

Experience Malaysia

a monthly newsletter by Communications & Publicity Division, Tourism Malaysia

No. 7/2015

What's on in August?

Dear readers,

Looking for something different to do this August? The Eid-ul-Fitri celebration is not over yet. The unique Malaysia Aidilfitri Open House will give visitors a taste of the Malaysians' way of celebrating the Eid. Enjoy arts in its various forms either at the George Town Festival, or at the Rainforest World Music Festival deep in the jungle of Borneo, or at the Borneo Cultural Festival in Sibul, or at the Malaysia International Mask Festival in the middle of Kuala Lumpur.

Excitement and anticipation is in the air for the first exhibition ever of the Holy Relics of Rasulullah in this region, which is something that shouldn't be missed by Muslims and non-Muslims alike.

What better way to end the month than celebrating the Independence Day of Malaysia. Come and enjoy the patriotic performances during the Merdeka Day Parade, and appreciate the importance of racial tolerance, unity and cooperation.

Happy Merdeka Day to all Malaysians!

Dato' Mohmed Razip Hasan
Director of Communications & Publicity
Tourism Malaysia

Malaysia Aidilfitri Open House Celebration

Hari Raya Aidilfitri is celebrated by all Muslims throughout the world to mark the end of the month of Ramadan. Also known as Hari Raya Puasa, it inculcates the spirit of sharing, caring and forgiving. During this month-long celebration, Muslims invite their relatives and friends over to their homes to join the merriment. It is known as Hari Raya Open House. The "open house" concept is unique to Malaysian culture and is held during major festivities celebrated by Malaysians. It enhances the spirit of national unity in the country. Experience a colourful festival of culture and performances at this year's Malaysia Aidilfitri Open House Celebration, which is open to domestic and international tourists alike.



Organiser : Ministry of Tourism and Culture Malaysia
Date : 2 August 2015
Venue : Rembau, Negeri Sembilan
Contact : +603-8000 8000
Website : www.motac.gov.my

George Town Festival

Heralded in the International New York Times as one of Asia's hottest up-and-coming arts events, Penang's George Town Festival (GTF) returns this August with an unbeatable lineup of local and international performances, exhibitions and events. Three of this year's highlights will be making their Asian debut, including the Spanish hip hop/flamenco fusion dance theatre *Titanium*, the Australian-made, highly choreographed musical and dance feature *AM I*, and the Iranian experimental theatre *Slow Sound of Snow*. Berlin's Rimini Protokoll will make their Southeast Asian premiere with one of the festival's most anticipated shows, *100% Penang*. In keeping with its mission to prioritize community initiatives, GTF will introduce two street festivals to this year's line-up. ATM @ Beach Street, or All Things Malaysian, will celebrate the country's rich cultural tapestry with a full day of pop-up shops, installations, dancers, live music and more. Butterworth Fringe Festival, or BFF, will ferry the festival over to the mainland, giving festival-goers a chance to see and experience a wide range of performances while enjoying a different view of Penang.

Organiser : George Town Festival Secretariat
Date : 1 - 31 August 2015
Venue : George Town, Penang
Contact : +604-261 6308
Website : www.georgetownfestival.com





Rainforest World Music Festival 2015

Entering its 18th year, the Sarawak Rainforest World Music Festival is a unique festival that brings together on the same stage renowned world musicians from all continents and indigenous musicians from the interiors of Borneo. With 22 groups of local and foreign musicians performing this year, visitors can expect various genres of world beats ranging from authentic Georgian folk music, traditional Mongolian music, and Basque traditional music to fusion and traditional.

Organiser : Sarawak Tourism Board
 Date : 7 – 9 August 2015
 Venue : Sarawak Cultural Village, Damai, Sarawak
 Contact : +6 082 423600
 Email : barbara@sarawaktourism.com
 Website : <http://rwmf.net/>

Start in Tioman 2015 (S.i.T)

S.i.T is a scuba diving programme with a difference. It offers skilled and semi-skilled divers not only an opportunity to enjoy Tioman's glorious underwater world but also help conserve the island's majestic reefs, adopt a coral, and clean the beach. For a minimal fee of RM50, participants can take part in the "Adopt-a-Coral" programme which allows them to tag their company or even their own name on the corals. On their next visit to Tioman Island, they can check on the growth progress of their corals.

