

**Profile OF**

**ANTHONY WONG KIM HOOI PMP**

**OWNER/GROUP MANAGING DIRECTOR**

**Group of Companies**

- **Asian Overland Services Tours & Travel (30613-D)**
- **AOS Conventions & Events (249774-X)**
- **AOS Training Centre (891041-X)**  
**(fka known as AOS Experiential Education Centre ((188788-A)**
- **The Jungle Lodge Alang Sedayu**
- **Frangipani Hotels & Resorts (713482-H)**  
**- The Frangipani Langkawi Resort & Spa**
- **Anti-Oxidant Centre (740243-P)**
- **AOS Consultancy Services (898081-P)**

## **PERSONAL DETAILS**

**Name in Full** : **Wong Kim Hooi, Anthony**  
**(PMP – Pingat Mahkota Perlis)**

**Date of Birth** : **January 13 1956**

**Age** : **54**

**Marital Status** : **Married to Yip Sook Ping with four children**

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Ampang, 68000 Selangor Darul Ehsan  
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## **BACKGROUND OF ANTHONY WONG**

**Born in 1956, Anthony Wong's instinctive passion for outdoor life and nature led him to embark on a career in the tourism industry in 1973 while in high school. In 1976, he and a team of enthusiastic adventurers established Asian Overland Services Tours & Travel (AOS). With his partners' interests shifting into other endeavors, Anthony was soon single handedly building his own solo operation. Now 33 years later, Anthony's leadership has made AOS the leading inbound tour operator for Eco tourism, Adventure, Experiential Learning and Special Interest and Incentive Tours in the country.**

**In 1972, Anthony successfully became the first person to lead a group of students between the ages of 16 to 18 to trek up Mount Tahan, without any accompanying teacher or guide. In the 70's also, he was the pioneer in opening Taman Negara; the largest national park in Malaysia to travelers, as well as starting homestay in Malaysia from Kampung Cherating and helped to develop this to the rest of the country in her early days. Anthony also initiated the Green Guide Certification with the help of Forest Research Institute Malaysia (FRIM) and Tan Sri Dr Salleh Mohd Nor who is the current President for Malaysia Nature Society, and they then got the Government to adopt this since the late 80's.**

**With his love for nature, it led him to undertake two Eco-tourism projects in the country. One, being the Jungle Lodge Alang Sedayu in 1990 located at the fringe of a forest reserve area which is now being used for summer camps, team building and motivational courses, family days and many more eco activities.**

**The other is the "Adoption of an Iban Longhouse" in Kuching in 1991 as it is the company's belief to contribute to communities impacted by tourism. In recognition of his efforts to promote Eco-tourism in the region, he was awarded the Global Travel Award 1993 in London during the World Travel Mart**

**In 1990, Anthony established AOS Conventions & Events, a destination management company and a professional conference/congress organizer, meeting clients demand for M.I.C.E. activities in Malaysia. To-date, AOS has successfully managed groups with group size from 20 to 10,000 people including the XVIII FIGO World Congress on Gynecology and Obstetric that was held in Kuala Lumpur Convention Centre from November 5 to 10 2006. Comments received from the delegates that this congress was the most successful in FIGO history and the most profitable.**

**Anthony is an active member in both the tourism and M.I.C.E. industry. He holds the following current positions:**

### **Pacific Asia Travel Association**

- **Secretary/Treasurer**
- **Chair – PATA Audit & Finance Committee**

### **Malaysian Eco-tourism Association**

- **Committee Member**

**Institution of Environmental Professionals Malaysia**

- **Pro-tem Committee Member**

**Universiti Utara Malaysia**

- **Adjunct Professor, UUM College of Arts and Sciences, Universiti Utara Malaysia (July 2010 – July 2012)**
- **Adjunct Fellow, Faculty of Tourism & Hospitality Management (Past position held from October 2006 to October 2008)**

**Past positions held in Pacific Asia Travel Association (PATA)**

- **Chairman, Human Resources Advisory Committee (2008 – 2009)**
- **Education & Training Committee (2005 – 2007)**
- **Member of Industry Council (2002 – 2006)**
- **Sustainable Tourism Committee (2001 – 2007)**
- **Responsible & Sustainable Tourism Committee (2000/2002)**

**Past positions in International Congress & Convention Association (ICCA)**

- **1<sup>st</sup> Vice President (2008 – 2009)**
- **2<sup>nd</sup> Vice President (2007 – 2008)**
- **3<sup>rd</sup> Vice President (2006 – 2008)**
- **Board of Director: Asia Pacific Representative (2005 – 2006)**
- **Member of Education & Training Committee (2005 – 2006)**
- **Member of ICCRM Education Committee (2003)**
  
- **Chair, ICCA Asia Pacific Chapter (2001 – 2009)**
- **Vice Chair, ICCA Asia Pacific Chapter (2000)**

He has also developed the Executive Masterclass the world's first integrated approach to the MICE industry in 2004 and this program has been conducted throughout South East Asia for the last 6 years. EMC is an intensive 60 hours training program that has proved a great success with many workshops and panel discussions. It also provides opportunity to network with a number of international meeting and event industry experts.

A trainer in the field of Experiential Training and Motivation Camp, Anthony is regularly called upon by corporate and multinational companies to conduct training on team building. A certified Camp Director/Counselor himself, he has also conducted many summer camp programs for school children, a passion he enjoys doing.

Anthony is a regular speaker at both national and international conferences and seminars on Eco-tourism and MICE and is regularly called upon for consultation and advice since early 1980.

At IMEX 2003 in Frankfurt Germany, Anthony was amongst four recipients of the "Academy Awards" recognized for bringing about greater awareness of the Incentive and Meetings product within the Asia Pacific region, particularly with developing destinations.

In February 2007, Anthony was awarded "Industry Person of the Year" in the Asia Pacific region by Reed Travel Exhibitions in Melbourne, Australia during AIME 2007. This award recognises Anthony's contribution towards the success of the meetings and incentives industry.

