

Experience Malaysia

a monthly newsletter by Corporate Communication Division, Tourism Malaysia

No. 8/2015

What's on in September?

Hello Readers!

September has a few important dates to keep in mind – Malaysia Day on 16 September and Hari Raya Aidil Adha on 24 and 25 September. For Malaysians, it's a chance to plan your holidays around Malaysia, while international tourists will appreciate the different ways that we celebrate important occasions.

Around Malaysia, several events are organized ranging from sports to culture, heritage to entertainment. Fans of culture and heritage can drop by at the Crafts International Festival 2015 for a unique Malaysian souvenir, or head to a fairly new museum that features the history of the rich Malay heritage at the Malay Heritage Museum.

Sports-wise, there are the Regatta Sarawak, Royal Pahang Billfish International Challenge, World Arm Wrestling Championship and Port Dickson Bike Fest to look forward to. Wind down your tour of Malaysia with the Saturday Night Fever Musical in Kuala Lumpur or the Rhythm of Kinabalu in Sabah.

Enjoy your travels around Malaysia, and don't forget to plan your trip well and engage the services of a licensed tour operator/travel agent.

Azizah Aziz
Director of Corporate Communication
Tourism Malaysia

Regatta Sarawak & Dragon Boat Regatta

This is a remarkable traditional longboat race that happens every year. Witness teams of up to 30 paddlers battling it out in the Sarawak River on decorated longboats, in the quest for the title, "King of the River." Taking part are boat operators, the public, private and government sectors as well other countries such as Brunei and Indonesia. Secure a spot along the 1.3 km Kuching Waterfront to get the best view of the action on the water!

Organiser : Sarawak Tourism
Date : 1 – 30 September 2015
Venue : Kuching, Sarawak
Contact : +6082 507 051/055/048
Website : www.sarawakregatta.com



The Malay Heritage Museum

The Malay Heritage Museum features the uniqueness of Malay heritage with its fantastic collection of textiles, apparel, weapons and household equipment. Some interesting things to discover: the Malays had used the footnoting system in their manuscripts more than 300 years ago; a mind-mapping concept similar to Tony Buzan's was already in use by the Malays for more than 200 years; the *cindai* cloth infused with healing herbs had probably saved Hang Jebat during his scuffle with Hang Tuah; and the Malay invention of the *gobek api*, a device that combines concepts of physics, chemistry, and biology, pressure, compression and friction, which was in use about 100 years before the creation of matches in the West.

The Malay Heritage Museum, within the compounds of Universiti Putra Malaysia (UPM), also has four traditional Malay houses aged about 100 years old which can be explored to learn about Malay craftsmanship and architecture.

Overall, the museum promises visitors many more interesting finds about the history and heritage of the Malays, and is a great way to spend an afternoon back in time! Tours in English by the curator can be arranged upon request. Tickets are RM2/person and the museum opens daily from 9 am to 5 pm, and is closed on Sundays.

Location : Universiti Putra Malaysia, Serdang, Selangor
Contact : +603 8946 6000 / +603 8946 8939
Website : www.upm.edu.my



Traditional Malay House from Negeri Sembilan



Malay weapons gallery



Royal Pahang Billfish International Challenge

The Royal Pahang Billfish International Challenge is an annual off-shore fishing competition under the auspices of the Pahang State Government. It is jointly organized by Tioman Development Authority Culture Malaysia, in collaboration with the Malaysian Angling Association.

The competition is only for catches of sailfish and marlin, and contestants are guided by the rules of conduct based on international standards set by the Billfish Foundation and The International Game Fish Association. "Catch and Release" is compulsory whereby after capture, the fish is unhooked, photographed and returned to the sea before it experiences exhaustion or injury.

The event is held at Lanjut, Kuala Rompin, about 125 kilometres south of Kuantan in the state of Pahang. The area is known as the "Billfish Capital of Asia" where sailfish and marlin spend much of their time cruising the seas off Kuala Rompin during their active migration season in the months of March through September each year.

The billfish at Kuala Rompin are not big in size but you can't deny its beauty, incredible fighting spirit, breath-taking high leaps, somersaults and tail dances. Both participant and spectator will enjoy this high-level action-packed event of spectacular game fishing!

Organiser : Pahang Tourism & Culture Office & Tioman Development Authority
Date : 11 - 13 September 2015
Venue : Pantai Bernas, Kuala Rompin, Pahang
Contact : +6 019-336 6862 / 012-220 7618
Email : tda@tioman.gov.my
Website : www.rpbic.com.my



Saturday Night Fever the Musical

This brand new production of *Saturday Night Fever*, one of the most loved dance stories of all time, is packed with legendary hits from the Bee Gees including the classics *Stayin' Alive*, *Night Fever*, *Jive Talking*, *You Should Be Dancing* and *How Deep is Your Love?* *Saturday Night Fever* was more than an entertaining, cult favourite film; it became the very definition of how music, dance and pop culture can come together and redefine an era even in the passing of time. Years later, it premiered at London's West End in 1998 and New York's Broadway in 1999.

