Sepang International Circuit

Formula 1 Petronas Malaysian Grand Prix

17-19 March 2006

The World's Hottest Race!
KUALA LUMPUR - THE GRAND PRIX CITY

- Gateway for all Formula One fans.
- A modern city with rich traditional values, both existing in harmony
- Facilities and services that surpasses international standards.
SCENES FROM FORMULA ONE

[Images of race tracks and spectators]
• Lunch at the famous “satay” stall in Kajang before proceed to watch the hottest race – Formula 1.
Sepang International Circuit

OPEL GROUP (continue...)
Enjoy superb entertainment in a truly Malaysian style Grand Prix
Packaging for the International market

- 4 Days/3 Nights package
- 3 Days/2 Nights package
- Shuttle Pass
- F1 ticket
- Extension leisure package
- Incentive package
Report on No. of clients – Year 2004

3506

- Ticket: 284
- Hotel Package: 82
- Group Arrival: 3506

Total No. of pax: 3872 pax
Report on No. of clients – Year 2005

Total No. of pax: 4170 pax
IMPACT OF SPECIAL EVENTS ON CONVENTION ACTIVITIES

Major events like the Commonwealth Games, Asian Games, Rugby Seven and the Formula 1 car has many impacts on the convention activities and some are negative.

1. There will be competition for resources like flights into the city, hotel rooms, entertainment centres, land transportation, manpower, thus prices will increase.
2. Due to the large number of locals and international tourists, traffic will be congested. More time is required for logistic movements.

3. Petty crime maybe on the increase as a large number of visitors to the city attracts all sorts of people.
4. Convention and exhibition related to the event could be developed to take advantage of the event. Example, a motorcar show could twin with the F1 car race and a sports accessory and equipment show could coincide with the Commonwealth Games.
5. When the event is not massive, the event could add more value and make that destination more attractive thus attracting more visitors to your exhibition and conference.

6. Mega events also help to make your destination known. Visitors like to go to well-known sexy, romantic and popular destinations. Thus, help to market your meeting and exhibition.
7. Mega events also help to put up world class infrastructure like roads, airports, rapid electric trains, hospitals and international class hotels. This helps in the meetings industry.

8. It also develops the necessary human resources to grow the meetings industry.
9. Mega events educate all the different ministries and departments the economic value of the events and the meetings industry. Thus, recognition of it the government will give more industry support.

10. Mega events can be easily disrupted or sabotaged and thus the city will implement security and safety measures of international standards. This again benefits the meetings industry with such safety precautions.