Organiser : Pahang Tourism & Culture Office
 Date : 20 - 23 August 2015
 Venue : Kampung Genting, Tioman Island
 Contact : +609-517 1111
 Website : www.motac.gov.my

START IN TIOMAN 2015
 20-23 AUGUST 2015, KAMPUNG GENTING, TIOMAN ISLAND

JOIN OUR CONSERVATION PROJECT
DIVER FESTIVAL

CONSERVATION TALK
 FOOD OF HUMAN
 GRAND MUSIC CHAIR
 FREE DIVING
 SCUBA DIVER
 CORAL RESTORATIONS
 PHOTOGRAPHY WORKSHOP & CONTEST
 UNDERWATER TREASURE HUNT
 LUCKY DRAW
 SNORKELING CLINIC & TRIP
 BEACH CLEAN-UP

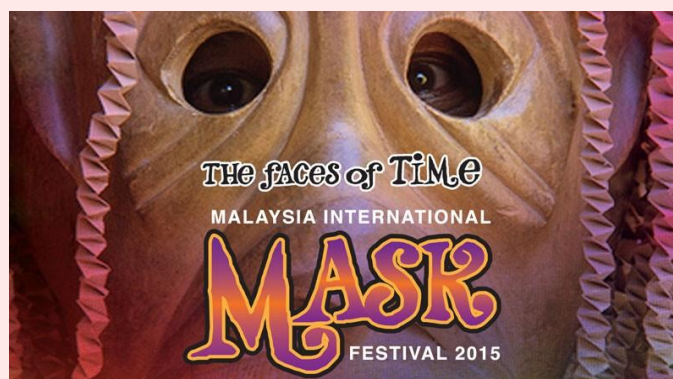
60 BE A DIVER WITH PADI RM1108
 100 EXPERT DIVER WITHOUT PADI RM588
 40 SURFACE DIVER WITH PADI RM358

INCLUDED : FERRY, ACCOMMODATION, MEALS, ACTIVITY, T-SHIRT, EVENT CERTIFICATE
COMMITMENT FEES RM250 /PERSON

Malaysia International Mask Festival

For the first time ever, Malaysia is hosting a mask festival, which will highlight unique performance arts that use masks as a prop. Visitors to the festival will be exposed to traditional masks from all over the world during the mask parade. Among the participating countries are Indonesia, Japan, South Korea, the Philippines, Brazil, Thailand, China, Italy, Australia, New Zealand, and Malaysia.

Organiser : National Department for Culture and Arts
Date : 14 – 16 August
Venue : Esplanade KLCC Park, Kuala Lumpur
Contact : +603- 2614 8200 / 8283 / 8316
Website : <http://www.jkkn.gov.my>



Borneo Cultural Festival

This festival showcases the cultural diversity and heritage of the community in Sibu, which is located in the heart of Sarawak. Immerse yourself in the culture of the Malay, Melanau, Dayak, and Chinese. Enjoy their traditional dances, arts, games, as well as music. This annual festival also welcomes the participation of cultural groups from other countries in Asia. This year, there will be performances by Indonesia Bamboo Community, SWARA-NATYA from India, a traditional percussion quartet and Nanta Performance Team from South Korea, and No Noise Percussion from Peninsular Malaysia.

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Date : 14 – 16 August
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#beautifulMalaysia

Tourism Malaysia is organising an online contest called #beautifulMalaysia, with weekly prizes to be won over 12 weeks from 15 June to 20 September. One grand prize and three consolation prizes are up for grabs every week. Grand prizes include a GoPro Hero 4, iPad Air 2, Canon EOS 100D and OPPO Find 5. The contest, which is open to participants from all over the world, requires them to submit photos that best encapsulate the beauty of Malaysia in four categories, namely places, festivals, food and shopping. Photos can be uploaded on Instagram using the hashtag #beautifulMalaysia or directly on to the contest campaign website (www.tourism.gov.my/beautifulMalaysia).

