



\* Photo : PETRONAS Twin Towers, Kuala Lumpur, Malaysia

## Supporting Associations

### Australia Amusement Leisure and Recreation Association (AALARA)

PO Box 9350, Gold Coast Mail Centre, Queensland, Australia 9726

Tel : +61 7 38073508

Fax : +61 7 38070931

Email : info@aalara.com.au

Website : www.aalara.com.au

### American Amusement Machine Association (AAMA)

450 E. Higgins Road, Suite 201, Elk Grove Village, IL 60007, USA

Tel : 1 866 372 5190 / 847 290 9088

Fax : +1 847 290 9121

Email : information@coin-op.org

Website : www.coin-op.org

### Associations and Partners of Leisure Industry Alliance (APLIA)

*Federation of Russian Associations*

### Association of Singapore Attractions (ASA)

Website : www.singapore-attractions.com

### China Association of Amusement Parks and Attractions (CAAPA)

No.25, Shijingshan Rd., Beijing, China 100043 (*Inside Beijing Shijingshan Amusement Park*)

Tel : +86 10 6882 5005 / 7

Fax : +86 10 6882 5020

Email : caapa@163.com (MSN) / caapa@263.net.cn

Website : www.caapa.org

### International Association of Amusement Parks and Attractions (IAAPA)

1448 Duke Street, Alexandria, VA 22314, USA

Tel : +1 703 836 4800

Fax : +1 703 836 6742

Website : www.IAAPA.org

### IAAPA Association of Southeast Asian Nations (IAAPA ASEAN)

### Indian Association of Amusement Parks and Industries (IAAPI)

Flat no 7, IInd Floor, Radha CHS, Teli Galli, Andheri (E), Mumbai - 400069, Maharashtra, India

Tel : +91 22 6523 1643

Fax : + 91 22 2682 7831

Email : info@iaapi.org

Website : www.iaapi.org

### Philippine Association of Amusement Parks and Attractions (PhilAAPA)

### Russian Association of Amusement Parks and Attractions (RAAPA)

Tel/Fax : +7 499 760 3814; +7 495 988 8948 / 47

Email : raapa@raapa.ru

Website : www.raapa.ru



### MAATFA APPLICATION & RENEWAL FORM

Please complete the application form below and return with the appropriate payment to **"PERSATUAN TAMAN TEMA DAN PUSAT HIBURAN KELUARGA MALAYSIA"** and send it to NO:10, JALAN PELUKIS U1/46, SECTION U1 TEMASYA INDUSTRIAL PARK, GLENMARIE, 40150, SHAH ALAM, SELANGOR

NAME : \_\_\_\_\_ POSITION : \_\_\_\_\_

COMPANY : \_\_\_\_\_

ADDRESS : \_\_\_\_\_

PHONE : \_\_\_\_\_ FAX : \_\_\_\_\_ MOBILE : \_\_\_\_\_

EMAIL : \_\_\_\_\_ WEBSITE : \_\_\_\_\_

**Please tick on the appropriate box**

	BI ANNUAL FEES		TOTAL	PLEASE TICK
CORPORATE	RM2,000.00		RM	
ORDINARY/INDIVIDUAL	RM1,000.00		RM	
ASSOCIATES	RM 4,000.00		RM	
INTERNATIONAL MEMBER	RM5,000.00		RM	

#### **CORPORATE MEMBERS**

Corporate membership shall be opened to legally constituted firms or corporate bodies in the family of entertainment and leisure industry. Corporate Members shall appoint one (1) representative each to exercise their rights of the membership.

#### **ORDINARY/INDIVIDUAL MEMBERS**

Ordinary/Individual membership shall be opened to individuals above the age of eighteen (18) years old, who are in the family of entertainment and leisure industry.

#### **ASSOCIATE MEMBERSHIP**

Associate membership is open to legally constituted associations who are in the family of entertainment and leisure industry. Associate Member shall appoint one (1) representative each from their association to exercise the rights of the membership.

#### **INTERNATIONAL MEMBERS**

International Membership is open to individuals above the age of eighteen (18) or legally constitute firms or corporate bodies or associations who are in the business of entertainment and leisure industry.

International Member shall appoint one (1) representative to exercise the rights of the membership.

All bi-annual fees shall be payable to the Honorary Treasurer in advance by 31st of January every 2 years.

