



**"MITC CHALLENGES IN PROMOTING ITS SERVICES VIA ASIA PACIFIC
INCENTIVE & MEETING EXPO IN MELBOURNE, AUSTRALIA"**

NOORHIDAYU BINTI MUSA

2008290562

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

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LETTER OF SUBMISSION

28 April 2010

The Head Of Program

Bachelor Of Business Administration (Hons) International Business

Faculty Of Business Management

University Technology Mara

75300, Melaka Bandar Raya Bersejarah.

Dear sir,

SUBMISSION PROJECT PAPER

Attached is the project paper titled “ MITC CHALLENGES IN PROMOTING ITS SERVICES VIA ASIA PACIFIC INCENTIVE & MEETING EXPO IN MELBOURNE, AUSTRALIA” to fulfill the requirement as needed by the faculty of business

Thank you

You Sincerely,

NOORHIDAYU BINTI MUSA

2008290562

Bachelor Of Business Administration (Hons) International Business



BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT UNIVERSITY
TECHNOLOGY MARA Melaka

“DECLARATION OF ORIGINAL WORK”

I, NOORHIDAYU BINTI MUSA, I/C Number: 870124055046

Hereby. Declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being currently submitted for this degree or any other degrees
- This paper project is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

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Abstract

This project in its present form is the result analysis The Challenges MITC In Promoting Its Services Via Asia Pacific Incentive & Meeting Expo In Melbourne, Australia. The issue it was determine whether MITC have challenges to promote its services via Asia Pacific Incentive & Meeting Expo In Melbourne, Australia. MITC is the exhibition and convention centre where they participate in market their product via AIME in Melbourne. The analysis involve factor that contribute to the challenges of the promoting MITC services in Melbourne. The factors are in term of culture, technology, communication, cost and economic.

AIME is australia's largest and most established event for people involve with the organization of meetings, conference, incentives, exhibitions, functions and product launches. The only place to discover exciting new ideas, network with the right people and lock and entire year's events into place under one roof. The analysis show MITC has a gap to market btheir services via AIME in Melbourne. The result was get from the comparison survey from the country that participate AIME. The conclusion was MITC have challenges from the aspect cost, technology and communication, knowledge of culture and stability of economic.