

PRESS RELEASE

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MALAYSIA ISLAMIC ARTS & TOURISM SOUQ 2014

SHAH ALAM, 10 September 2014: Tourism Malaysia Selangor with the cooperation of the Selangor State Tourism, Islamic Tourism Centre and Yayasan Restu will be organizing the Malaysia Islamic Arts & Tourism Souq (MIATS) at Kompleks Taman Seni Islam Selangor, Shah Alam from 18 to 21 September 2014, from 9 am to 10 pm.

The event will be launched by the Minister in the Prime Minister's Office, YB Mejar Jeneral Dato' Seri Jamil Khir Hj Baharom (B) in the presence of the Deputy Minister of Finance YB Datuk Haji Ahmad Haji Maslan.

The event will feature Muslim-friendly programmes to promote the concept of tourism and Islam. Activities scheduled include exhibitions of artefacts from the Islamic civilization, Islamic fine art and Islamic calligraphy; a tourism fair; a forum to discuss tourism and Islam; a sales bazaar; and a cycling programme around Shah Alam. Other activities include competitions, workshops, and other family-oriented and children-friendly programmes.

JAIS, Halal Development Centre, Darul Jenazah, Persatuan Cina Muslim Malaysia, Pertubuhan Pembangunan Nadi Malaysia, Persatuan Pencinta Jawi Selangor, Akademi Kaligrafi dan Jawi and other organizations are also partners to make MIATS a success.

This event will further strengthen Malaysia's standing as the world's leading Muslim-friendly destination, as ranked by Crescentrating Travel Consultancy in 2013. In its survey of 50 countries, Malaysia was placed first with 8.3 points.

Besides providing easy access to halal food, Malaysia also offers many Muslim-friendly facilities such as mosques and prayer rooms in many places including shopping malls and airports.

Total Muslim tourist expenditure is expected to reach \$192 billion a year by 2020.

MIATS is also among the 200 events held as part of the Visit Malaysia Year 2014 campaign that is expected to bring in 28 million tourists and RM76 billion receipts by year-end.

For more details, kindly contact YM Raja Munirah Raja Adnan or YM Raja Azlan Putra Raja Zainal Alam Shah, Tourism Malaysia Selangor at 03-5510 9100.

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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 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 **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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