**At the TravelWeekly Asia Awards 2007 in Hong Kong on June 15, Anthony received another prestigious award which is the Best Agency Personality of the Year.**

**Being a green person, Anthony transformed his 4-star resort of two years situated along Pantai Tengah, in southwest Langkawi known as The Frangipani Langkawi Resort & Spa into a “green hotel”. The resort has 118 rooms and features a 400-metre long beachfront of soft golden sand. The Frangipani is probably the first resort in Malaysia that supported the principles of responsible tourism where it has programs that saved water, conserved energy and reduced solid waste, while saving money, in order to help protect the local environment. In its short history, the resort has already received recognition in receiving the ASEAN Green Hotel Award 2007. The resort actively supported Langkawi being awarded UNESCO Geopark (geological park) status.**

**The Frangipani Langkawi Resort & Spa has implemented various greening programs to streamline its daily operations and to minimize environmental impacts. Since the resort’s inception in 2006, he has set out to implement various policies to reduce impacts upon the environment. Some 100 initiatives are in place and listed on the website and Anthony hopes these will become a model for other resorts to follow.**

**Various measures have been introduced at the resort including reducing consumption especially wastage, effectively managing energy usage to reduce wastage, using environmentally-friendly detergents, filtering the resort’s ‘grey water’ through a wetland and working with the local authorities to reduce the amount of rubbish that goes to the island’s limited landfill.**

**The Frangipani was highly commended in the Best Large Accommodation category at the Virgin Holidays Responsible Tourism Awards 2008 organized by responsibletravel.com at a ceremony hosted at World Travel Market (WTM), Docklands, London, on Wednesday November 12 2008.**

**The Frangipani was also recognized for its Nature/Environment Conservation for the Langkawi Geopark Tourism Award 2008 on December 22 2008.**

**At PATA Travel Mart 2009 held in Hangzhou, China, The Frangipani was awarded on September 25 the PATA Gold Award for the category of Environmental Education Program.**

**The Frangipani was again recognized for its conservation effort. At ATF 2010 held in Brunei, The Frangipani received the ASEANTA Awards for Excellence for the category Best ASEAN Conservation Effort.**

**Anthony is the Honorary Consul of the Republic of Cote d’Ivoire to Kuala Lumpur appointed by H.E. BOA Liliane Marie Laure, the Ambassador of the Republic of Cote d’Ivoire to Japan on June 18 2008 in Kuala Lumpur.**

**On October 3 2009, Anthony was conferred the Degree of Masters of Arts (Sustainable Tourism) (Honoris CAUSA) by Universiti Utara Malaysia.**

**His favourite motto is “Don’t go where the path leads, rather go where there’s no path and leave a trail.”**

## **PERSONAL AWARDS RECEIVED**

### **- Special**

- 1. Degree of Masters of Arts (Sustainable Tourism) (Honoris CAUSA)**  
- conferred by Universiti Utara Malaysia on October 3
- 2. Honorary Consul of the Republic of Cote d'Ivoire in Kuala Lumpur, Malaysia**  
- appointed on June 18 2008
- 3. Pingat Mahkota Perlis (PMP)**  
- awarded by Duli Yang Maha Mulia Tuanku Syed Sirajuddin Ibni Al-Marhum  
Tuanku Syed Putra Jamalullail on His Highness 63<sup>rd</sup> Birthday on May 25 2006
- 4. Public Citation Award**  
- awarded by World Federation of Occupational Therapists in conjunction with  
KLWFOT 2006 Pre Congress Workshop

# **SPEAKING ASSIGNMENTS**

## **Eco/Sustainable/Leisure Tourism**

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- 1982 - Introduction to Tourism Course organized by National Productivity Centre (NPC)**
- 1993 - 6th PATA Adventure & Eco-tourism Conference & Mart organized by PATA in Pakistan**
  - **Tourism & Retail Seminar organized by Asian Business Press in Kuala Lumpur**
- 1994 - Tourist Guides Course for Pahang Guides Association in Kuantan**
  - **Travel Industry Think-Tank organized by Asian Business Press Group Singapore in Kuala Lumpur**
  - **Marketing of Agro-tourism in Malaysia Seminar organized by Agriculture Ministry in Kuala Lumpur**
- 1995 - Tourist Guide Course organized by MARA in Kuala Lumpur**
  - **7th PATA Adventure & Eco-tourism Conference & Mart organized by PATA in Balikpapan, Indonesia (January 15 - 18)**
  - **Hospitality Forum organized by MARA Institute of Technology in Shah Alam (April 11 - 12)**
  - **Tourist Guides Refresher's Course organized by Langkawi Tourist Guides Association, Langkawi (August 1 - 6)**
  - **3rd Langkawi Tourist Guides Training Course organized by Institute Technology Tun Abdul Razak, Langkawi (August 21 - 30)**
  - **38th Basic Kuala Lumpur Tourist Guides Course organized by Travex Commerce & Tourism Academy, Kuala Lumpur (August 15 - October 14)**
- 1996 - International Conference on Sustainable Tourism organized by Pacific Asian Travel Association (PATA) in Oslo (January 12)**
- 1997 - ASEAN Tourism Conference 1997 organized by Malaysia Tourism Promotion Board (January 7)**

- **Workshop on Ecotourism Administration and Service Delivery organized by the Faculty of Forestry, Universiti Putra Malaysia jointly with the Ecological Society of Malaysia, Ministry of Arts, Culture and Tourism and the Department of Wildlife and National Parks, Peninsular Malaysia (July 8 - 11)**
- **Agriculture Tourism Introduction Course organized by Universiti Pertanian Malaysia (August 28 - 30)**
- 1998** - **Japan Eco-Tourism Conference organized by Tourism World in Okinawa, Japan (March 25 - 27)**
- **Malaysian Tourism Challenge Challenge In The Next Millennium organized by Malaysia Tourism Promotion Board and Selangor State Secretariat (May 18 - 19)**
- **Tourism Sales Mission to Japan organized by Malaysia Tourism Promotion Board - representing Tour Agents of Malaysia (May 25 - 31)**
- **Enhancing Langkawi's Green Awareness organized by Radisson Tanjung Rhu (June 16)**
- **3rd Eco-tourism Seminar organized by Japan Association of Travel Agent (JATA) in Tokyo, Japan (July 3)**
- **Eco & Agro Tourism Seminar organized by Langkawi Tourist Guide Association (July 9)**
- **Introduction and Definition on Tourism to Lecturers organized by Taylor's College, School of Hotel Management (July 30)**
- **Kelantan International Tourism Forum '98 organized by Kelantan State Government Tourists Association on the topic of "The Roles of Eco-tourism by Private Sector" (October 3)**
- 1999** - **PATA European Chapters Meeting on Environment, Culture and Heritage Sustainable Tourism in Istanbul, Turkey (June 25)**
- **Taylor's College School of Hotel Management Professional Activities for Diploma and Higher Diploma Students – Relationships between the Travel Agents/Tour Operators and Hotels (July 26)**
- **Interaction Seminar on Cashing In on Adventure Travel during International Tourism Asia '99 in Hong Kong (September 2)**
- **The National Chamber of Commerce and Industry of Malaysia Roundtable Conference on Developing Niches in the Malaysian Tourism Industry for Eco-tourism (October 21)**
- 2000** - **Perak Tourism Convention 2000 on Tourism as a Major Industry organized by Perak Tourist Association (April 24)**



