

Sarawak and TIES Announce Collaboration to Enhance Ecotourism in Southeast Asia



Amelia Roziman, CEO of BESarawak (centre left) with Jon Bruno, TIES' Executive Director, at IMEX Frankfurt.

Frankfurt, Germany, 14 May 2024: The International Ecotourism Society (TIES) has announced its collaboration with Business Events Sarawak (BESarawak) on future ecotourism business events and developments during IMEX Frankfurt.

TIES is the oldest and largest ecotourism society in the world with 15,000 active members from over 190 countries. At the forefront of ecotourism developments, TIES provides guidelines, standards, training, technical assistance, and educational resources.

According to the Post COVID-19 Development Strategy 2030, Sarawak aims to become a leading destination for ecotourism and business events in ASEAN by prioritising responsible and sustainable practices in tourism experiences and emphasising sustainable infrastructure to balance growth with minimal negative environmental impact.



Thank you for sharing our story with the world.

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