#### **TYPE OF OPERATIONS (Please Tick)**

Family Entertainment Center	Water Parks	<input type="checkbox"/>	Bird Park	<input type="checkbox"/>
Amusement Park	Travelling Fair	<input type="checkbox"/>	Resorts/Wetland	<input type="checkbox"/>
Theme Park	Zoo	<input type="checkbox"/>	Science Center	<input type="checkbox"/>
Swimming Pool	Pet Center	<input type="checkbox"/>	Concessionaire	<input type="checkbox"/>
Crocodile Farm	Museum	<input type="checkbox"/>	Snake Park	<input type="checkbox"/>
Aquarium	Attraction	<input type="checkbox"/>	Others	<input type="checkbox"/>
			(Skating Ring/Special Attraction)	

For others, please specify : \_\_\_\_\_

#### **PAYMENT BY:**

CASH	RM		
CHEQUE	RM		CHQ NO: _____
BANK-IN	MAATFA MBB ACCOUNT NO: 562106107351 (Please fax bank-in slip to: 03 5566 8003. Thank You)		

SIGNATURE OF REPRESENTATIVE: \_\_\_\_\_



## NOTE FROM PRIME MINISTER



### PRIME MINISTER

Dato' Sri Mohd. Najib  
bin Tun Haji Abdul Razak





NOTE FROM  
MINISTER OF TOURISM MALAYSIA

MINISTER OF TOURISM MALAYSIA  
YB Dato' Sri Dr Ng Yen Yen



**MAATFA**  
MALAYSIAN ASSOCIATION OF AMUSEMENT  
THEMEPARK & FAMILY ATTRACTION



visit our website for the latest industry news,  
events, insider information, and many more!

**[www.MAATFA.com.my](http://www.MAATFA.com.my)**





## KERRY LEISURE CONCEPTS SDN BHD

### CORPORATE OFFICE

**Kerry Leisure Concepts Sdn Bhd**

Lot 2.37 Level 2, Cheras Leisure Mall, Jalan Manis 2,  
Taman Segar, 56100 Cheras, Kuala Lumpur.

Tel : +603 9131 1663

Fax : +603 9130 1663

**Contact Person :** Han Yew Kong

**Designation :** General Manager

**Mobile :** (+6) 019 225 7361

**Email :** yewkongh@streamyx.com

### KERRY LEISURE CONCEPT SDN BHD

Kerry Leisure Concepts Sdn.Bhd. was established in 1993 is an equal joint venture between PPB Leisure Holdings Sdn. Bhd. Of Malaysia and Kerry Leisure Concepts (S) Pte. Ltd. Of Singapore. It is the owner and operator of a leading chain of family entertainment centre's and children playlands in Malaysia operating under the brand name of "FIREWORKS".

The "FIREWORKS" Fun Centers / Play lands with sizes ranging from 3,200sf to 10,000sf offer clean, wholesome, and premium entertainment and amusement attractions for everyone in the family. They include bumper cars, inflatable bouncers and slides, playport and ballpools, hi-tech racing and shooting simulator games, challenging video-simulator games, interactive touchscreen games, exciting carnival and rewarding redemption games, carousels and kiddy rides.

FIREWORKS Fun Centre / Play land is available at shopping complexes including Cheras Leisuremall (Kuala Lumpur), Central Square (Sungei Petani, Kedah), Pelangi Leisure mall (Johor Bahru), Tesco Melaka, Tesco Plentong (Johor Bahru) and Tesco Prai (Penang).



NOTE FROM  
CHAIRMAN OF TOURISM MALAYSIA

**CHAIRMAN OF TOURISM MALAYSIA**  
Datuk Dr Victor Wee





## NOTE FROM HONORARY PATRON

### HONORARY PATRON

YB Datuk Seri Tengku Adnan  
bin Tengku Mansor



KIT SENG  
AMUSEMENT TRADING

## KIT SENG AMUSEMENT TRADING

### CORPORATE OFFICE

Low Kit Seng Properties Sdn Bhd

Lot 401, 3rd Floor, Ampang Park Complex, Jalan Ampang, 50450 Kuala Lumpur.

Tel : +603 2161 4089

Fax : +603 2162 4622

Email : [business@kitseng.com](mailto:business@kitseng.com)

Website : [www.kitseng.com](http://www.kitseng.com)

Contact Person : Low Kit Seng

Designation : Director

Mobile : (+6) 016 291 6755

### KIT SENG AMUSEMENT TRADING COMPANY

KIT SENG AMUSEMENT TRADING COMPANY was registered on the 12th October 1973. The principal business of the company is that it operates amusement machines and games of all kinds.

In 1975 the company ventured into the amusement business as an amusement operator called UDARIA (a subsidiary of UDA) as being the first amusement with an amusement center to be located in a shopping mall in Malaysia. In 1979 the company took over the amusement business from Udaría and with determination to achieve and recognition in the amusement industry and has expanded its amusement business from Kuala Lumpur to Malacca. The company has presently opened up several amusement centers in Malaysia and all these centers are located in a shopping mall.