- **Curriculum Workshop on Bachelor of Hospitality, Tourism & Recreation by the Faculty of Economics and Management, Universiti Putra Malaysia (August 23)**
- 2001** - **PATA Annual Conference 2001, Kuala Lumpur – Talk on Harnessing Nature for Development – The Marketing Edge (April 8)**
- **Malaysian Travel & Tourism Conference 2001 on Tour Operators’ Perspective on New Destinations, New Products**
- **International Eco-tourism Congress 2001, Fukushima, Japan (September 14 – 17)**
- 2002** - **International Eco-tourism Colloquium 2002, Kuching, Sarawak, Malaysia (January 17 – 18)**
- **Round Table Discussion on the Future of Tourism and Recreational Development in the District of Kuala Langat, Selangor Darul Ehsan (panelist) (March 16)**
- **Sustainable Development Eco-tourism Business Opportunities 2002 Conference on the topic of Investing in Nature & Environment for Eco-tourism Development, organized by The Business Environment Council, Hong Kong (June 5)**
- **Hosting the World 2002, International Conference on Hospitality, Tourism and Leisure on the topics of Eco-tourism and Event Tourism, organized by Edith Cowan University at Kuala Lumpur, Malaysia (July 10)**
- **Tourism Forum 2002: Reflection and New Dimensions in the Penang Tourism Industry, Penang, Malaysia (October 9)**
- **SATM Forum: How To Do Business with Asia, South Africa (Johannesburg & Cape Town) (October 14 & 16)**
- **02-EV-GE-WSP-10: Workshop on GP and Eco-tourism – International Eco-tourism Conference, Okinawa, Japan (November 27 – December 1)**
- **Tourism Malaysia Kuching Seminar on Creative Tour Packaging and Marketing, Kuching, Sarawak, Malaysia (December 17)**
- 2003** - **8<sup>th</sup> Mekong Tourism Forum, Hanoi, Vietnam (March 29 – 30)**
- **Melaka International Tourism Show: Conference on Heritage and Health Tourism, Melaka, Malaysia (June 27)**
- **IMT-GT International Conference on Eco-tourism: Issues and Challenges on the topic Marketing and Selling Eco-tourism Products: Challenges Faced by Tour Operator, organised by Universiti Utara**

- Malaysia Faculty of Tourism, Hospitality and Environmental Management, Kedah, Malaysia (October 12 – 14)**
- **A talk on Adventures with Nature in Malaysia, organised by Tourism Malaysia, Kuala Lumpur, Malaysia (December 8)**
- 2004 - Workshop: All You Need To Know About Middle East Outbound, Bangkok, Thailand (September 24)**
- 2005 - 3<sup>rd</sup> Asia-Pacific CHRIE Conference 2005, Kuala Lumpur, Malaysia (May 27)**
- **Malaysia Airlines Golden Holidays & Central Marketing Agents Dialogue Session on the topic “Selling Malaysia”, Kuala Lumpur, Malaysia (September 29)**
  - **Asian Productivity Organisation: Study Mission on Event Management, Tourism and Productivity, Kuala Lumpur, Malaysia (November 21 – 24)**
- 2006 - Seminar “Visit Malaysia Year 2007”, organized by Terengganu State Tourism Action Council (April 9)**
- **China – ASEAN Expo Summit for International Cooperation (April 12)**
  - **Symposium on Marketing Strategy for Middle East Countries, organized by Department of Culture and Tourism, Republic of Indonesia (June 28)**
  - **Middle East Outbound – An Update in conjunction with PATA Travel Mart, Hong Kong (September 14)**
  - **Asia Pacific Ecotourism Conference (APECO), Taman Negara, Malaysia (November 3)**
- 2007 - The Global Business Summit for the Environment – Business and Sustainable Tourism, Singapore (April 19)**
- **UiTM Tourism Outlook Conference, Putrajaya, Malaysia (July 16 – 17)**
  - **Malaysia Tourism Leaders Roundtable, Kuala Lumpur (July 19)**
  - **UUM 2<sup>nd</sup> International Conference on Tourism & Hospitality (July 30)**
- 2008 - Sabah Tourism Industry Towards 2025, Sabah, Malaysia (June 12)**
- **DiGi Telecommunications “Lifestyle Activities: Responsible Eco Tourism” (July 16)**
  - **Commonwealth Tourism Centre Training Course on “How to Successfully Plan and Manage Coastal & Island Tourism”, Langkawi, Malaysia (July 25)**

