



Ministry of Tourism, Arts and Culture



**JOINT DIGITAL MARKETING COLLABORATION  
BETWEEN  
TOURISM MALAYSIA AND EXPEDIA**

20th August 2019 (Tuesday)  
Dewan Sanggar Pujangga  
Ministry of Tourism, Arts and Culture

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**OFFICIAL PROGRAMME**

- 2.30 pm : Arrival of Guests and Media
- 3.00 pm : Arrival of Hon. Minister of Tourism, Arts and Culture  
YB Datuk Mohamaddin Ketapi
- : Overture Performance
- : Welcoming Remarks by Emcee
- : Presentation by Expedia
- 3.15 pm : Speech by Hon. Minister of Tourism, Arts and Culture
- : Launch Gimmick
- : Exchange Ceremony On Joint Digital  
Marketing Collaboration Between  
Tourism Malaysia and Expedia
- 4.15 pm : Press Conference
- 4.30 pm : Refreshments
- 5.00 pm : Programme Ends

