



GOLDEN POINT
LEISURE & MICE
金峰商旅（马来西亚）有限公司

COMPANY PROFILE

公司简介



ESG



金峰商旅（马来西亚）有限公司
GOLDEN POINT LEISURE & MICE HOLIDAY SDN BHD

201901013467 (1322795-T) KPK/LN10163

COMPANY INTRODUCTION

01

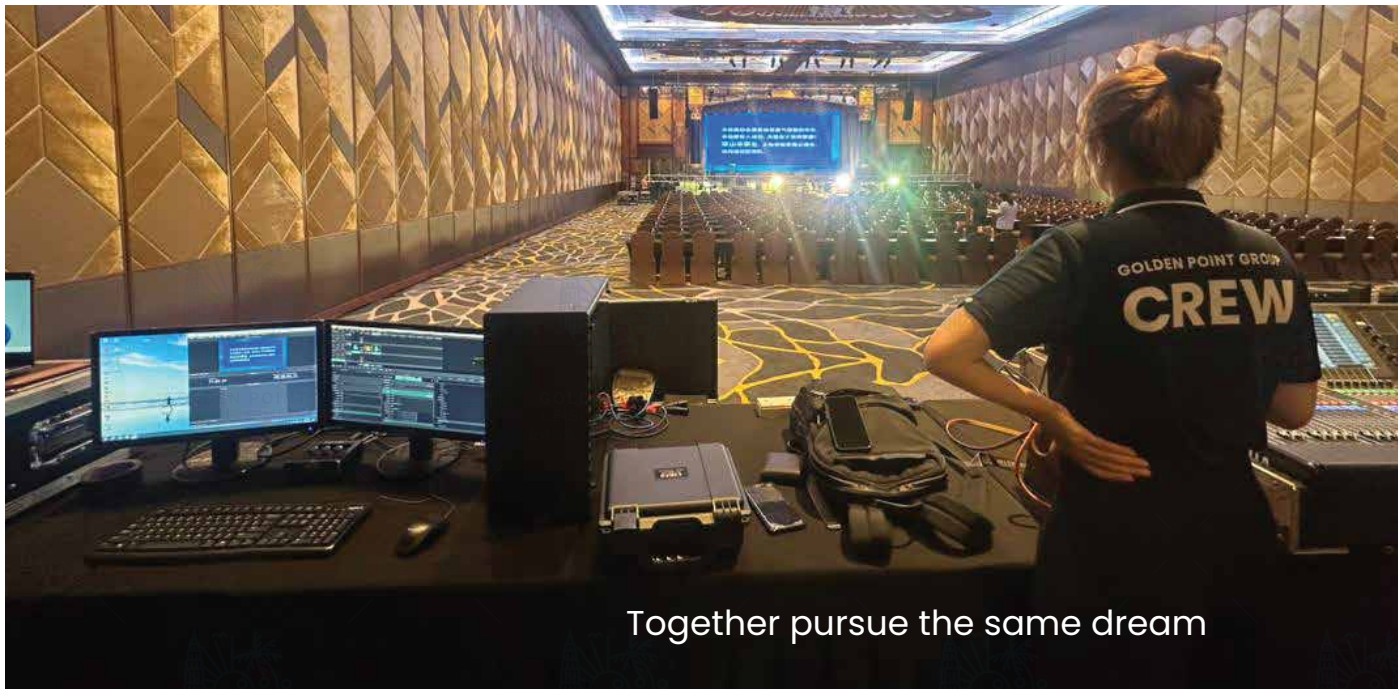
Golden Point Leisure & MICE Holiday Sdn Bhd is a travel company with a team experience of over 20 years. Since our establishment, we have been a leader in the MICE (Meetings, Incentives, Conferences, and Exhibitions) services sector. We take pride in our ability to create unique and memorable business event experiences for numerous clients through specialized and innovative event planning and excellent execution.

In 2024, we became the first travel company in Malaysia to successfully obtain an ESG (Environmental, Social, and Corporate Governance) report. We also positioned ourselves to cater to the global corporate culture industry chain as their prepared supplier.

Our company's focus is on innovation and uniqueness, dedicated to providing novel and perfect travel solutions for different client groups. Our dynamic and creative team is proud of staying insightful into the travel industry, constantly combining innovative thinking with a deep understanding of customer needs to create unique and unforgettable travel experiences for each client. Whether it's personalized holiday plans, cultural exploration tours, or high-end business travel services, we provide excellent service with unique insights and creative solutions.