- **The National Tourism Forum 2008 “Discovering New Tourism Facets and Strengthening Established Tourism Segments” and “Going Green: Discussing the Expectations and Deliverance of Eco tourism”, Kuala Lumpur, Malaysia (September 25)**
- **Talk on Eco tourism organized by The British Malaysian Society, London, United Kingdom (November 13)**
- 2009** - **2<sup>nd</sup> Annual Environmental Conference “The Malaysian Eco-tourism Industry: Creating Value with the Gifts of Nature”, Kuala Lumpur, Malaysia (February 24)**
- **Malaysia Domestic Travel Fair 2009 “Green/Eco tourism – The Fastest Growing Tourism Sector”, Kuala Lumpur, Malaysia (July 4)**
- **World Tourism Congress 2009 – Panel discussion between representatives of global travel trade companies “The Swiftly Expanding Asian Markets – Issues and Visions of the Future from Different Countries’ Travel Companies”, Tokyo, Japan (September 17)**
- **UNIDO & UNEP “International Conference on Green Industry in Asia” – Competitiveness Through Sustainability in the Tourism Industry, Manila, Philippines (September 9)**
- **International Conference on Propoor Tourism “Knowledge based tourism: The key to alleviating poverty through tourism”, Kuala Lumpur, Malaysia (October 19)**
- **Third Business and the 2010 Biodiversity Challenge Conference in conjunction with UNEP Business and Industry Global Dialogue “Tourism Parallel Session A: Tourism, Jakarta, Indonesia (November 30)**
- 2010** - **Panelist in ASEAN Tourism Conference in conjunction with ASEAN Tourism Forum, Bandar Seri Begawan, Brunei (January 26)**
- **Meeting of Minds Tourism Seminar in conjunction of PATA Annual Meeting “Forum Discussion: The Travel Agent – Surviving against the onslaught of the internet, direct consumer transactions with airlines and hotels – What are the approaches to ensure its relevance and to pull through in the 21<sup>st</sup> century?”, Kuching, Sarawak, Malaysia (April 23)**
- **International Conference on Linking Culture, Nature and Community through Ecotourism “The Role of Private Sector in Promoting Sustainable Ecotourism Development”, Miri, Sarawak, Malaysia (May 4)**
- **Mekong Tourism Forum “How Sustainable Tourism Can Drive Profit”, Siem Reap, Cambodia (May 8)**

- **Panelist in Plenary session “The Key to Successful Sustainable Tourism Development is Having the Right Masterplan” in the International Conference on How to Successfully Design and Implement Masterplans for Sustainable Tourism Development, Kota Kinabalu, Sabah (July 12)**
- **Talk on “Public-Private Partnerships: Enhancing Ties Towards Successful Implementation” in the International Conference on How to Successfully Design and Implement Masterplans for Sustainable Tourism Development, Kota Kinabalu, Sabah (July 12)**
- **Panelist in The National Tourism Seminar “Integrated Fun For All – What Does Malaysia Have Up Its Sleeve?”, Selangor, Malaysia (September 30)**
- **World Youth and Student Travel Conference “The Mega Trend and Opportunities for Green and Sustainable Tourism”, Beijing, China (October 18)**
- **Lecture in Eco-Guiding Course, organized by International School of Sustainable Tourism, Subic Bay, Philippines (October 25 – 27)**
- **Greenomy in Tourism, organized by Taylor’s University, Malaysia (November 15)**
- **Learning Lifelong International Conference 2010 (3LInC’10) – “Professional Development & Training”, organized by Universiti Utara Malaysia, Kuala Lumpur, Malaysia (November 12)**

## **PERSONAL AWARDS RECEIVED**

### **- Tourism**

1. **Global Travel Awards**
  - awarded during World Travel Mart 1993 in London, United Kingdom
  - recognized for efforts in promoting Eco-tourism in the region

## **AWARDS RECEIVED BY COMPANY – Asian Overland Services Tours & Travel**

- 1987 - **Certificate of Merit**  
Malaysian Jungle Adventure Trekking & Bamboo Rafting for the Most Creative Tour Package category  
Awarded by Ministry of Culture, Arts and Tourism
- 1988 - **Malaysian Tourism Gold Award - Excellence Award**  
for Best Tour Package Category to Taman Negara Jungle Safari  
Awarded by Ministry of Culture, Arts and Tourism
- 1990 - **Certificate of Merit**  
for Best Inbound Tour Operator  
Awarded by Ministry of Culture, Arts and Tourism
- 1993 - **Global Travel Award**  
Awarded by Travel News Asia during the World Travel Mart 1993
- 1993 - **Tourism Malaysia Awards 1993 - Gold Award**  
for Best Tour Operator  
Awarded by Ministry of Culture, Arts and Tourism
- 1994 - **1994 Travel Award**  
for Best Inbound Tour Operator (Asia-Pacific)  
Awarded by Asian Business Travel Group
- 1999 - **Certificate of Merit**  
for Best Tourism Package – Taman Negara  
Awarded by Ministry of Culture, Arts and Tourism
- 2001 - **Tourism Malaysia Awards 2000**  
for Best Inbound Tour Operator  
Awarded by Ministry of Culture, Arts and Tourism
- 2002 - **Merit Award - Malaysia Tourism Awards 2001/2002**  
for Best Inbound Tour Operator  
for Best Tour Program – Malaysia Discovery of East Malaysia  
Awarded by Ministry of Culture, Arts and Tourism
- 2004 - **Malaysia Tourism Awards 2003**  
for Best Inbound Tour Operator  
Awarded by Ministry of Culture, Arts and Tourism

- 2008 - TTG Travel Awards 2008  
for Best Travel Agency – Malaysia  
Awarded by TTG Asia**
  
- 2009 - TTG Travel Awards 2009  
for Best Travel Agency – Malaysia  
Awarded by TTG Asia**
  
- 2010 - TTG Travel Awards 2010  
for Best Travel Agency – Malaysia  
Awarded by TTG Asia**

## **SPEAKING ASSIGNMENTS**

### **M.I.C.E. (Meeting, Incentive, Convention, Exhibition) & Sports Tourism**

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- 1993** - Australia Incentive Association Conference organized by Australian Incentive Association in Australia
  - Incentive Travel Seminar organized by Sabah Tourist Guides Association in Sabah
- 1994** - 1st Asian Sports Tourism Conference jointly organized by Maldo-Kaj Communications and Asian Overland Services Tours & Travel with the co-operation of the Ministry of Youth and Sports Malaysia and Malaysia Sports Tourism Council
  - Malaysian Incentive Seminar organized by Malaysia Tourism Promotion Board in Penang
- 1997** - 8th Biennial World Marketing Congress organized by ITM (June 24 – 27)
- 1998** - International Meetings Marketing in Asia Pacific Educational Seminar organized by ICCA (The International Meetings Association) in Kuala Lumpur, Malaysia (October 26)
  - SITE Breakfast Seminar organized by SITE Malaysia Chapter in conjunction with Incentive Travel Conventions & Meetings Asia (IT&CMA) '98 in Kuala Lumpur, Malaysia (October 27)
- 1999** - ICCA Asia Pacific Educational Seminar on the meeting industry in Kuala Lumpur, Malaysia (October 25)
  - Incentive Travel Conventions & Meetings Asia (IT&CMA) '99 in Kuala Lumpur on Packaging Malaysia as an Incentive Destination conducted by SITE Malaysia Chapter (October 26)
  - Incentive Travel Conventions & Meetings Asia (IT&CMA) '99 in Kuala Lumpur on Attracting International Conferences – The Added Value Contribution by the Global PCO (October 28)
- 2000** - Asia Pacific Meetings Industry Conference in Hong Kong on “Globalization of the Industry – Is There Still Room For The Little Guys?” organized by Meetings Association of Australia [Also in the Program Advisory Committee] (March 16 – 19)
- 2001** - Jakarta Convexindo & Motivation Show 2001 (July 5 2001)
  - The Business of Events: A Professional Approach, Kuala Lumpur, Malaysia organized by ICCA Asia Pacific Chapter (October 19 – 20)

