



PRESS RELEASE

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SOFT LAUNCH OF MALAYSIA INTERNATIONAL SHOE FESTIVAL 2015

KUALA LUMPUR, 3 March 2015 – The Malaysia International Shoe Festival (MISF) is back and it will be the region's biggest shoe and fashion sensation. This is the 6th edition of the Festival and it will be featuring two legends –in one show—Prof Datuk Dr Jimmy Choo OBE and Datuk Zang Toi!

The Soft Launch of the Malaysia International Shoe Festival 2015 was held at Matic on 3rd March 2015, launched by The Guest-Of-Honour, Y. Bhg. Datuk Rashidi Hasbullah, Deputy Secretary General, Ministry of Tourism and Culture Malaysia. In addition to officiating at the event, he will officially launch the 'I Love Malaysian Shoes' campaign. The key aims of this initiative are to emphasise the impressive quality and styling of locally produced footwear and to promote them among local and overseas footwear lovers.

MISF will be held from 13th to 15th March 2015 at Hall 6 of the Kuala Lumpur Convention Centre, Kuala Lumpur. The Festival is organised by the Ministry of Tourism and Culture in collaboration with the Malaysia Footwear Manufacturers Association (MFMA). It has become a highly anticipated annual event, held in conjunction with the 1Malaysia GP Sale (1MGPS). The sale this year will be held from 14th March to 5th April, adding more excitement to the adrenaline-pumping 2015 Formula 1 Petronas Malaysia Grand Prix (27 to 29 March 2015). Off the race circuit in Sepang, shoppers will be feted to thrills of a different kind – truly Malaysian shopping experience at participating malls which will offer not only the best bargains and the best choices but also serve a feast for the senses – from culinary temptations to fun and recreation to relaxation and entertainment. Both 1MGPS and MISF 2015 are set to stir shopping excitement right from the early part of this year.

MISF 2015 will be a regional platform for the shoe industry to showcase and promote its best footwear as well as related products and services. The Festival will feature over 100 local and international shoe brands and it is expected to draw over 70,000 local and overseas visitors. It is the perfect event for networking, developing new sales opportunities and obtaining market exposure. In addition, the Festival will offer numerous fun activities for all in the family.

MISF 2015 is also eagerly anticipated by shoppers and tourists. In addition to showcasing the latest footwear trends and designs from across the region and around the world, the Festival offers irresistible bargains for shoe lovers. Indeed, MISF 2015 is considered to be one of the biggest shopping events of the year.



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MISF 2015 is expected to be even more spectacular than the earlier editions. The emphasis is on high fashion and two fashion legends—Prof Datuk Dr Jimmy Choo OBE and Datuk Zang Toi—will be on hand to ensure its success.

Prof Datuk Dr Jimmy Choo OBE is a world-famous shoe designer while Datuk ZangToi is Malaysia's New York-based international fashion designer. Both icons will be honoured with retrospective exhibitions of their careers at MISF 2015. Datuk Zang Toi who is celebrating the 25th anniversary of his label, House of Toi—will be presented with the MISF Tourism Special Recognition award.

Datuk Zang Toi will be staging a glamorous fashion show to present his Autumn/Winter 2015 collection at MISF 2015. In addition, he will be conducting a forum to share his knowledge on the international fashion industry with budding fashion designers.

The other amazing attractions of MISF 2015 include its Killer Heels Competition, a Short Video Competition, a Designer Pavilion promoting new local designers, fashion shows, the latest shoe trends, amazing promotions and much more.

Admission to MISF 2014 is free; visitors can pre-scan the MISF QR code or like misfshoe page for free entry. There will be a TRADE Day for trade visitors on 13 March 2015 from 10:30am to 3:00pm, Public: 3.00pm - 9.00pm. From 14-15 March 2015, the Festival will be accessible to traders and general public from 10:30am to 9.00pm.

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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 is celebrating 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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