



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

TOURISM PERAK AND CHEK HUP SDN BHD JOIN HANDS TO ENRICH 'VISIT PERAK YEAR 2024' CAMPAIGN

IPOH – Tourism Perak Management Berhad (TPMB) is delighted to unveil a strategic collaboration with Chek Hup Sdn Bhd, an esteemed local coffee brand rooted in Ipoh, Malaysia, since the mid-1900s. This collaboration, formalized through a Memorandum of Understanding (MOU) signing ceremony, is poised to enhance the "**Visit Perak Year 2024**" campaign, seamlessly blending Perak's cultural richness with Chek Hup's signature coffee experience.

The MOU signing ceremony is scheduled for 14 December 2023 at Chek Hup Sdn Bhd, Ipoh. Key representatives from both entities, including **Miss Nurmalis binti Musa, CEO of Tourism Perak Management Berhad**, and **Mr. Joseph Tan, Group Managing Director of Chek Hup Sdn Bhd**, will be present to mark this exciting collaboration.

Chek Hup, a brand born in Ipoh, Malaysia, has become synonymous with a unique blend of roasted coffee beans. Founded by a passionate coffee enthusiast, the brand harmoniously merges local flavors and culture with the craftsmanship of premium coffee beans. With a vision to be a trusted brand both locally and internationally, Chek Hup is dedicated to elevating the food quality and lifestyle of its consumers.

As a strategic coffee partner and sponsor for the "Visit Perak Year 2024" campaign, Chek Hup pledges sponsorship in the form of product contributions throughout the MOU duration. This commitment aligns with Chek Hup's vision to globally enhance food quality and lifestyle.

In support of the campaign, Chek Hup will showcase its Ipoh White Coffee Series and nostalgic tasting Tarik Series products such as:

- **Chek Hup 3 in 1 Ipoh White Coffee Original**
 - **Chek Hup 3 in 1 Ipoh White Coffee Rich**
 - **Chek Hup 3 in 1 Ipoh White Coffee Less Sweet**
 - **Chek Hup 2 in 1 Ipoh White Coffee – Coffee & Creamer**
- And,
- **Chek Hup Kopi Tarik**
 - **Chek Hup Cham Tarik**

In a bid to synergize with Tourism Perak's mission, Chek Hup will introduce special packaging for these products, adorned with images of six famous tourist destinations around Perak. This initiative aims to contribute to the success of "Visit Perak Year 2024."

The MOU underscores a substantial return on investment, with Tourism Perak committing advertising space and event engagement valued at RM645,000.00. In reciprocation, Chek Hup is contributing significantly with an ROI value of RM3.5 million. This collaboration not only optimizes resources but also emphasizes a shared commitment to the success of the campaign.

This collaboration signifies not just a partnership but a celebration of Perak's cultural and gastronomic treasures. The fusion of Tourism Perak's efforts and Chek Hup's aromatic offerings aims to create an unforgettable experience for global audiences, making 'Visit Perak Year 2024' a crystal clear success.

TOURISM PERAK MANAGEMENT BERHAD

Tel : 05-2499966 / Faks : 05-2423388

13 DECEMBER 2023