



## MEDIA RELEASE

# FOREIGN MEDIA COVERS MERDEKA PARADE AND MALAYSIA INTERNATIONAL FIREWORKS COMPETITION 2008

Tourism Malaysia is hosting a total of 366 participants from 37 countries to a mega familiarisation programme (Mega Fam) in conjunction with the Merdeka Parade and the Malaysia International Fireworks Competition 2008.

The Mega Fam participants are from Australia, Bahrain, Bangladesh, Belgium, Bosnia Herzegovina, Brunei, Cambodia, Canada, China, Denmark, France, Finland, Germany, Hong Kong, India, Indonesia, Ireland, Japan, Laos, Morocco, Myanmar, New Zealand, Norway, Qatar, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, the Philippines, the Netherlands, United Arab Emirates, United Kingdom, United States and Vietnam.

The participants, comprising travel agents, journalists, TV and radio crew members, will attend a tourism seminar at Renaissance Hotel, Kuala Lumpur on 28 August 2008, where they will be briefed about the latest tourism developments in Malaysia as well as listen to the presentations by representatives from Malaysia Airlines and the Malaysia My Second Home Programme. Later, they will be feted to a dinner hosted by Dato' Razali Mohd Daud, the Deputy Director General (Promotions), Tourism Malaysia.

The following night, the group will depart for Putrajaya International Convention Centre in Putrajaya to watch the grand finale of the Malaysia International Fireworks Competition 2008. The competition which is held from 12 to 29 August sees renowned world-class fireworks teams from around the world compete for the 'Golden Merdeka Trophy'.

On 31 August, they will witness the Merdeka Day Parade at Dataran Merdeka, Kuala Lumpur, in celebration of Malaysia's 51<sup>st</sup> Independence Day. The parade will showcase the country's progress from 1957 until 2008 under the leadership of five Prime Ministers and 13 Yang di-Pertuan Agongs (Kings of Malaysia), highlighting Malaysia's achievements in the span of 51 years of sovereignty.

## **BACKGROUNDER**

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to offer the participants a personal experience of what Malaysia has to offer to tourists. The exposure is also to heighten their awareness about tourist destinations, products and services in Malaysia in order to increase tour packages and publicity on the country as a preferred leisure and MICE destination.

The publicity and exposure gained, especially through the participation of foreign media in this programme, has been very high. A total of 4,790 participants were hosted last year, generating a publicity value of RM67.17 million. Nineteen programmes have been planned for 2008 in conjunction with major festivals and tourism events.

For more information about the Merdeka Day Celebration and the Malaysia International Fireworks Competition, please contact:

**Events Management and Public Relations Division  
Ministry of Unity, Culture, Arts and Heritage  
Level 36 & 39  
Menara TH Perdana,  
Maju Junction  
1001 Jalan Sultan Ismail  
50694 Kuala Lumpur  
Phone : +603-2612 7600  
Fax : +603-2693 5114  
Website : <http://www.heritage.gov.my>**

**Joe Ghazzal**  
**Chief Producer**  
**Global2000 Sdn Bhd**  
**Suite #3113**  
**No 20, Jalan PJU 8/3**  
**Damansara Perdana**  
**Petaling Jaya 47820**  
**Selangor Darul Ehsan**

**Tel : 603 7726 3113**

**Fax : 603 7726 1311**

**Email : [shows@globalcomm.com.my](mailto:shows@globalcomm.com.my)**

**Website : <http://www.mifc.com.my>**

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For more information, please contact 03- 2615 8447 or

email: [sitirahmah@tourism.gov.my](mailto:sitirahmah@tourism.gov.my)

Log on website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

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