Our goal is to take care of everything for you. As representatives of Malaysia, we are committed to taking you on rich cultural journeys, experiencing unique culinary feasts, and exploring magnificent natural wonders. From exciting cityscapes to tranquil tropical rainforests, Malaysia awaits you, offering an immersive exotic journey. Whether you are looking for historical landmarks, delicious cuisines, or enchanting beaches, this diverse land will satisfy all your curiosities. We will create a perfect and unforgettable journey for you to deeply experience the charm of Malaysia. Rest assured in our hands, as we have a professional team to take care of everything for you.





Together pursue the same dream

Vision & Mission

Within five years, become Malaysia's leading and most powerful tourism reception team. At the same time, build and enhance a network and consulting platform to provide clear and comprehensive information to all travelers visiting Malaysia, and strive to achieve the strongest human-AI consulting traffic. Within eight years, become a large-scale tourism conglomerate in Malaysia, integrating travel agencies, hotels and homestays, transportation, education and training, medical services, and more into one entity. Provide the best quality services and reputation for domestic and international tourists; become the perfect supporter for major corporate partners; create a global tourism stage for all employees; and become a tourism brand in Southeast Asia with strong innovation and development capabilities.



Culture

Foster innovation, teamwork, customer focus, professionalism, diversity, and social responsibility for long-term growth in a dynamic work environment.



Core competency

Our professional planning team provides personalized solutions like meetings, incentive travel, and exhibitions tailored to client needs, offering high-quality services.



Slogan

We'll take care of everything for you. We'll create a unique, perfect, and unforgettable journey for you, allowing you to deeply experience the charm of Malaysia.

Team members



In our professional team, each member is an indispensable part, collectively building a synergistic and efficient work environment. Every individual in this multi-person team possesses unique skills and experiences in their respective fields.



CERTIFICATE AWARDS

02

The awards and accolades received by Golden Point Leisure & MICE Holiday Sdn Bhd from the public and society, including various awards from government organizations, as well as awards from media and market research institutions, are recognition and acknowledgment of the company's business and service quality.



SHANGHAI HONOURABLE WOMEN ENTREPRENEUR BUSINESS AWARD 2024





GOLDEN POINT
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8888 (8888) 8888



NO. SIRI: 48430



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8888 (8888) 8888

**BORANG 2
(Peraturan 5)**

LP.1

No. Lesen: **KPK/LN: 10163**

**AKTA INDUSTRI PELANCONGAN 1992
PERATURAN-PERATURAN INDUSTRI PELANCONGAN
(PERNIAGAAN PENGENDALIAN PELANCONGAN DAN
PERNIAGAAN AGENSI PENGEMBARAAN) 1992**

LESEN

ini ialah untuk mempersilkan bahawa syarikat yang menjalankan perniagaan di bawah nama

GOLDEN POINT LEISURE & MICE HOLIDAY SDN BHD

di **F-7-3 Setiawalk, Persiaran Wawasan, Pusat Bandar Puchong,**

47160 Puchong, SELANGOR DARUL EHSAN.

adalah pada hari ini diizinkan untuk menjalankan

a. **Perniagaan Pengendalian Pelancongan Dalam Negeri**

b. **Perniagaan Pengendalian Pelancongan Luar Negeri Selain Umrah Atau Ziarah**

c. **XX**

bertakuk kepada peruntukan-peruntukan Akta Industri Pelancongan 1992 dan semua peraturan yang dibuat di bawahnya.

Lesen ini adalah sah sehingga

05

hambulan

Januari

21

melainkan jika dibatalkan terlebih dahulu.

Bertakhir pada

06

hambulan

Januari

20

21

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DATO' DR. NOOR ZARI BIN HAMID

Pesuruhjaya Pelancongan



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Ministry of International Trade and Industry
Ministry of Human Resources

have acknowledged

GOLDEN POINT LEISURE & MICE HOLIDAY SDN BHD
201901013467

as

Shared Prosperity Organisation

**An acknowledgement certificate to organisation that implement
Productivity-Linked Wage System (PLWS)**

Issue Date : 16 June 2021

Expiry Date : 15 June 2023

Certificate No. : 001734

***This digital certificate is exclusively intended SOLELY for eSPO acknowledgement
and NOT for other purposes.**





**CERTIFICATE OF APPRECIATION
PRESENTED TO**

**Golden Point Leisure & MICE Holiday
Sdn. Bhd.**

In grateful recognition of your valuable contribution towards
business events in Sarawak and your commitment in organising the

