

MEDIA RELEASE

19 December 2019
Kuala Lumpur

THE LAUNCH OF THE WEDDING PROFESSIONALS ASSOCIATION OF MALAYSIA

The Wedding Professionals Association Of Malaysia (WPAM) was officially launched today at Photobook Worldwide HQ in Kuala Lumpur. Present to witness the launch was Yang Berbahagia Datuk Ahmad Shah Hussein Tambakau, the Chairman of Malaysia Tourism Promotion Board as well as Dato Lewre Lew (*Honorary Past President of Branding Association of Malaysia & Advisor of Wedding Professionals Association of Malaysia*), Datuk Michael Kang (*National President of SME Association of Malaysia & Advisor of Wedding Professionals Association of Malaysia*), Datuk Eric Chong (*President of Branding Association of Malaysia & Advisor of Wedding Professionals Association of Malaysia*), HRH Prince Naravong Norodom of Cambodia, representatives from other associations such as Datuk Seri Garry Chua (*President of Malaysia Retail Chain Association*), Dato' Sri Ricky Yaw (*President of Asean Air-Conditioning & Refrigeration Association*), Datin Clara Chee (*President of Malaysia Beauty Therapy Association*), Datin Jeanette Tambakau (*President of Association of Malaysian Spas*), Datin Winnie Loo (*Co-Founder & Honorary President of Asia Hairdesigners Association & Malaysia Hairdressing Association*), Michelle Hah (*President of Malaysian Fire Protection Association*), Dixon Chew (*President of Hong Kong Malaysia Business Association*), Alan Ong (*President of Malaysia Gifts & Premium Association*), Jeff Lai (*President of SME Perak*), Jeff Yong (*President of Smart Elite Consortium*), Ong Chee Tat (*Deputy National President of SME Association of Malaysia*), Sylvester Fan (*Vice President of Persatuan Usahawan Maju Malaysia*), Neil Foo (Chairman of MCOM) and of course, wedding industry professionals for whom this association has been formed.

Patrick Low, President of WPAM had this to say, 'Our aim is to promote Malaysia to the world as a preferred destination for weddings by creating a professional infrastructure supported by diverse and experienced Malaysian wedding professionals and venues. And by doing so, we hope to have the Malaysian wedding industry be recognised as one of the finest in the world through the promotion of wedding tourism, supported by an ecosystem of reputable wedding professionals who are knowledgeable, experienced and ethical. At present, the wedding industry is made up of a diverse range of entrepreneurs who are skilled, with each forging their own paths in delivering the best service and experience to couples who are to be married. By coming together and harnessing expertise and synergies, we will be able to promote our industry more strategically, with greater reach and hopefully greater rate of growth too'.

The formation of the association is also in a sense, a formality. Groupings of wedding vendors, particularly those in similar fields and who have nurtured working relationships, are already finding ways to collaborate. WPAM hopes to bring these various groups of wedding vendors together to

collaborate as a whole, covering the many segments of the wedding industry, be it photography, makeup and hair, wedding planning, floral design and décor, and so forth. Being part of WPAM also provides wedding professionals with the collective opportunity to seek assistance and strategic direction from government agencies, something which may not have been possible for them to do individually. By speaking as one voice via a common platform, WPAM hopes to establish collaborative links with these government agencies like Malaysia Tourism Promotion Board, Ministry of Tourism, Matrade to tap their resources, know-how, distribution channels and networks to further enhance the Malaysian wedding industry's standing internationally.

Our aspiration of being recognised internationally as a preferred wedding destination certainly aims to generate revenue for Malaysian wedding practitioners as well as venues, be they city hotels, resorts, restaurants, convention centres and event spaces. Needless to say, one aim is to lure Malaysians who are living abroad to celebrate their nuptials back in their country of origin. Also, couples who live in the Asian region and further afield, where air connectivity is rapidly growing, also serve as a potential target audience to reach out to.

Membership is open to wedding professionals and wedding venues with a one-time registration fee of RM30 and an annual membership fee of RM120. The criteria for membership are they must be in the wedding industry for at least 2 years, a registered company with Registrar of Business (SSM) for SME Corporate Membership category and for Individual Membership category, the member must be 18 years and above, and must obtain recommendations from 2 existing members.

In addition to promotional activities and generating awareness of the industry, we also plan to offer our members knowledge and business enhancement initiatives, in the form of seminars, workshops, business matching and networking events. To be relevant to couples, our members need to be up-to-date on the latest wedding trends, and to be relevant to industry players, they need to be encouraged to form alliances, cross-sell and collaborate.

The vision of WPAM is a bold one. We are confident that with the support of our wedding industry friends, we will be able to attain our goals and objectives as the industry continues to flourish.

For more information, please contact :

Patrick Low
President
+60 12 315 7722
info@exes-studio.com