

## **MEDIA RELEASE**

**25<sup>th</sup> March 2011**

# **SHAH ALAM CONVENTION CENTRE (SACC) LAUNCHES NEW CONCEPT**

**INDULGE | EXPERIENCE | DISCOVER**

***SACC – The Perfect solution for medium to large scale events***

---

*Shah Alam, 25<sup>th</sup> March 2011*– The Shah Alam Convention Centre (SACC) launched a new concept, presenting clients with flexible solutions for their venue needs.

The SACC is the most ideal choice with a strategic location in Shah Alam complimented with surrounding hotels, SACC enjoy a “traffic free” and easy access from many choices of connecting highways, SACC serves an ideal for town hall meetings, Annual General Meetings, kick-off sessions, graduation ceremonies, seminars, lectures and signing ceremonies, to name but a few.

According to Dato’ Zulkifli Mohamad Chief Executive Officer (CEO), Shah Alam Convention Centre (SACC), “SACC aims to become a venue to serve all segments of market, be it leisure, lifestyle and business for the young, matured and senior. This is clearly being stated in SACC vision, ‘To be the trendsetter in creating the ultimate MICE experience and demonstrating by tonight’s function tagline ‘Indulge, Experience, Discover.

### **1. WESTSIDE BISTRO**

SACC launched new facelift of Westside Bistro, The bistro presenting with new menu, monthly promotion and targeted activities such as Live Performance Music, Hang out place for Bikers Club, Teh Tarik King Show and Magic Show from time to time. Backed up our new line chefs and crew, they will be eager to cook-up feast of culinary creations the F&B requirements, be it Malay, Indian, Chinese or International Cuisine.

## **2. WEDDINGS**

Weddings at SACC will now craft a niche service which will be highly appreciated by wedding couples. For non muslim couples, they can now enjoy a package of banquet reception combined with a civil registration of marriage by Jabatan Pendaftaran Negara (JPN).

SACC is also able to introduce glamorous and outdoor wedding concepts using add-on services at affordable price. Couples can now impress their guest with either a 'wedding in the air, on the water or road' experience with the usage of helicopter, prestigious antique cars, roaring superbikes or romantic lake cruise at Tasik Shah Alam which is nearby SACC.

## **3. MICE (MEETINGS, INCENTIVES, CONVENTION & EXHIBITION)**

Moving on MICE facilities, SACC offers a total 9 function rooms of various sizes with 2 ballrooms and 1 Plenary Hall occupying 3 levels of the convention space.

The recent events held at SACC include Selangor Lifestyle and Property Expo (SELPEX), Festival Filem Malaysia (FFM23), Astro Raja Lawak Live Telecast, Bridal Fair, Karnival Upin & Ipin, and MATTA Selangor, to name a few.

## **4. BIRTHDAY PARTY / SPECIAL EVENTS**

In line with SACC positioning as a family and community venue, SACC is now the home of Upin & Ipin where we can offer this exclusive thematic party package for the children with the collaboration of Les Copaque, and also work with event organizer to promote other thematic children birthday parties, adult parties, family reunion gathering and special events. SACC has also dedicated a retail space for Upin & Ipin merchandise at the Bistro area to further promote our signature birthday package.

## **5. CALENDAR OF EVENTS 2011**

SACC has become the preferred location of various parties including the corporate and local levels as an international meet the annual calendar of SACC, the following are interesting activities to be held during the year 2011 :

1. Secretaries Week “Divas Las Vegas” with Anita Sarawak, Noryn Aziz, Zizan Razak and Juliana Evans – 6 April 2011
2. Selangor Lifestyle & Property Expo (SELPEX 2011 phase 1) – June 2011
3. Ramadan Buffet Campaign – August 2011
4. Open House Hari Raya Campaign – September 2011
5. SEITEX 2011 (IT Fair) – 28,29 & 30 October 2011
6. Selangor Lifestyle & Property Expo (SELPEX 2011 phase 2) – 16,17 & 18 December 2011

This value for money deal is further enhanced with all-inclusive purpose built-in premium seating, superior audio-visual equipment, high-end IT facilities, specially designed for VIP circle and a sophisticated presentation environment.

To sweeten the deal, comprehensive complimentary elements will be unveiled during the preview.

According to Dato’ Zulkifli Mohamad again, “It is our latest offering as SACC continually explores opportunities to reinvent our products, meeting market demand and synchronize client needs with the SACC signature offerings. These include quality service, flexible space and world-class cuisine which are presented by a professional team in line with our tagline ‘Bring the World to Shah Alam & Shah Alam to the World’.

“With these packages, clients can opt for the best solution that complements their event and more importantly, their budget, whilst ensuring a quality experience for their guests,” added Dato’ Zulkifli Mohamad..

**SYAIFUL BAKHTIAR SALIM**

Public Relations & Event Manager

HP: +6 019 358 2858

Email: [syaiful@saccconventioncentre.com](mailto:syaiful@saccconventioncentre.com)

## **NOTE TO EDITORS**

### **About the Shah Alam Convention Centre (SACC)**

SACC was completed in June 2009 at a total development cost of RM66 million. Wholly owned by Perbadanan Kemajuan Negeri Selangor (PKNS) which is managed by Siera Management Sdn Bhd., SACC opened its doors for business when it was soft-launched in August 2009. PKNS has been in existence for 45 years and is the developer of 11 integrated townships including Shah Alam. The SACC which is one of the prominent projects of PKNS is aiming to provide optimum services and facilities.

SACC is designed to serve MICE industry in a flawless and authentic style with an impassioned quality for detail and quality service. From the open contemporary layout of the pre-function rooms to expensive exhibition, meeting and banquet spaces, SACC represents a refreshing environment for any convention, meeting, social events and private functions.

Created with an eye for detail, SACC is designed to provide modern exhibition space design. You will be impressed with the visually pleasing exteriors, bright and inviting interiors, generously proportioned rooms, sophisticated sound and lighting technology, excellent ventilation, colour coordinated furnishing as well as top-notch facilities and amenities.