**Rainware Holdings Leadership Training & Business
Develop 2022**

28 – 30 October 2022

The Waterfront Hotel, Kuching

**YBHG. DATO SRI ABANG HAJI
ABDUL KARIM BIN TUN DATUK
ABANG HAJI OPENG
CHAIRMAN
BUSINESS EVENTS SARAWAK**

**AMELIA ROZIMAN
CHIEF EXECUTIVE OFFICER
BUSINESS EVENTS SARAWAK**

**TRIBE
LEGACY
SARAWAK
CAMPAIGN**



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In grateful recognition of your valuable contribution towards
business events in Sarawak and your commitment in organising the

Emerging Leadership Training 2022

25 - 28 November 2022

Miri, Sarawak

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ABDUL KARIM BIN TUN DATUK
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**TRIBE
LEGACY
SARAWAK
CAMPAIGN**

EVENT GALLERY

03

Golden Point Leisure & MICE Holiday Sdn Bhd has hosted a series of captivating events, offering clients unique and memorable experiences. These meticulously planned events have created unforgettable moments for our clients, showcasing our professional, innovative, and attentive service philosophy.

Moving forward, we are committed to providing clients with even more exciting and diverse event experiences, solidifying our position as their trusted and preferred partner.

1

EDUCATIONAL TOUR GROUP



COMPANY PROFILE



Malaysian Boy Scouts Adventure Camp



DIRECT SALES INCENTIVE TRAVEL

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Shanghai Group

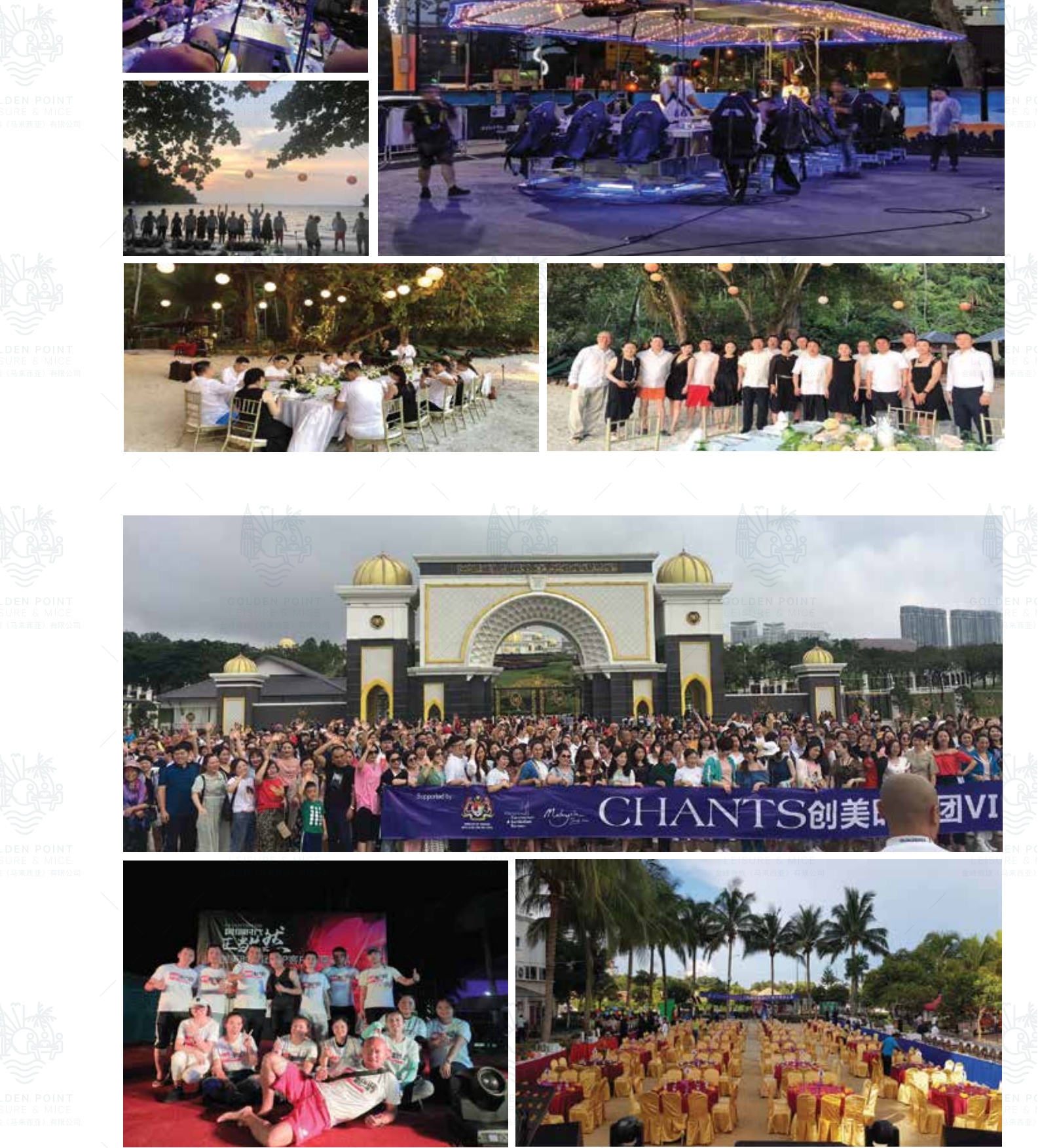
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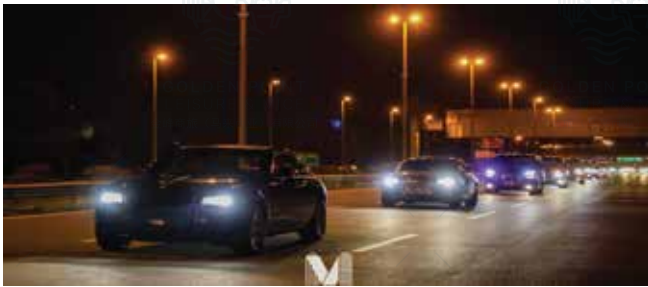
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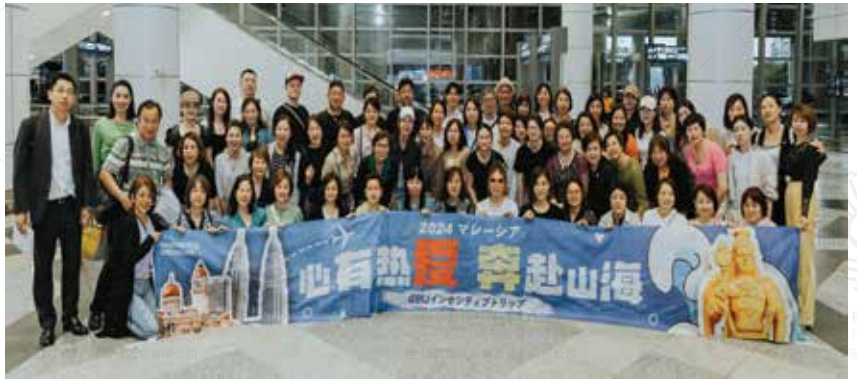


