro Challenge 2017 will reflect greatly on Malaysia’s capabilities and capacities in organizing more international events. This will further enhance effort to position Malaysia as a preferred MME choice destination in the region to complement the target of achieving 36 million tourist arrivals and RM168 billion in revenue by 2020,” said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

“The world has already recognised Malaysia as a top tourist destination, and in our efforts to continue promoting Malaysia, especially Redang as a sporting and leisure destination, we are gearing to push activities such as this event to highlight ourselves in South-East Asia as well as globally,” added Datuk Zulkefli Hj Sharif.

It is estimated that 2017 will see a 20 percent increase in overall visitors to Malaysia for sports angling, and a further increase of 50 percent is expected for 2018. Besides Kuala Rompin, the other destinations for sports angling in Malaysia are Kedah (Langkawi & Sungai Petani), Sarawak (Miri & Bintulu) and Penang.

O3 Management is focused on the China market as there is a ready audience of over 100 million registered sports anglers with disposable income, looking for suitable destinations in the region, not only to indulge in the sport but also with tourist attractions for their accompanying family members and friends. Malaysia, with its good food, Mandarin-speaking guides and community, varied cultural experiences and competitive rates, is a dream destination for them.

The return on investment (ROI) for this event alone based on a conservative figure of USD2,500 (RM11,000) total spend per person for this 500-persons group, works up to a total of USD1,250,000 or RM5,500,000. Based on this formula and projected figures for total number of arrivals for sports fishing in Malaysia, will put the ROI at over RM53 million.

Besides direct financial returns, the value of promotions and publicity via various targeted mediums of digital platforms (i.e. websites, mobile apps, blog sites), cabled TV and print, will be a marketing analyst’s dream, considering China’s total number of followers, viewership and readership which total in the millions.



O3 Management Sdn Bhd as the event owner and manager of Fish Tales Cup China Pro Challenge 2017, Rompin, Pahang, has been involved in organising sports angling events since 2008. Headquartered in Kuala Lumpur, Malaysia, it also has an office in Beijing, China and owns & manages Fish Tales Redang Cup, Fish Tales Kenyir Cup, Fish Tales Langkawi Cup and Sungai Petani Mackerel Hunters. The company also regularly organises familiarisation tours for sports angling for media from China for various state governments and tourism offices.

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About Malaysia Major Events

Malaysia Major Events (MME) is a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia (MoTAC). MME was established under the Government's Economic Transformation Programme (ETP) to identify, promote, facilitate as well as support viable international events to be staged in Malaysia. With its main objective to enhance Malaysia's economic growth and profile, MME is also tasked to identify and support major event bids for sports, arts, lifestyles and entertainment events and provide assistance to home-grown and home-hosted events in order to further strengthen Malaysia's global appeal as the venue of choice for major events in the region. MME also acts as a conduit between the public and private sectors in ensuring seamless processes are achieved through synergistic relationships with diverse event stakeholders in staging successful events in Malaysia.

For more information, please visit www.mymajorevents.com.my and follow us on www.facebook.com/MyCEB and twitter @MyMajorEvents