Some Malaysian fans have already experienced the musical when, back in 2004, the Australian production made it to Istana Budaya with a sold out show. This 2015 production will be imbued with a slight contemporary edge while retaining the film's grittiness and realistic portrayal of the disco era and the entertainment value of its music and dance moves.

Organiser : Milestone Production
Date : 4 – 13 September 2015
Venue : Istana Budaya Kuala Lumpur
Contact : +603-9222 8811
Website : www.milestone-production.com

★★★★★
"Extremely enjoyable and upbeat...
true to the original work"
HOLLYWOOD NEWS

★★★★★
"Unforgettable songs and
big choreographic pieces"
DAILY TELEGRAPH

THE BEE GEES' SMASH HIT MUSICAL

**SATURDAY
NIGHT FEVER**
THE MUSICAL

4-13 SEPT 2015 • ISTANA BUDAYA KUALA LUMPUR

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or call 03 - 9222 8811 for ticket info.

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Rhythm of Kinabalu



Rhythm of Kinabalu profiles Sabah's traditional music, performed by musicians from various local ethnic groups. The eclectic mix of ethnic communities from Sabah features unique instruments made from bamboo (gamelan, flute, bungkau, etc.), metal (gamelan, gongs, etc.) and wood (gabang, harp, etc.). Here's your chance to discover the sounds and rhythms of the rich culture of Sabah!

Organiser : National Department for Culture & Arts
Date : 18-19 September 2015
Venue : JKKK Sabah Complex Kota Kinabalu, Sabah, Malaysia
Contact : +603-2614 8200 / 8283 / 8316

Crafts International Festival 2015

The Crafts International Festival will showcase the amazing work of talented crafts people from all over the world. Highlights of the fair include craft demonstrations and cultural performances from various countries, aside from the sale of products at special prices. A total of 400 exhibitors are taking part to exhibit and sell traditional and contemporary handicrafts including ceramics, pewter, textiles, bamboo, wood and other natural products.

Organiser : Malaysian Handicraft Development
Date : 10-13 September 2015
Venue : Putra World Trade Centre (PWTC), Kuala Lumpur
Contact : +03 2162 7533 / 0869
Email : international@kraftangan.gov.my
Website : www.malysiacraft.com.my



37th World Arm Wrestling Championship



**37TH WAF WORLD
ARMWRESTLING
CHAMPIONSHIP**
KUALA LUMPUR, MALAYSIA 2015
BERJAYA TIMES SQUARE HOTEL
26 SEPTEMBER - 4 OCTOBER
www.mypawa.com/wac2015kl



Arm wrestling is no child's play! What kids consider as a playful demonstration of their strength is taken seriously by adults in this 37th World Arm Wrestling Championship. The World Arm Wrestling Federation (WAF), the official body that governs the sport with 67 countries registered as members, organises this world championship annually. The event lasts for 10 days with more than 5 categories with different weight classes and is set to attract more than 1,500 participants from all over the world. Malaysia is the host country of the 37th World Arm Wrestling Championship this year and will be the second Asian nation to host (WAF) Championship since 2005.

Organiser : Putrajaya Arm Wrestling Association (PAWA)
Date : 25 September-4 October 2015
Venue : Berjaya Times Square Hotel, Kuala Lumpur
Contact : +603-8893 5488
Website : <http://www.waf-armwrestling.com>

Port Dickson International Bike Fest 2015



The Port Dickson International Bike Fest is an annual tourism event that unites bikers. Highlights include high powered motorbike exhibition, bike owners carnivals, arm wrestling competition, exhibition and booths by motorcycle clubs and motorcycle accessories companies.

Organiser : Negeri Sembilan Tourism Board
Date : 4-6 September 2015
Venue : Nouvelle Hotel, Port Dickson
Contact : +606-765 9734
Website : <http://www.tourism.ns.gov.my>

Malaysian Open Kuala Lumpur 2015, ATP 250 World Tour

The Malaysian Open Kuala Lumpur celebrates its 7th anniversary this year with international tennis stars such as Richard Gasquet, David Ferrer, and Grigor Dimitrov going head- to-head with each other.

This year’s ATP 250 tournament carries a total prize money of USD1,041,540 and will be played from September 26th to October 4th at the indoor hard courts at Stadium Putra, Bukit Jalil.

Organiser : IMG Event
 Date : 26th September-4th October 2015
 Venue : Stadium Putra, Bukit Jalil
 Contact : +6012-225 4702
 Website : <http://www.malaysianopentennis.com>



The Art Expo Malaysia Plus (2015)



Gear up for the largest, most significant and prestigious international visual art feast in Malaysia – Art Expo Malaysia Plus (2015)! The art fair will feature 70 established and reputable art galleries / groups from 30 countries, exhibiting 2,000 pieces of artworks (including paintings, sculptures, installation, photography), under one roof. Admission is free.

Organiser : Art Expo Malaysia
 Date : 10 - 13 September 2015
 Venue : Matrade Exhibition and Convention Centre (MECC), Kuala Lumpur
 Contact : +603 - 7728 3677
 Email : info@artexpomalaysia.com
 Website : www.artexpomalaysia.com

**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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