- 2002 - ICCA/SMTAC Training Course for Meetings Professionals, Shanghai, China (March 22 – 23)**
- **Panel Discussion on Expanding State Role in Sports Events in National Conference on Sports Tourism “Destination Malaysia-Formulating Strategies & Action Plans for Sustainable Growth”, organized by Asian Strategy & Leadership Institute, Kuala Lumpur, Malaysia (June 4)**
- **The 3<sup>rd</sup> MICE Seminar – Professionalism in the Meetings Industry, organized by ICCA Asia Pacific Chapter, Jakarta, Indonesia (June 7 – 8)**
- **A Mission to MICE, organized by PATA Vietnam Chapter in Hanoi, Vietnam (July 30)**
- **ICCA Seminar: Winning International Association Business, Bangkok Thailand (October 20 – 23)**
- **Panelist on the topic “Whither the State and Shape of the MICE Business”, organized by IT&CMA in Bangkok Thailand (October 23)**
- **Seminar on The Power and Challenges of Special Events, organized by IT&CMA in Bangkok Thailand (October 24)**
- **PATA Vietnam Chapter MICE Seminar, Ho Chi Minh City, Vietnam (December 10 – 11)**
- 2003 - Presentation on MICE to Medan, Indonesia Mega Familiarization Group, Kuala Lumpur, Malaysia (February 7)**
- **MICE Seminar organized by Sarawak Development Institute “Setting the Mousetrap”, Kuching, Malaysia (February 25 – 26)**
- **ICCA Seminar: The Business of Conventions & Exhibitions, organized by Jakarta Convention Bureau, IH&RA and ICCA Asia Pacific Chapter, Jakarta, Indonesia (June 6 – 7)**
- **Breakfast Talk at Convexindo & Motivation Show 2003, organized by Jakarta Convention Bureau, Indonesia (June 10)**
- **ICCA MICE Professional Development Program: Meetings Business: Professionalism and Potential, Sri Lanka (June 19 – 21)**
- **4<sup>th</sup> Regional ICCRM, Auckland, New Zealand (August 7 – 9)**
- **Convention & Expo Summit, Hong Kong, organized by School of Hotel & Tourism of Hong Kong Polytechnic University (August 29 –31)**
- **Growing Your MICE Business Seminar, organised by Taiwan Convention & Exhibition Association, Taiwan (September 25 – 27)**
- **ICCA General Assembly and Congress on topics “How to Run Meetings**



with Foreign Currency', "Networking and Marketing in the Asia Pacific Region" and "Building Long Term Client Relationships", Busan, Korea (October 27 & 28)

- 2004 - Interexpo 2004 on the topic Current Situation and Future Development of the Global Conference Industry, Shanghai, China (January 7 - 9)**
- **Malaysia Airlines MICE Seminar - Synergizing Partnerships in Malaysia on the topic "Case Study: Demand and Criteria in bidding for large world events", Kuala Lumpur, Malaysia (April 29)**
- **Executive Masterclass, Kuala Lumpur, Malaysia (June 14 - 19)**
- **ICCA Macau Seminar: Expanding and Excellence in the Meetings Industry, Macau (August 11 - 12)**
- **ICCA/ICPB Workshop Programme, New Delhi, India (August 26 - 29)**
- **ICCA General Assembly and Congress, Cape Town, South Africa (October 24 - 27)**
- 2005 - The Executive Masterclass 2005, Kuala Lumpur, Malaysia (May 16 - 21)**
- **The Benefits of Bringing your International Association Conference to Town, organised by Kuala Lumpur Convention Center, Kuala Lumpur, Malaysia (May 19)**
- **ICCA - SLCB MICE Professional Development Programme, Colombo, Sri Lanka (June 22 - 26)**
- **Malaysia Airlines MICE Training, Kuala Lumpur, Malaysia (December 6 - 8)**
- 2006 - ICCA/MGTO Workshop, organized by Macau Government Tourist Office (April 19)**
- **The Executive Masterclass, Bangkok, Thailand (May 15 - 20)**
- **ICCA Youth Forum during AIME, Melbourne, Australia (June 4)**
- **Managing the Financial Aspects - Making it Possible to Bring your International Association Congress to Kuala Lumpur, organized by Kuala Lumpur Convention Centre, Malaysia (June 15)**
- **ASIAN MICE Leaders Forum: Meeting Industry - Current Situation & Developing Trends, Taipei, Taiwan (November 14)**
- **International Exhibition, Convention & Meeting Industry Event, Singapore (December 11 & 12)**

- 2007** - **AIME 2007 – Business Events Forum Day 1 & 2, Melbourne, Australia (February 13 & 14)**
- **CTRE-Seminar/Workshop for Tourist Guides on Global Demand – MICE Handling (Kuala Lumpur: February 25 & Langkawi: May 21), Malaysia**
- **UNWTO World Tourism Conference “Tapping the Event Industry for Higher Tourist Yield”, Kuala Lumpur (June 5)**
- **ICCA Seminar, Surabaya, Indonesia (August 7 – 9)**
- **PPK – Priceless Gems of Excellence Conference, Kuala Lumpur, Malaysia (August 21)**
- **46<sup>th</sup> ICCA Congress & Exhibition, Pattaya, Thailand (October 27 – 31)**
- 2008** - **Issues in Event Management – Strategies Towards Excellence, organized by Universiti Teknologi Mara – Faculty of Office Management and Technology (March 27)**
- **1<sup>st</sup> Commonwealth Conference on Sports Tourism, Sabah, Malaysia (May 13 & 14)**
- **ICCA/Sri Lanka Convention Bureau Professional Development Program (June 26 – 28)**
- 2009** - **SITE China 2009 Annual Conference and Training Session of Beijing Meeting and Incentive Travel “Key Indicators Needed for Successful Conference”, Beijing, China (February 5)**
- **Conventions India – MICE Conclave “Green Meeting/Event”, Hyderabad, India (May 2)**
- **TAITRA MICE Training, Taipei & Taichung, Taiwan (July 24 – 28)**
- **Executive Masterclass, Kuching, Sarawak, Malaysia (August 9 – 15)**
- **IT&CMA & CTW Asia-Pacific 2009 “Green Events: What MICE Practitioners Really Think”, Bangkok, Thailand (October 7)**
- **ASIAN MICE Forum 2009 “Influence of the MICE industry during the economic crisis – Meetings”, Taipei, Taiwan (November 19)**
- **Sarawak Tourism Stakeholders Capacity Building Workshop “Exploring Sarawak Tourism Potential – Winning Tourist in Through MICE and CAN”, Kuching, Sarawak (December 15)**
- 2010** - **Philippine M.I.C.E. Conference (MICECON 2010) “The Next Generation of Incentives”, Subic Bay, Philippines (February 5)**