BWL 33rd Anniversary International Event



2023 CNI China

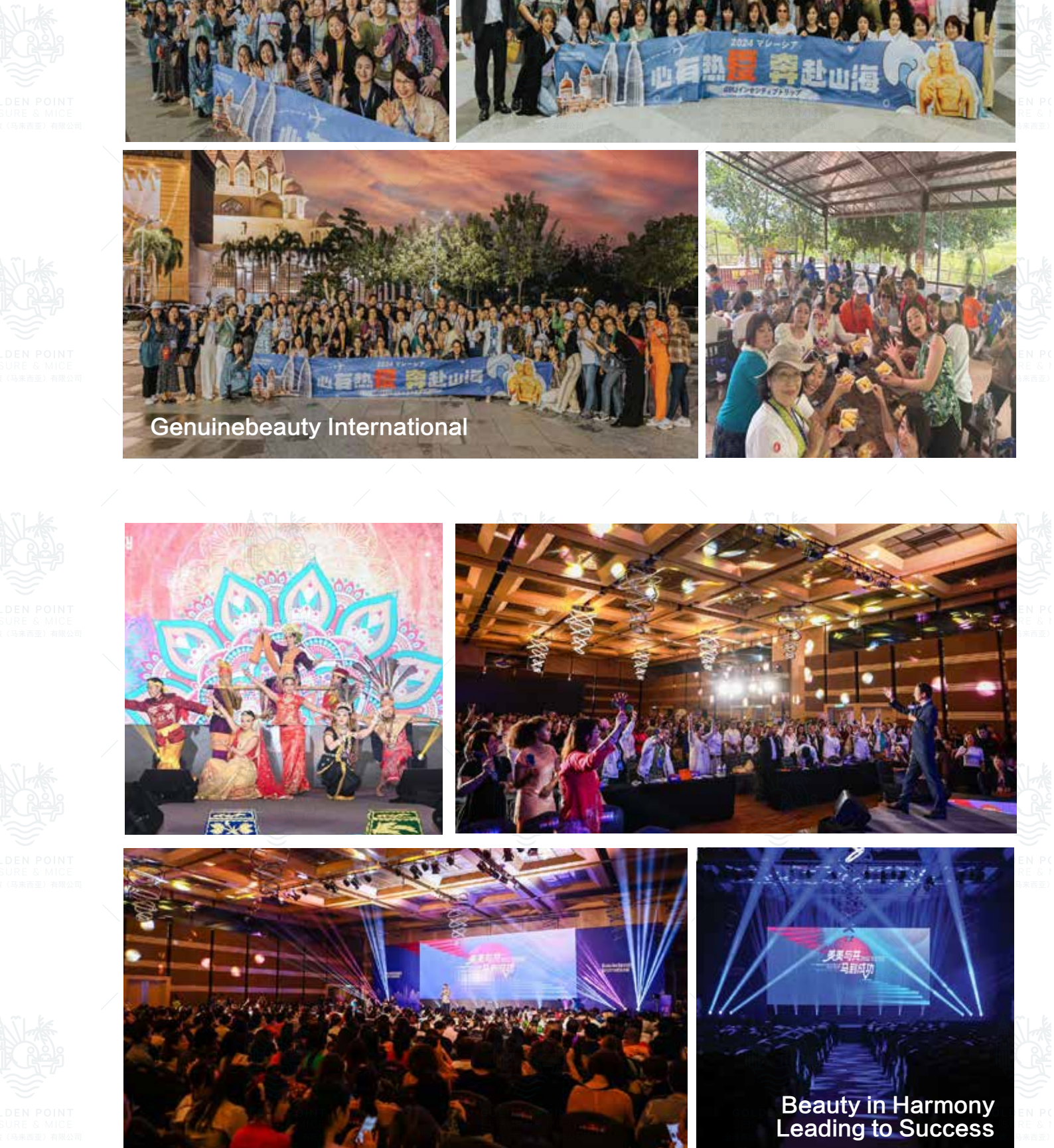
COMPANY PROFILE



Genuinebeauty International



Beauty in Harmony
Leading to Success



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Glocal Baby Physical Nutrition Summit

