



## PRESS RELEASE

### A DAZZLING DISPLAY OF SHOES AWAITS MEGA FAM PARTICIPANTS AT THE 4<sup>TH</sup> MISF

**KUALA LUMPUR, 27 MARCH 2013** – Tourism Malaysia has brought in a total of 43 travel agents and media under the Malaysia Mega Familiarisation Programme from 12 countries, namely Brunei, Canada, Germany, Hong Kong, Indonesia, Italy, Singapore, South Korea, Sweden, Thailand, the Philippines and Turkey to cover the Malaysia International Shoe Festival (MISF) 2013.

The participants attended a tourism seminar at The Royale Chulan Hotel in Kuala Lumpur today, where they were welcomed by the Deputy Director General (Planning) of Tourism Malaysia Dato' Haji Azizan Noordin before presented with a certificate of participation.

During the seminar, the participants were briefed by the Deputy Head of Visit Malaysia Year (VMY) 2014 Secretariat Mr. Ramzi Abu Yazid on VMY 2014, followed by Tourism Malaysia's Director of Communications and Publicity Division Mr. Mohmed Razip Hasan on the country's latest tourism development. The President of Malaysia Shoe Association Mr Tony Ting also delivered a presentation to highlight MISF 2013.

The tourism seminar offers Mega Fam participants various networking opportunities. There was also an informal tell-sell session with representatives from Royale Chulan Hotel, Sunway Group, Theme Attractions Malaysia, Grand Lexis Hotel Port Dickson and Seri Pacific Hotel Kuala Lumpur. Other attractions at the seminar include a caricature artist and a display of intricate art pieces by Arch Collection Sdn. Bhd.

On 28 March, the 43 participants will witness the official launch of the Malaysia International Shoe Festival 2013 at Putra World Trade Centre (PWTC) before visiting the shoes exhibition. They will also have the opportunity to interview specially invited international shoe designers, namely Ms. Lin Chuk Ling from Hong Kong, as well as Mr. Oneruk Sitthiwong and Ms. Aree Jitniyom from Thailand.

The following day, the Mega Fam participants will proceed to their post tours to selected tourism products and destinations around the country.



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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism, Malaysia. While the Ministry of Tourism implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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