- **IT&CM China – 1) Strategic Solutions for Destination Marketing in Today’s Environment and 2) Sustainability and the Environmental Challenge in the Meetings Industry, Shanghai, China (April 8)**
- **Conducted “Executive Certificate in Event Management” for C.M. Management (Sarawak) Sdn Bhd, Kuching, Sarawak (June 21 – 24)**
- **Conducted “MICE Workshop” for Taiwan External Trade Development Council (TAITRA), Taipei, Taiwan (June 26 – July 2)**
- **IT&CMA “Buy Green, Sell Green”, Bangkok, Thailand (October 6)**
- **ITB Asia “Association Day”, Singapore (October 21)**
- **Konvesyen Industri Sukan Kebangsaan (KISMAS) on Sports Hospitality: The Way Forward, Kuala Lumpur, Malaysia (October 29)**

## **PERSONAL AWARDS RECEIVED**

### **- M.I.C.E.**

1. **IMEX Academy Awards**
  - awarded during IMEX 2003 by IMEX in Frankfurt, Germany
  - recognized for bringing about greater awareness of the Incentive and Meetings product within the Asia Pacific region, particularly with developing destinations
  
2. **Industry Person of the Year**
  - awarded during AIME 2007 in Melbourne, Australia by Reed Travel Exhibitions
  - recognized for contributing towards the success of the meetings and incentives industry
  
3. **Best Agency Personality of the Year**
  - awarded during TravelWeekly Asia Awards 2007 by TravelWeekly in Hong Kong

## **AWARDS RECEIVED BY COMPANY – AOS Conventions & Events**

- ***Best Programme, MICE – Malaysia Tourism Awards 2004***
- ***Best Tour Programme, MICE – Malaysia Tourism Awards 2003***
- ***IMEX Academy Awards 2003 – in recognition of the commitment and contribution made towards the growth of the meetings and incentive industry***
- ***Best Destination Management Company - IMA MICE Awards 2000***
- ***Millennium Recognition Award (1990-1999) - Malaysian Association of Physical Education, Sports Science and Fitness 2000***
- ***Best Destination Management Company - IMA MICE Awards 1999***
- ***Best Destination Management Company - TTG & PTN 1998 Travel Awards***
- ***Best Trip Delivery – Four Nights or Less (Lux Family Olympics) – 1995 SITE Incentive Travel Crystal Awards***
- ***Best Incentive Package - Ministry of Culture, Arts and Tourism Malaysia 1993***
- ***Young Travel Consultants Incentive Award***

## **SPEAKING ASSIGNMENTS**

### **Green Hospitality/Environment/Geopark**

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- 1996 - Seminar on the Management and Conservation of Highland Areas in Malaysia jointly organized by World Wildlife Fund Malaysia (WWFM) and Institute of Environmental Studies, University Technology of Malaysia (IKAS) in Kuala Lumpur (January 16)**
  
- 2000 - Workshop on the Management and Conservation of Protected Area (P.As): Administration and Legislative Issues – Panelist for “Towards Better Planning and Management of Protected Areas”, Kuala Lumpur, Malaysia (July 4 & 5)**
  
- 2006 - Inaugural Conference on Green Purchasing, Theme: Connecting Green Asia with the Global Market, Petaling Jaya, Malaysia (November 6)**
  
- 2007 - The 1<sup>st</sup> Regional Conference on Asia-Pacific Geoparks and Business Dialogues 2007, Langkawi Island, Malaysia (November 13 – 15)**
  
- 2008 - PATA CEO Challenge Conference: Confronting Climate Change, Bangkok, Thailand (April 29 & 30)**
  - **Electricity Summit 2008, Kuala Lumpur, Malaysia (June 17 – 18)**
  - **Asian Hotel Investment Congress “Case study: Going Green – The Business Case For Green Hotel Development”, Singapore (July 29)**
  - **2<sup>nd</sup> Asia-Euro Tourism, Hospitality and Gastronomy Conference 2008 “Confronting Climate Change: The Tourism Industry Report”, Kuala Lumpur, Malaysia (November 21)**
  
- 2009 - Hospitality & Leisure Conference “Keeping a Lid on Rising Operating Costs” & “Profitable Keys for a Greener Future”, Kuala Lumpur, Malaysia (January 14)**
  - **Universiti Teknologi Malaysia “Public Engineering Seminar Semester II Session 2008/2009 for Public Engineering Faculty”, Johor, Malaysia (February 21)**
  - **14<sup>th</sup> International Conference on Thinking 2009 “Thinking Green – Changing People’s Mindset”, Kuala Lumpur, Malaysia (June 22)**
  - **2<sup>nd</sup> Annual Waste Management Seminar “Waste Management: The Hotelier’s Perspective”, Kuala Lumpur, Malaysia (October 13)**
  - **Public lecture on “Sustainable Conservation Practices from a Practitioner’s Viewpoint in Langkawi Geopark”, Universiti Kebangsaan Malaysia (December 7)**

- 2010 - PATA Adventure Travel & Responsible Tourism Conference & Mart  
“Zero Waste Challenges”, Kathmandu, Nepal (February 3)**
- 4<sup>th</sup> International UNESCO Conference on Geoparks “Global Geopark –  
The Natural Way Forward”, Langkawi, Malaysia (April 12)**