The winning photos will also be featured on postcards at the end of the campaign. These postcards together with other specially designed postcards bearing the theme Beautiful Malaysia will be placed at selected airports in the country. The postcards will also be used to further promote 2015 as Malaysia Year of Festivals, or MyFest 2015. Various festivals and events happening in the country will be highlighted on the postcards, which can easily be picked up by tourists visiting Malaysia.



Tourism Malaysia has launched a new domestic travel campaign called 'Dekat Je' to encourage more Malaysians to travel to nearby places in the country for their next weekend getaway. The unmistakably-Malaysian use of colloquial phrase 'dekat je', which loosely translates as 'so close', aims to remind Malaysians that the next exciting holiday destination is actually just right on their doorstep, and that travelling helps foster closer relationships with families and friends. Choices for the next local holiday are endless and meet all types of budgets. It can be a simple staycation in the city, a quick getaway to the next town, a gastronomic journey across several states, or living it up in lush rainforest resorts. The campaign was recently launched by the Chairman of Tourism Malaysia Wee Choo Keong at Seri Pacific Hotel, Kuala Lumpur. The 'Dekat Je' campaign encourages Malaysians to take wefies, and post them on social media platforms with a hashtag of the location to promote their trip, be it against a stunning scenery, iconic monument, or while enjoying scrumptious local delights.



Embracing Rasulullah S.A.W. Exhibition

For the first time in Malaysia and Southeast Asia, the Holy Relics of Rasulullah Muhammad (S.A.W.) will be put on display in an exhibition at the Royal Museum Kuala Lumpur from 27 July to 9 August. This is a once in a lifetime opportunity to personally witness the Sacred Hair of Rasulullah Muhammad (S.A.W.) and other Holy Relics. H.E. Dr. Sheikh Ahmad Al Khazraji, the Prince of Al- Ansar and son of H.E. Sheikh Muhammed Al Khazraji, former Minister of Endowments and Islamic Affairs, United Arab Emirates, has inherited many articles belonging to Rasulullah (S.A.W.). He is a descendant from the Khazraj tribe, one of the prominent tribes in Yathrib (Madinah) during the era of the prophet. Without his generous consent, Muslims from this part of the world will never have the opportunity to see the Sacred Hair of Rasulullah Muhamad (S.A.W.). Admission is free. In conjunction with the exhibition, a Global Islamic Conference (GIC), which will bring together world renowned speakers, scholars, academicians and thinkers to discuss the sublime characteristics and noble personality of Rasulullah Muhammad (S.A.W.), will be held at the Putrajaya Convention Centre Plenary Hall from 1 to 2 August. Meanwhile, an International Islamic Fair (IIF), which promotes progressive Islamic lifestyle in Malaysia will be held at the Royal Museum from 6 to 9 August.

Organiser : Ministry of Tourism and Culture Malaysia
 Date : 27 July – 9 August
 Venue : Royal Museum, Kuala Lumpur
 Contact : +603-8000 8000
 Website : www.motac.gov.my / <http://whoismuhammad.com.my>

Malaysia's Independence Day Celebration

On 31 August, come witness the Merdeka Day Parade at Dataran Merdeka, Kuala Lumpur, in celebration of Malaysia's Independence Day. Known locally as Hari Kemerdekaan, it is the time when Malaysians show their appreciation for yet another year of harmony among the people, and are reminded of their country's struggle for independence. This year's Merdeka celebration is themed '#sehatisejiwa', reflecting the spirit of solidarity, understanding, togetherness and humanity of all people in the country. Among the events leading up to the day of the parade include a marathon, carnival and concert.

Organiser : Ministry of Communications and Multimedia Malaysia
 Date : 31 August
 Venue : Dataran Merdeka, Kuala Lumpur
 Contact : +603-8911 5206
 Website : <http://www.kkmm.gov.my>

All information is correct at time of publication.

Visitors are advised to contact the event organiser for the latest updates.

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 & 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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth VISIT MALAYSIA YEAR (VMY) in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the MALAYSIA YEAR OF FESTIVALS (MyFEST) campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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