

Pacific World Announces New Sales & Marketing Representation for the UK and Ireland



Pacific World, the leading DMC network in East and South East Asia, is delighted to announce the appointment of MM and Company as its new marketing representatives in the UK and Irish MICE markets, effective from 1st April 2009.

The change in representation comes as a result of the closure of Axis Sales & Marketing due to the retirement of its founder and Managing Director, Clemencia Cardozo-Wiese, who has represented Pacific World in the UK for the past 21 years.

Kim Joynes, who has been Pacific World's Account Manager at Axis Sales & Marketing for the past year, will join MM and Company as lead sales person for Pacific World, continuing to service the industry's needs for DMC services in Asia.

Speaking for Pacific World, Managing Director for Asia and Founder, Jacques Arnoux said, "Our aim is always to provide exceptional service to our clients and we believe that by appointing MM and Company in this market we are continuing with the best partner to achieve that."

Jacques Arnoux continued "We look forward to a long and excellent cooperation with David Marks and his team and to continued success in the British market place. We are delighted that Kim Joynes will continue with Pacific World at MM and Company. This enables us to maintain the continuity of relationships with our UK clients and Kim's excellent first hand product knowledge of our destinations is an invaluable resource for our clients, to have an informed point of contact in their own region".

Managing Partner of MM and Company, David Marks said "MM and Company is proud to have been chosen to represent Asia's leading DMC and we look forward to a long and productive relationship. It is a privilege to follow in the footsteps of such a successful relationship with Axis, and we welcome Kim Joynes to the team."

Pacific World, an award winning destination management company, has been voted the best DMC in Asia by CEI Asia Magazine for two consecutive years, in 2007 and 2008. The company has 19 offices throughout the region from Bali to Beijing. Established in 1980, Pacific World has exceptional local relationships and buying power in Asia, and is committed to excellence and developing long term partnerships with clients to ensure they achieve their individual objectives.

MM and Company is recognised as the leading DMC representation company in the UK and with the new addition of Pacific World, represents world-class DMC's in over 20 countries.

**From the 1st of April the new UK contact details are as follows:
MM and Company, No 10, The Linen House, 253 Kilburn Lane, London, W10 4BQ.
Tel: +44-(0)20-8962 9562 Email: pacificworld@mm-and-company.co.uk**

For further information, please contact: Charlotte Weston, Regional Business Development Manager, Pacific World, email: charlotteweston@pacificworld.com