

MERIDIAN, TRAVEL360.COM PLAN TIE-UP?

Partnership will help steer Malaysia Tourism City project to greater heights

KUALA LUMPUR

MERIDIAN Bhd, formerly known as Meda Inc Bhd, is exploring a preliminary partnership with travel360.com, the digital expansion of AirAsia's inflight magazine travel360.

The partnership aims to steer Meridian's Malaysia Tourism City (MTC) project to greater heights and will see travel360.com becoming the official marketing partner for the MTC project.

The partnership was expected to boost the economy of both Melaka and Malaysia through

tourism and trade, said the company in a statement yesterday.

"With travel360.com's support, especially in the promotion of MTC as the ultimate destination for local and international tourism, we will be assisting the economy by attracting greater inflow of tourists into Melaka, which will in turn contribute to the national economy as a whole," said Meridian executive director Datuk Seth Yap.

Among the many initiatives is marketing leadership programme at MTC's branded leadership camp to promote entrepreneurial spirit and boutique



Meridian Bhd executive director Datuk Seth Yap (left) exchanging documents with travel360.com chief executive officer Spencer Lee at a signing ceremony in Kuala Lumpur recently.

holiday stays.

Additionally, emphasis would be placed into promoting locally-made products from the MTC's weekend market and the organic and hydroponic farms.

Spencer Lee, the chief executive officer of travel360.com, said Meridian had a very interesting plan for MTC and was excited to be part of the journey in making MTC a success.

Tourism, Arts and Culture Minister Datuk Mohamaddin Din Ketapi launched the MTC project re-

cently.

A flagship project under Meridian, a 242.8ha plot in Kuala Linggi, Melaka, will be transformed into an integrated tourism destination.

At the MTC launch, Yap also signed a licensing agreement with Hasbro Live regional director Natalie Chan.

Yap intends to develop the world's first Hasbro Water Theme Park together with Meridian, which will be a key catalyst of MTC.