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- ◆ He was instrumental in the establishment of MyCEB (Malaysia Convention & Exhibition Bureau) in December 2008. This organisation will be the key player to spearhead and coordinate all MICE activities in the country.
- ◆ He is currently in the Consultancy team working on 2 (two) East Coast Economic Region (ECER) development project namely : The Development of an Intergrated Masterplan for Kuala Terengganu City Centre and The Teluk Bidara Eco-Tourism Resort Development (Dungun).



RESUME

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1. **Biodata**

Name : Mohammad Rosly Bin Md. Selamat
Date & Place of Birth : 21 October 1954 - Seberang Prai, Pulau Pinang
IC Number & Age : 541021-07-5645 (New), 4691039 (Old) – 54 years
Marital Status : Married with 4 children
Nationality : Malaysian
Race & Religion : Malay - Muslim
Interest : Reading, travelling, shopping, swimming, scuba diving, golf

2. **Educational Background**

1986 **MSc (Tourism Marketing)**
University of Surrey, Guildford
United Kingdom

1979 **BBA (Travel Industry Management)**
University of Hawaii at Manoa
Honolulu, Hawaii
USA

1975 **Dip. In Hotel & Catering Management**
UiTM, Shah Alam
Selangor

BIO-MOHD ROSLY SELAMAT

- ◆ Mohd Rosly Mohd Selamat started his tourism career in the School of Hotel & Tourism Management, MARA Institute of Technology in 1980 as a lecturer in tourism, transportation and marketing.

In 1981, he was appointed as Coordinator responsible for the formulation and implementation of a certificate programme in Hotel and Restaurant Services in the East Coast state of Terengganu. The training programmes were designed to facilitate the involvement of the 'rural' community in the hotel sector. The objectives were to provide skill learning and training in the areas of Front Office, Housekeeping and Food & Beverage.

His appointment as Dean, School of Hotel & Tourism Management in June 1983 paved the way for further involvement in the training areas of Hotel and Tourism. As Dean, besides taking charge of administration, programme development and human resource planning and development, he also participated in research work. The initial consultancy revolved around restaurant operations and hotel/resort management.

At the end of his tenure as Dean in July 1985, Mohd Rosly was offered study leave to pursue a Masters programme in Tourism Marketing at University of Surrey, UK. It was here that he picked up additional experience in the field of research and consultancy. He conducted the first ever Visitor Survey for the newly established British Tourist Authority's one-stop Information Centre in London.

- ◆ Upon his return in January 1987, he initiated and was appointed Project Leader/Principal Researcher for the Tourist Development Corporation of Malaysia's (TDCM) Convention Delegates and Exhibition Survey. The purpose of the study was to assess the strengths and weaknesses of Malaysia as a convention/exhibition centre in comparison to the ASEAN neighbours. The survey was conducted over a period of one year, covering international as well as local participants.

In May of the same year, Mohd Rosly spearheaded a year long nation-wide *study on Domestic Tourism*. TDCM in its effort to promote domestic travel required relevant and pertinent information on the psychographics of the domestic market. The survey provided new insight to domestic tourism and subsequently a marketing plan was formulated to encourage domestic travel.

Mohd Rosly was also involved in the study of a popular hill resort – *a study of ecotourism development* for the National Electricity Board. The objective of the survey was to identify new opportunities for the existing tourism products and to make recommendations to further improve the amenities and facilities provided for tourists.

- ◆ In early 1990, Mohd Rosly teamed up with the Management Consultancy team from Coopers Lybrand and the Agricultural University of Malaysia (now University Putra Malaysia) to undertake a *study of ecotourism development for Sabah National Parks*. The Team was assigned to draw up a 10 year development programme as well as formulate a strategic promotional plan.
- ◆ In August of 1990, Mohd Rosly was seconded to the Tourist Development Corporation of Malaysia as the Director of Marketing. His main task was the planning and implementation of marketing activities for the domestic and international markets. The fifteen overseas directors reported to him on their local activities and projects. He also supervised the appointed Public Relation agencies in USA, UK, Japan, Korea, Australia, Netherlands, Italy, Taiwan and Germany.

The marketing emphasis of the renamed Malaysia Tourism Promotion Board (Tourism Malaysia) was targeted at facilitating the travel trade business, cultivating the media and educating the consumers.

Mohd Rosly was also responsible for coordinating the major events organised by Tourism Malaysia namely the Flora Festival and Parade, Malaysia Fest, Shopping Carnival and the Tour of Malaysia Golf Series. He initiated the year-long domestic campaign, 'Makan Angin 1992' aimed at encouraging more travel by local residents.

He also chaired the Consultative Committee on Tourism Promotion for the government and non-governmental agencies in Malaysia (members included Malaysia Airlines, Malaysia Association of Hotels, Malaysia Association of Tour and Travel Agents, National Tourism Council and the various state tourism bodies).

