



PRESS RELEASE

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MALAYSIAN HANDICRAFT GOES GLOBAL

KUALA LUMPUR, 1 July 2014: Malaysian handicraft store Karyaneka has just launched its very first online portal and mobile application, which allows customers from around the world to purchase Malaysian-made handicrafts of outstanding craftsmanship. This is also to keep up with the trend of online shopping, while simultaneously promoting Malaysia as a tourist destination and increasing the country's tourism revenue.

Karyaneka teamed up with two leading local e-commerce portals, FashionValet.com and Groupon.com to offer some of its products to consumers through these online portals. The full catalogue of its products, which includes pewter, woodcarving, silver brassware, Malaysian fabrics like songket and batik, and many more can be found in its existing digital portfolio, which comprises of its websites www.karyaneka.my and www.karyanekastore.my.

This initiative was made possible through its partnership with Tukul Cipta Industri Sdn Bhd (TCI), which has helped expand Karyaneka's consumer accessibility via various offline marketing initiatives. Executive Director of TCI Abdul Munaf Dr. Sultan believes that this new venture will help the globalisation of the local arts and crafts industry.

"I believe the idea of bringing Karyaneka and its merchandise to be marketed virtually and thus internationally, will be a catalyst to boost demand for Malaysian handicrafts and merchandise," Abdul Munaf said. "The virtual market makes for a greater global market outreach and will create a new demand curve for the industry," he added.

TCI will also introduce Karyaneka through various platforms such as online sales, vending machines at strategic tourist spots and kiosks, online and offline catalogue-based sales as well as boutiques in major cities around the world. Currently, the catalogues are available at all hotel rooms in the Klang Valley to enable customers and tourists to order and shop from the convenience of their hotel rooms.

Not to forget is the Karyaneka mobile app which features the 'Celebrity Star Pick' section where Malaysian personalities and celebrities select and recommend certain Karyaneka products. This feature is expected to boost sales and promote Karyaneka's products among the domestic market.

"Customers can now gain access to Karyaneka's merchandise online from their personal computers, laptops, and other devices such as smartphones and tablets. The popularity of these devices has gone into the millions, and this will allow Karyaneka's online portals to reach out to



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potential, as well as returning customers, at any time and from anywhere in the world,” explained Abdul Munaf.

The initiative aims to bring Malaysia’s heritage to greater heights internationally, even to London, Paris and New York City via the Karyaneka International boutique cafés, which will create a positive impact on Malaysia’s arts and crafts industry.

For more information, visit Karyaneka’s website at www.karyaneka.my and www.karyanekastore.my.

About Karyaneka

Karyaneka is the brand name of Syarikat Pemasaran Karyaneka Sdn. Bhd. a Malaysian registered company which is wholly owned by the Perbadanan Kraftangan Malaysia or the Malaysian Handicraft Corporation (www.kraftangan.gov.my), which is an agency under the Ministry of Tourism and Culture Malaysia (www.motac.gov.my). Karyaneka is the one-stop brand for all Malaysian premium gifts, souvenirs and handicrafts. Since 1982, Karyaneka has represented the best of Malaysian handicraft products from the best Malaysian craftsman and artisans. For over the last 30 years, Karyaneka has been mandated to develop and expand the handicrafts industry through the expansion of effective local and global marketing and sales channels, via the synergistic executions of events and promotions, and via other initiatives for the purpose of marketing and selling Malaysian handicrafts to the world.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The VMY 2014 promotional campaign has started in 2013 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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