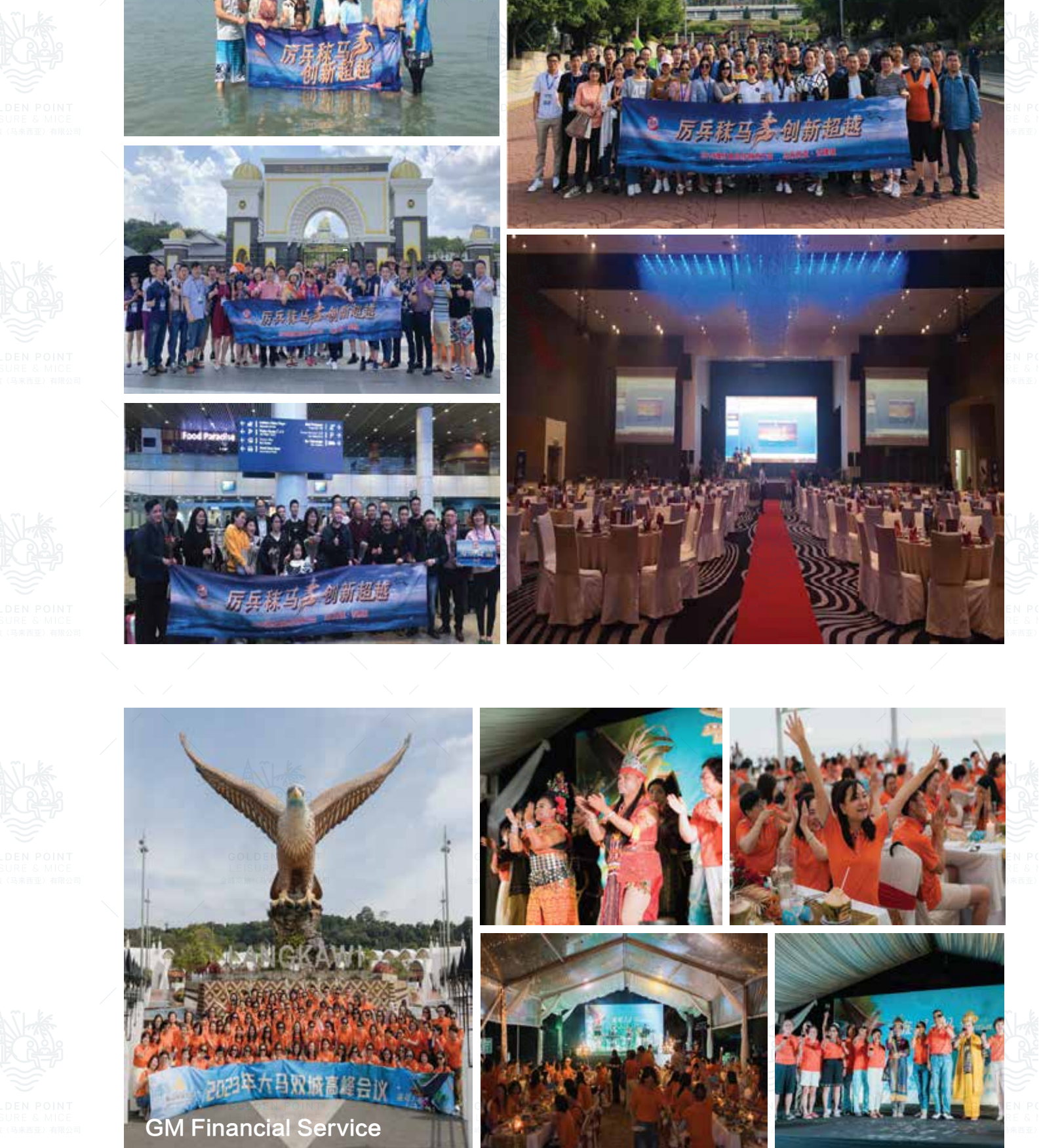




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GM Financial Service



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AIA Shanghai



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China Life IDA

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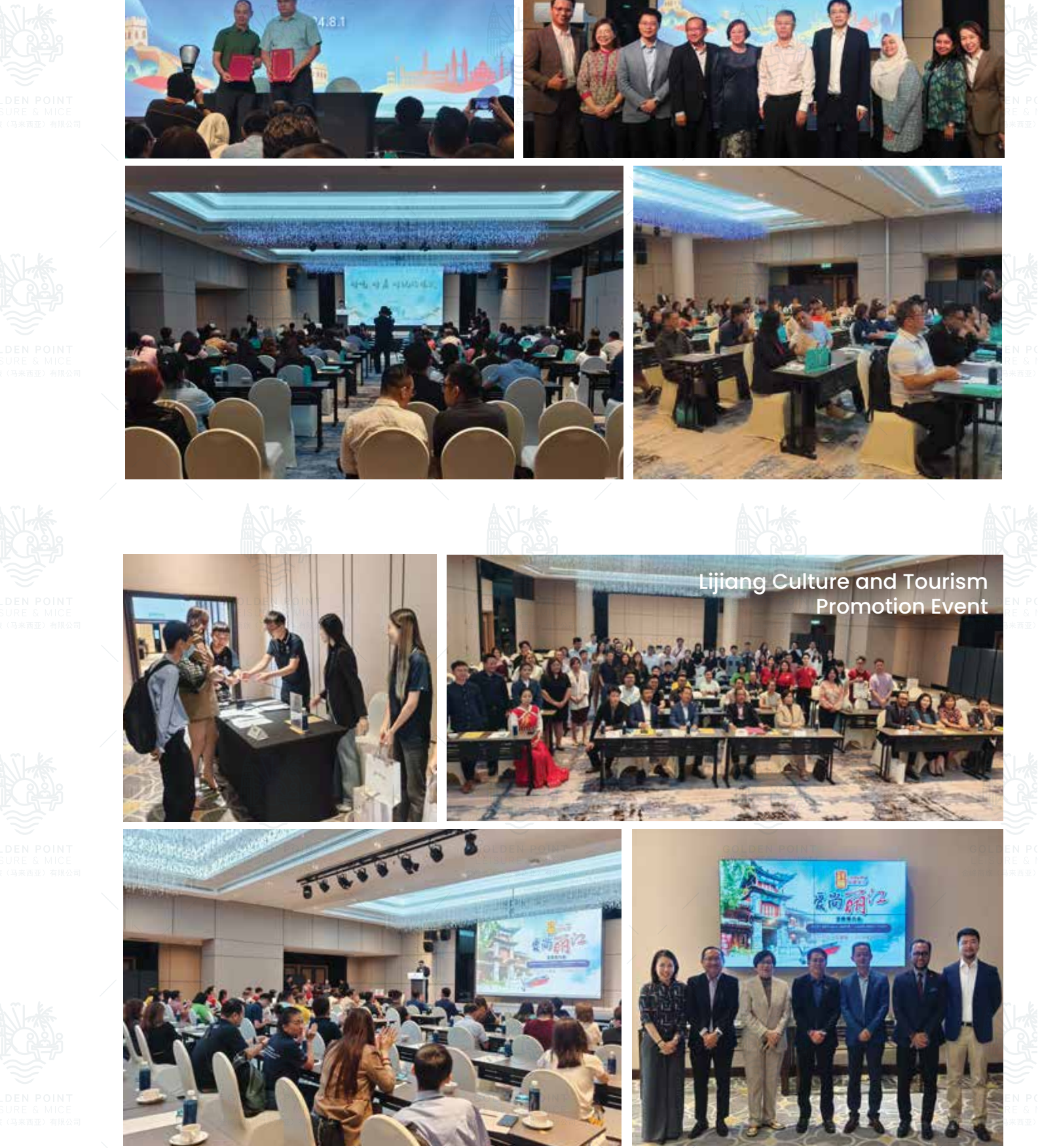
5

TOURISM PROMOTION CONFERENCE



Huangshan Promotion Conference

COMPANY PROFILE



EXCHANGE TOURISM CONFERENCE



7 CUSTOMIZED PRIVATE TOURS



The founder of Nongfu Spring, the richest man in China, serves as the chairman and general manager of Nongfu Spring Co., Ltd., and is also the chairman of Yangshengtang Co., Ltd.



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MISS COSMOPOLITAN WORLD 2018

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Rainware Holdings (M) Sdn Bhd



Emerging EPC Sdn Bhd

ROADSHOW PARTICIPATION

04

Over the past few years, our company has built a strong reputation in the Malaysian tourism industry by actively participating in numerous roadshows nationwide. These events serve not only as business platforms but also as opportunities to forge strong relationships with partners across different sectors, emphasizing our pivotal role in the industry.