Mohd Rosly participated actively in seminars, training and presented papers on tourism marketing and tourism education locally as well as internationally.

He was a member of the Marketing & Promotion Task Force for the Penang Tourism Development Committee. His secondment term in Tourism Malaysia ended in November 1992 but he was still actively involved in the tourism arena with his appointment as one of the judges for the MTPB's Tourism Gold Award.

The dynamic industry had too much of a pull for Mohd Rosly that after 12 years, he decided to opt out of government service to venture into the private sector.

- ◆ His departure from the academic discipline in February 1993 saw him assuming the post of Director of Marketing at the Puteri Pan Pacific Hotel in Johor Bahru, from a role of destination marketing to one of product marketing. The hotel industry had certainly opened up new horizons for Mohd Rosly. He was responsible for the marketing and sale of hotel rooms, food & beverage outlets and other related activities. Being in Johor Bahru, a secondary tourist destination, his task together with 6 other members of his Sales Team, was not only selling the hotel but most importantly positioning Johor Bahru as a tourist destination. An uphill task indeed, but very challenging.

Seeing that the hotel's market segmentation was mainly corporate-based, he saw the opportunity to create a 'weekend traffic' out of Singapore by introducing several attractive packages. The Singaporean tour operators were his other targets in his effort to increase group movements into Johor Bahru. This brought about positive results as occupancy increased, while the introduction of a meeting package aimed at the government sectors saw marked improvement in this market segment.

He was elected to be an EXCO member of the Johor Tourist Association and sat in several state tourism committees in areas of marketing and development.

- ◆ His hotel stint lasted for about a year when he opted to join SUKOM NINETY EIGHT BERHAD, the Kuala Lumpur 98 – XVI Commonwealth Games' organising committee, as Director of Marketing. This challenging job was offered to him on the basis of his experience and exposure to international marketing as well as knowledge on sponsorship and merchandising. His experience at the Pan Pacific Hotel & Resorts contributed more intimate knowledge of the hotel sector.

Sponsorship marketing is a relatively new discipline in Malaysia. While some corporations have had the opportunity to be associated with sporting events, they haven't much experience on the international front involving television and radio broadcasting, licensing and merchandising.

The Commonwealth Games was the first ever to be held in Asia. A major event of this magnitude was to be a positive tourism 'pull-factor'. The Kuala Lumpur 98 Games was the biggest ever event to be hosted by Malaysia. Mohd Rosly and his marketing team played a major part in spearheading 'the greatest marketing expectation' in Malaysian sports history.

A major significance for the Kuala Lumpur 98 Games and Malaysia in particular, had been in the area of television coverage. International sponsors were willing to participate as they saw the value of visible television branding to about 500 million viewers worldwide.

- ◆ His next stint was handling the International Malaysia Arab Fair (IMAF '99), a trade and tourism fair involving the attendance from the 22 Arab speaking nations. One hundred Malaysian exhibitors including small and medium industries under MATRADE participated as sellers.
- ◆ In November of 1999, he was appointed as Executive Director of the Malaysia Association of Hotels (MAH). He was instrumental in changing the corporate look of MAH, the acquiring of a property now named Wisma MAH and the amendment of the constitution to include state chapters of MAH. This was a short stint of about 9 months.
- ◆ He then moved back into mainstream tourism as General Manager of PEMPENA Sdn Bhd (now designated as Chief Operating Officer), a wholly owned subsidiary company of TOURISM MALAYSIA. PEMPENA operates as an investment holding company with interests in Malaysian Travel Business Sdn Bhd (travel agency), MalaysiaMyDestination.com (the development of e-tourism portal for the Ministry of Tourism) and Salam Aneka Sdn Bhd (the company behind the establishment of Saloma Bistro & Theatre Restaurant at the Malaysia Tourism Centre at Jalan Ampang).

Mohd Rosly and his team were previously responsible for the PR activities of Tourism Malaysia locally and internationally. Pempena also formed the Secretariat for the then thrice yearly Malaysia Mega Sale Carnival. The main objective as set out by the government was to position Malaysia as one of the leading international shopping destinations by December 2003.

The Secretariat is working closely with the sponsors responsible for organising the ground activities to support the campaign nationwide.

- ◆ Mohd Rosly has been appointed by the Jabatan Perancang Bandar dan Desa (JPBD) to participate in the development of the 'State Structure Plan' (Rancangan Struktur Negeri) for the states of Kedah, Johor, Penang and Pahang. His expertise input is in the area of tourism planning. For the tourism sectoral study at the District level (Rancangan Tempatan Daerah), Mohd. Rosly provided his assistance in the areas of tourism for Langkawi, Hulu Perak, Johor Baharu, Petaling and Rompin. This is the most positive and effective way to assist the state governments in developing and planning a tourism blueprint until the year 2010 / 2015.

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