



**PRESS RELEASE**

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## **SALE, SHOES AND RACING SENSATIONS IN MARCH**

**KUALA LUMPUR, 13 March 2015** – The 1Malaysia Grand Prix Sale (1MGPS) and the Malaysia International Shoe Festival (MISF) return this month to offer shoppers a sensational shopping experience. Participating malls nationwide will be offering attractive bargains and great discounts during the 1MGPS from 14 March to 5 April, while the three-day MISF kicked off today at the Kuala Lumpur Convention Centre.

Both events are being held ahead of the F1 Petronas Malaysia Grand Prix 2015, which returns for the 17<sup>th</sup> year at the Sepang International Circuit from 27 to 29 March.

The Minister of Tourism and Culture Dato' Seri Mohamed Nazri Abdul Aziz officially launched both events today at the Kuala Lumpur Convention Centre. It was graced by the luminaries of the tourism industry and the fashion sector, including two Malaysian icons — Professor Datuk Dr Jimmy Choo OBE and Datuk Zang Toi.

Also present were international travel agents and media from 11 countries, including Singapore, Indonesia, Korea, Taiwan, Australia and New Zealand, who are here under Tourism Malaysia's Mega Fam programme.

During the launching ceremony, Dato' Seri Mohamed Nazri also presented the Malaysia International Shoe Festival's Highest Award of Distinction to Professor Datuk Dr Jimmy Choo OBE, and the Special Recognition Award to Datuk Zang Toi, Malaysia's New York-based international fashion designer, who has been appointed earlier as the brand ambassador for the Shoe Festival.

The launch event also saw models take to the catwalk to present Datuk Zang Toi's Autumn Winter Fashion Collection 2015. The spectacular fashion show stirred excitement for the Shoe Festival, which is organised by the Ministry of Tourism and Culture, in collaboration with the Malaysia Footwear Manufacturers Association.

Back for the 6<sup>th</sup> edition, the MISF features more than 100 local and international shoe brands. The event is expected to draw over 70,000 local and overseas visitors. It also augurs well for the 1Malaysia GP Sale, which is held concurrently to offer bigger choices to shoppers all over the country.



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“Malaysian shopping malls have become mini tourist destinations; enticing locals and foreign tourists alike to seek shopping, entertainment and recreational fun, discover culinary delights, as well as enjoy health and sporting pursuits, and a gamut of other attractions. The standard, functional mall designs of the olden days have evolved to thematic and experiential ‘lifestyle’ malls for all age groups,” said Dato’ Seri Mohamed Nazri.

He added that looking at the change in scenario, Tourism Malaysia would hype on the theme ‘Experiential Shopping’ to highlight the varied exciting shopping experiences in Malaysia.

The theme will be used in all three nationwide campaigns, starting with the 1Malaysia Grand Prix Sale this month, followed by the 1Malaysia Mega Sale Carnival (27 June to 31 August) and the 1Malaysia Year-End Sale (14 November to 3 January 2016). Organised by Tourism Malaysia through its shopping promotion arm, Secretariat Shopping Malaysia, the thrice-yearly sales have helped bring numerous benefits to the local retail sector and boost tourist expenditure in the country.

Malaysia’s shopping sector is a major contributor to the country’s tourist receipts, amounting to RM21.6 billion or 30.0% of the total receipts of RM72 billion in 2014. In addition, the shopping sector also continues to hold the second biggest share of tourist expenditure after the accommodation sector, which is only higher by 0.3%.

Authoritative international media CNN ranked Kuala Lumpur as one of the world’s top shopping destinations. Kuala Lumpur secured the number four spot in CNN’s World’s Best Shopping Cities in 2012 and 2013 consecutively. This put Malaysia in the league of the world’s shopping capitals – New York, Tokyo and London. Kuala Lumpur was also ranked as the 2<sup>nd</sup> Best Shopping Destination in Asia Pacific by Globe Shopper Index, making the city the best shopping destination in Southeast Asia and among the tops in Asia.

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**FAST FACTS:**

- Malaysia's tourist arrivals for 2014 reached 27.4 million, an increase of 6.7% compared to 25.7 million tourists in 2013.
- Tourist receipts for 2014 were RM72 billion, an increase of 10.0% compared to RM65.4 billion in 2013.
- In 2014, tourists spent RM21.6 billion on shopping in Malaysia, compared to RM19.8 billion in 2013.
- The retail sector constituted 30.0% of the total tourist expenditure in 2014 against 30.2% in 2013.
- Shopping expenditure holds the second biggest share of tourist expenditure after accommodation.
- MyFest 2015 is expected to help Malaysia secure the targeted 29.4 million tourist arrivals and RM89 billion in tourist receipts for 2015. These figures will help achieve the target of 36 million tourist arrivals with RM168 billion in tourist receipts by 2020 under the Malaysia Tourism Transformation Plan.

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**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 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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