CUTI-CUTI MALAYSIA TRAVEL FAIR 2022



2023 MICA FOLIDAY PROGRAM



HANOI B2B EVENT



ITB BERLIN



MATTA FAIR 2023-MARCH



MATTA FAIR 2023-SEPT



MALAYSIA SALES MISSION CHANG SHA



MALAYSIA SALES MISSION CHENG DU



MALAYSIA SALES MISSION LAN ZHOU



MALAYSIA SALES MISSION XI AN



2023 ITB CHINA SHANGHAI



WTM LONDON



GOLDEN JUBILEE MEGA RAODSHOW



MALAYSIA SALES MISSION DALIAN



MALAYSIA SALES MISSION SHENYANG



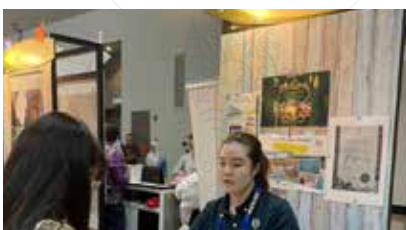
MALAYSIA SALES MISSION CHANGCHUN



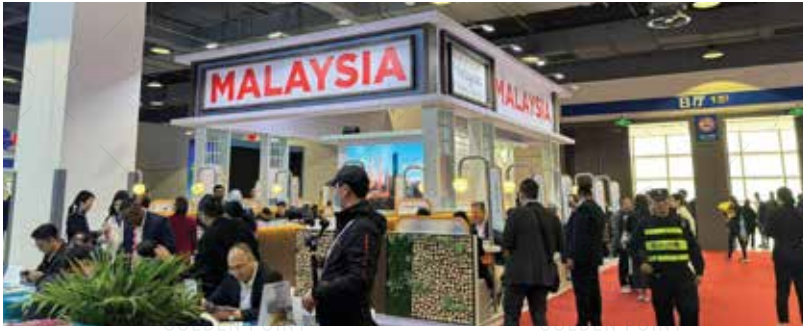
MALAYSIA SALES MISSION HARBIN



MATTA FAIR 2024-MARCH



IT&CM CHINA & CTW CHINA



2024 ITB CHINA SHANGHAI



MALAYSIA SALES MISSION SHENZHEN



MALAYSIA SALES MISSION CHONGQING



MALAYSIA SALES MISSION WUHAN



MALAYSIA SALES MISSION NANJING



KARNIVAL CUTI-CUTI MALAYSIA



MEDIA COVERAGE

05

With its exceptional planning capabilities and wide-ranging media resources, the company consistently involves customers in diverse activities, guaranteeing extensive coverage across major media platforms. This holistic approach strengthens the brand's image and influence, cementing the company's leadership role in the industry.

鼓勵馬榴槿鮮果輸華

【黃海22日訊】中國僑商聯合會副會長盧偉根在峇國蒞會期間，曾親臨馬山王榴槿園，讓他感受當地農民的辛勤勞作，也讓他對馬山王榴槿的鮮果輸華，感到興趣。他認為，馬山王榴槿的鮮果輸華，不僅可以促進兩地貿易，也可以讓中國消費者品嚐到馬山王榴槿的鮮果風味。



中國僑商聯合會一行21人蒞臨馬山王榴槿園，與當地農戶交流。 (黃海攝)

最重要保持榴槿品質

他補充，即使是冷凍榴槿，品質也是無可挑剔。重要的是榴槿品質要保持，冷凍保鮮及衛生條件要做好。

“榴槿是果中之王。在中國市場每年都以30%的速度遞增，長盛不衰。”

王欽賢：出口榴槿品種多樣化

若落實直飛大理航班 大馬料增30萬中國客

【吉隆坡3日專訊】中國大理州委書記楊忠安日前，與馬六甲州州長馬哈迪會面，雙方就增加直飛大理航班，增加30萬中國遊客到馬六甲旅遊，達成共識。

楊忠安表示，大理州擁有豐富的自然和人文景觀，是中國旅遊的重要目的地。馬六甲州擁有悠久的歷史和獨特的文化，是馬來西亞旅遊的重要目的地。雙方同意，增加直飛大理航班，將有助於增加兩地之間的旅遊交流，促進兩地經濟的發展。

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中國大理州副州長楊忠安與馬六甲州州長馬哈迪會面，雙方就增加直飛大理航班，增加30萬中國遊客到馬六甲旅遊，達成共識。



Itc_my KLIA2 International Airport Kuala Lumpur

Itc is thrilled to welcome the arrival of 35 Imams from 14 provinces in China converging in Malaysia to explore its many interesting attractions and experience the Muslim-friendly tourism and hospitality Malaysia has to offer.

The Deputy Minister of Tourism, Arts, and Culture, YB Khairul Firdaus Akbar Khan, was honoured to personally welcome the arrival of the Imams upon arriving at KLIA2 today.

武漢文化旅游隆推介會圓滿

吉隆坡25日訊 | 為推廣武漢文化旅游，武漢文化和旅遊局日前舉辦「2019武漢文化旅游隆推介會」，吸引約60名業界代表出席。

武漢文化和旅遊局副局長黃志表示，在一路一帶的引領下，武漢與大馬在貿易、文化和旅遊合作上日益密切。而隨著吉隆坡前往武漢的直航開通，更為旅客帶來便利。



產署(左起)，李全輝、郭元、羅志華、包一峰、王超、張顯輝、黃志華及王勇，與共襄盛實在「2019武漢文化旅游隆推介會」上合影。

三生(中國)吉隆坡发布重磅新品 國際級高品質吸引各方矚目

【吉隆坡25日專訊】三生(中國)集團在吉隆坡隆重發布其最新產品，吸引了眾多媒體和消費者的關注。該產品以其高品質和國際化的設計風格，贏得了各界的廣泛好評。



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