## **PERSONAL AWARDS RECEIVED**

### **- Hospitality (Awards received by The Frangipani Langkawi under the leadership and vision of Anthony Wong)**

- **ASEAN Green Hotel Standard 2008 – 2009 (January 2008)**  
Bangkok, Thailand  
(The resort actively supported Langkawi being awarded UNESCO Geopark (geological park) status.)
- **Virgin Holidays Responsible Tourism Awards 2008 (November 13 2008)**  
London, United Kingdom
  - highly commended in the **Best Large Accommodation** category
- **Langkawi Geopark Tourism Awards 2008 (December 22 2008)**  
Langkawi Island, Kedah, Malaysia
  - recognized for its **Nature/Environment Conservation**
- **Libur Travel Awards 2008 (December 17 2008)**  
Kuala Lumpur, Malaysia
  - recognized for **Best Hotel & Resort**
- **PATA Gold Awards 2009 (September 25 2009)**  
Shanghai, China
  - recognized for **Environmental Education Programme**
- **Libur Travel Awards 2009**
  - recognized for **Best Environmental Awareness Programme**
- **ASEANTA AWARDS FOR EXCELLENCE 2010 (January 26 2010)**  
Bandar Seri Begawan, Brunei Darussalam
  - recognized for **Best ASEAN Conservation Effort**
- **The Europa Awards 2010**
  - recognized for **Highest Excellence – Implementation of Green Technology**
- **Malaysia Tourism Awards 2008 - 2009 (May 25 2010)**
  - recognized for **Best Hotel Services 4-star (Resort)**
- **ASEAN Green Hotel Award 2010 – 2011**
  - recognized for **ASEANTA Green Hotel Standard**
- **Malaysia Nature Society 70<sup>th</sup> Anniversary Annual Dinner**
  - recognized for **Environmental Leadership**







## **SPEAKING ASSIGNMENTS**

### **Others**

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- 1994** - Summer Camp Seminar organized by Malaysia Tourism Promotion Board in Kuala Lumpur
- 1995** - Headhunter's Exhibition in Malmo, Sweden organized by Malmo Museum (September 15 - November 30)
  - CAHPERD Diploma Program – Diploma in Recreation Management 1995/1996 organized by Malaysia Association for Physical Education, Sports Science and Fitness (November 8)
- 1999** - SITE Asia/Pacific University Conference on Experiential Training in Singapore (October 9)
- 2001** - Pan Pacific Hotel Kuala Lumpur 1<sup>st</sup> Business Procurement Seminar (July 12 2001)
- 2003** - Competitive Pricing Strategies “The Relationship Between Pricing Strategies and Corporate Goals”, organized by Knowledge Group of Companies, Kuala Lumpur, Malaysia (June 16)
- 2006** - 7<sup>th</sup> Rotaract Alumni Reunion – Guest speaker session, organized by Rotary Club Malaysia (June 17)
  - Crowne Plaza Mutiara Kuala Lumpur Second Review Quarter Meeting (July 5)
  - Inaugural East Asia Small & Medium Enterprise Business Forum 2006 in conjunction with The Global SMES 2006 Exhibition (August 24), organized by SME International Malaysia, Kuala Lumpur, Malaysia
- 2009** - Panorama Management Conference, Genting Highlands, Malaysia (January 18)
- 2010** - Special Guest at Australian Tourism Export Council Western Australia branch – shared tourism journey and vision

## **FUTURE CONFIRMED SPEAKING ASSIGNMENTS**

**October 20 – 22 : ITB Asia, Singapore**

**October 29 – : Executive Masterclass, Langkawi, Malaysia**  
**November 4**

## **CONSULTATION SERVICE**

1. **MARA School of Hotel Tourism – Advisory Board  
(Years 1994, 1995, 1996 & 1997)**
2. **Stong National Park Kelantan – Board of Directors  
(Years 1995, 1996 & 1997)**
3. **Universiti Putra Malaysia’s Bachelor Curriculum Program of Hospitality,  
Tourism and Recreation (Years 2001 & 2002)**
4. **Institute Technology MARA - Hotel & Tourism Management School**
5. **Kelantan State Economic Development Corporation - National Park**
6. **Terengganu State Economic Development Corporation - Tourism Development  
of Kenyir Lake**
7. **Pahang State Tourism Board**
8. **TWEast Events**
9. **Taylor’s College, School of Hospitality and Tourism (Industry Advisory Panel)**
10. **Universiti Putra Malaysia – Specialist Group under the Industrial Development  
Unit**
11. **Universiti Tecknologi Mara – Academic Advisor for Tourism Management and  
Young Scholar Tourism Degree**
12. **Selangor State Tourism Action Council 2003/2005 – Committee Member**
13. **The Hong Kong Polytechnic University – School of Hotel & Tourism  
Management – Panelist on Developing a Framework and Measure of Tourism  
Competitiveness for Southeast Asian Destinations**
14. **Fellow Adjunct (Adjunct Professor), Universiti Utara Malaysia, Kedah,  
Malaysia (Appointed in 2006)**
15. **MK Land Holdings on Royal Belum National Park (2006)**
16. **Tourism Selangor Sdn. Bhd. – Board of Director (appointed in July 2009)**
17. **Taylor’s College, School of Hospitality & Tourism – Industry Advisory Panel  
2009/2010**

### **Regularly called upon for consultation and advice by the following agencies:**

18. **Malaysia Tourism Promotion Board**
19. **State Governments**
20. **State Development Corporations**
21. **Ministry of Youth and Sports**
22. **Ministry of Education**
23. **Malaysia Universities**
24. **ICCA & ICCA Asia Pacific Chapter**
25. **PATA & PATA Malaysia Chapter**
26. **SITE & SITE Malaysia Chapter**
27. **Journalists/Travel writers**
28. **Asian Productivity Organization Japan**
29. **Japan Association of Travel Agents**
30. **Overseas agencies that specialize in Eco-tourism and M.I.C.E industry**

**Consultant – Technical Advisor**

1. Development of Talang Dam & Sri Menanti, Negeri Sembilan, Malaysia
2. Filming project “ Expedition Robinson” by Swedish National Television and STRIX (June 2 - July 20 1997)
3. Stong National Park, Kelantan, Malaysia
4. Endau National Park, Johor and Pahang, Malaysia
5. Symposium Geopark Langkawi, Malaysia
6. Involved in the UNESCO Assessment of Langkawi in its application to become UNESCO Geopark (March 30 – April 1)

