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Meetings & Events

Sarawak makes its name in Hollywood

Monday, August 16, 2010

Sarawak Convention Bureau's "Meet in Sarawak Short Film II: Recharge in a New World - Changing Perspectives" has won a Silver award in this year's **U.S. International Film and Video Festival** in Los Angeles, California.





The sequel continues the story of a climatic meeting between jaded Western business executives and unique local hosts from the Sarawak Iban community. The original short film positioned Sarawak as a new and vibrant business destination where the traditions of the past are still upheld but followed in a way that is very much a part of today's fast paced business world. The sequel uses the same "tongue in cheek" humorous approach and retains many of the same characters from the original so that it can be used in tandem.

The **U.S. International Film and Video Festival** was founded in 1967 and is one of the world's leading international events devoted exclusively to recognition of outstanding Business, Television, Documentary, Educational, Entertainment, Industrial and Informational productions.

Receiving the award, the Honorable Y.B Dato' Sri Dr. **Muhammad Leo Michael Toyad**, Chairman of the Sarawak Convention Bureau said, "We are really thrilled to be presented this prestigious award and know that this destination marketing tool will bring in more successful convention bid wins for Sarawak."

The short film was also awarded with the EIBTM Best Destination Marketing Campaign 2009 in Barcelona, Spain; The Phoenix Award (Bronze) 2009 at The Asia Film, Video and Digital Media Awards, Singapore and The Silver Award 2010 at The Golden City Gate Film Competition, ITB Berlin, Germany.

Theodore Koumelis - Monday, August 16, 2010
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IT&CMA and CTW
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