



For Immediate Release

KL CITYWALK & VISITKL TOURISM COUNTER LAUNCHED BY MAYOR OF KUALA LUMPUR AMIDST MUCH FANFARE!

Kuala Lumpur, 22 December, 2011 – KL CityWalk, the first-ever pedestrian strip mall in the heart of Kuala Lumpur, was today officially declared opened by Y.Bhg. Tan Sri Ahmad Fuad bin Ismail, Datuk Bandar Kuala Lumpur. Also present at the launch were Mr Ronnie Choong- Group Managing Director of Citywalk Enterprises Sdn. Bhd., Datuk Victor Wee the Chairman of Tourism Malaysia Board, Datuk Hj Salleh Yusop the Director General of Kuala Lumpur City Hall, Datuk Hj Azizan Nordin – Acting Director General of Tourism Malaysia and other tourism key players.

Earmarked under the Kuala Lumpur beautification project, the task was awarded to Trend Matrix Enterprises Sdn Bhd to develop the abandon space in to what is now a popular one-stop destination for tourists and KL-ites.

“What started off as a mere beautification project has evolved to become an exciting tourist destination with exciting, unique retail and service offerings. DBKL is indeed pleased with the result of having awarded the job to Trend Matrix Enterprises for their creativity and hard work in turning this space to make Kuala Lumpur a fun, liveable, ‘walkable’ city. And this initiative is an evidence that DBKL is progressively working in partnership with private sector in planning and developing tourism infrastructure in Kuala Lumpur”, said Tan Sri Ahmad Fuad, the Mayor of Kuala Lumpur.

“KL Citywalk is the latest tourists’ attraction in KL city center. It offers an interesting outdoor experience for shopping, culture and food. With its location right the heart of KL city center and surrounded by hotels, offices, entertainment outlets and shopping centers; KL Citywalk should not only be promoted to our tourists but most important to MICE delegations since it is also located near the KL Convention Center”, added the Mayor.

Ronnie Choong, Group Managing Director, Trend Matrix Enterprise Sdn Bhd, said, *“KL City Walk is a manifestation of DBKL’s vision to create an iconic treasure trove for the city that locals can be proud of and tourists must go. It is designed to create a bustling one-stop lifestyle strip mall offering an ideal and convenient place to meet and revel in the sights and sounds, aromas and tastes of Kuala Lumpur.”*

Strategically located between Jalan P Ramlee and Jalan Pinang (fronting Wisma UOA) KL CityWalk is the place to relax and re-energise with its more than 54 boutique outlets offering unique and trendy fashion retail, lifestyle, F&B and select range of concierge services including travel and box office tickets to key tourism destinations, KL Hop-On-Hop-Off stop. AirAsia Travel & Service Centre also recently launched their ticketing services on KL CityWalk offering the convenience of purchasing AirAsia airline tickets, Tune Hotel booking, mobile prepaid service for Tune Talk as well as the AirAsia merchandise – Megastore.

At the official opening, the Datuk Bandar also launched a VisitKL Tourism Counter at KL CityWalk, which will be operational from 9.00am – 5.30pm daily. At this counter, tourists are able to get information on tourist attractions in Kuala Lumpur and other states in Malaysia.



“Besides making KL CityWalk an iconic destination in the heart of Kuala Lumpur, it also a space to promote up-coming Malaysian entrepreneurs and creative artists. We encourage Malaysians to use KL CityWalk as their launch platform to market their work to not only locals but to the world”, said Mr. Choong.

KL CityWalk is already in high demand as the venue of choice offering exciting Malaysian brands such as Le Ann Maxima, Lanbaharin, Karyaneka, Keng Yu Shoes and Accessories featuring her label ‘Lulu’ in addition to her signature collection for men and women, Rashid’s Mee Rebus Utara and Pasembur – a favourite amongst locals.

Tasty F&B menu will include Malaysia’s home-grown snack-chain Leko-Leko, Aural café and bar as well as Spazzio coffee al-fresco bar. KL CityWalk further acts as a natural draw for the thousands of people from the vicinal offices, high-end hotels and luxury condominiums offering superb access from the many surrounding offices, hotels and residences in the KLCC area. For those driving into town, there is ample parking in the surrounding office towers, some of which have direct access to KL CityWalk.

As one of Malaysia’s internationally visible brands, visitors can expect to see a variety of thrilling lifestyle events at KL CityWalk courtesy of AirAsia. These include year-end festivities, including week-end bazaars as well as the KLCW Sunset Music Festival which will be held every 4th week of the month. Other interesting events will also be held here during Federal Territory Day month.

Mr. Choong also offered, *“We also share the sentiment that these activities together with our carefully selected tenant-mix will bring an even greater experience of Kuala Lumpur as a city with a soul, that exudes the certain warmth and familiarity of a neighbourhood that draws you to want to be part of all the time. Indeed KL CityWalk is designed to embrace the heart and soul of KL lifestyle, and would be an ideal place to “grow your business with us”.*

For more information or queries, please contact KL CityWalk Hotline at Tel.: 03-21706688.

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