**Featured as a Role Model in the following TV Programme**

- |  |               |
|--|---------------|
| 1. Usahawan Berjaya in November 1993                                 | TV1           |
| 2. Seulas Pinang on January 21 1994                                  | TV3           |
| 3. Malaysia Hari Ini on July 2 1994                                  | TV3           |
| 4. Money Matters - Ringgit Personality on November 24 1994           | TV3           |
| 5. Bloomberg Malaysia on October 16 2000<br>Astro                    |               |
| 6. Successful Personality on November 28 2002<br>(Chinese Programme) | TV2           |
| 7. IMEX 2003: IMEX Webcast on April 9 2003                           | Frankfurt     |
| 8. The Captain, Episode 8 on April 22 2007                           | NTV7          |
| 9. Hello Malaysia on April 11 2009 “Climate Change Convention”       | Bernama<br>TV |
| 10. The Breakfast Talk Show on April 27 2009 “Eco tourism”           | NTV7          |
| 11. Hello Malaysia on May 8 2009 “Nature and Environment”            | Bernama<br>TV |

## **ASSOCIATIONS**

### **- Tourism**

<u>Name of Association</u>	<u>Since</u>
<b>1. Pacific Asia Travel Association (PATA)</b> <b>Responsible &amp; Sustainable Tourism Committee (2000/2002)</b> <b>Sustainable Tourism Committee (2001 - 2007)</b> <b>Member of Industry Council (2002 - 2006)</b> <b>Education &amp; Training Committee (2005 - 2007)</b> <b>Chairman, Human Resources Advisory Committee (2008 – 2009)</b> <b>Secretary/Treasurer, Executive Committee (2009 – 2011)</b> <b>Chair, Audit &amp; Finance Committee (2009 – 2011)</b>	<b>1985</b>
<b>2. PATA Malaysia Chapter</b> <b>Education Chairman (1992)</b> <b>Environment Chairman (1993 – 1994)</b>	<b>1988</b>
<b>3. Malaysia Association of Tour &amp; Travel Agents (MATTA)</b> <b>Vice President, Transport (1998 – 1999)</b> <b>Inbound Sub-committee Chairman (1991 – 1992)</b>	<b>1988</b>
<b>4. American Society of Travel Agents (ASTA)</b>	<b>1989</b>
<b>5. ASTA Malaysia Chapter</b> <b>President – 1991/1998</b> <b>(The Chapter is inactive since 1998)</b>	<b>1991</b>
<b>6. Kuala Lumpur Tourist Association</b>	<b>1991</b>
<b>7. EU-Malaysia Chamber of Commerce &amp; Industry</b> <b>EXCO Committee – Tourism &amp; Hospitality</b>	<b>2006</b>

## **ASSOCIATIONS**

### **- Meeting, Incentive, Conference, Exhibition (M.I.C.E.)**

<u>Name of Association</u>	<u>Since</u>
1. Society of Incentive Travel Executives (SITE)	1992
2. SITE Malaysia Chapter Protem Committee (1993 – 1996) President (2000 - Current)	1996
3. International Congress and Convention Association (ICCA) Member of ICCRM Education Committee 2003 Board of Director: Asia Pacific Representative (appointed in Nov 2005) Member of Education & Training Committee (appointed in Nov 2005) 3 <sup>rd</sup> Vice President (appointed in Nov 2006) 2 <sup>nd</sup> Vice President (appointed in Nov 2007) 1 <sup>st</sup> Vice President (appointed in Nov 2008)	1997
4. ICCA Asia Pacific Chapter Vice President (2000) Chair (2001 – May 2009)	
5. Malaysia Association of Convention and Exhibition Organisers and Suppliers Committee Member (2000) Chairman, Training & Education (2002 – 2004) President (June 2005 – May 2008)	1998
6. Meetings & Events Australia	2000
7. Meeting Professionals International	2003
8. Asian Federation of Exhibition & Convention Associations Honorary Treasurer (Resigned in 2008)	2007

## **ASSOCIATIONS**

### **- Green Hospitality/Environment Related**

<u>Name of Associations</u>	<u>Since</u>
1. <b>Malaysian Nature Society</b> <b>Vice President – MNS Langkawi Office</b>	<b>1988</b> <b>2009</b>
2. <b>Environmental Management &amp; Research Association of Malaysia</b>	<b>1993</b>
3. <b>Malaysian Association Hotel Owners</b>	<b>2006</b>
4. <b>Malaysian Association of Hotels</b>	<b>2006</b>
5. <b>Malaysian Ecotourism Association</b> <b>Pro-tem Committee</b> <b>Committee</b>	<b>2008</b> <b>2009</b>
6. <b>UN Global Compact Network Malaysia</b> <b>President (resigned in April 2010)</b>	<b>2009</b>
7. <b>Institution for Environmental Professionals in Malaysia</b> <b>Pro-tem Committee</b>	<b>2009</b>

## **ASSOCIATIONS**

### **- Past members**

<u>Name of Associations</u>	<u>Since</u>
<b>1. Woodside Travel Trust</b>	<b>1990</b>
<b>2. Royal Selangor Yacht Club</b>	<b>1991</b>
<b>3. Incentive Travel &amp; Meetings Association</b>	<b>1991</b>
<b>4. Sarawak Tourist Association</b>	<b>1992</b>
<b>5. Malaysia Sports Diving Association</b>	<b>1992</b>
<b>6. Malaysia Sports Tourism Council</b> <b>Treasurer, Protem Committee – 1993 &amp; 1994</b> <b>EXCO Member (1995 – 1997)</b> <b>Vice President II (1998 – 2005)</b>	<b>1993</b>
<b>7. Regional Institute of Environmental Technology</b>	<b>1995</b>
<b>8. Malaysia Summer Camp Association</b> <b>Exco Member (1998 – 2000)</b> <b>Vice President (1995 – 2005)</b>	<b>1995</b>
<b>9. World Leisure and Recreation Association</b>	<b>1999</b>
<b>10. Malaysia External Trade Development Corporation</b>	<b>1999</b>
<b>11. The Malaysian Business Council for Human Dignity</b>	<b>2000</b>
<b>12. Malaysian French Chamber of Commerce and Industry</b>	<b>2001</b>