



MEDIA RELEASE

1MALAYSIA YEAR-END SALE RETURNS WITH GREAT PROMOTIONS AND EXCITING ACTIVITIES

PETALING JAYA, 10 NOV 2012: The Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen launched the 1Malaysia Year-End Sale (1MYES) today at Pyramid Ice in Sunway Pyramid.

The 1MYES, which will be held from 10 November 2012 to 1 January 2013, aims to encourage shoppers from all over the world to come to Malaysia to celebrate the last two months of the year with a fabulous shopping experience.

What better way to celebrate the festive season with your friends and family than holidaying and shopping in Malaysia during 1MYES.

One of three major shopping seasons in the country, 1MYES is the end-of-year shopping event that wraps up the year with a bang. The other two being the 1Malaysia GP Sale that coincides with the Formula One Grand Prix in KL and the 1Malaysia Mega Sale Carnival during the summer holidays.

EVENTS, PROMOTIONS & ACTIVITIES DURING THE 1MYES 2012:

Foreign tourists and locals alike have 55 days to take advantage of the great discounts and special offers put together by various shopping malls nationwide. The shopping malls will also host numerous exciting events to make Malaysia the place to go for shopping, fashion and food throughout November and December.

All the bargains, promotions, fun activities and contests that take place during the 1MYES 2012 offer Malaysians and foreign tourists an exciting shopping experience that will satisfy even the most seasoned shoppers.

In Kuala Lumpur, the Sungei Wang Plaza shopping mall is offering its visitors a chance to win a pair of Yoga Lin Concert tickets while the Kenanga Wholesale City will be organising a treasure hunt to challenge the creativity, fashion sense, agility and intelligence of its shoppers.

Shop at The Mines shopping mall in Seri Kembangan, Selangor and stand a chance to win a 2D1N stay for four at the Golden Palm Villa in Sepang, a gold set from Poh Kong and other prizes.

In Penang, a Garfield and Friends Meet & Greet will be taking place at the Queensbay Mall while the 1st Avenue mall invites shoppers to participate in a kolam design competition to get into the spirit of Deepavali.

Those who are into Sarawakian products and culture, do not miss the Sarawak Showcase at Plaza Angsana mall in Tampoi, Johor Bahru.

Over at Kuantan, Pahang, the East Coast Mall will be organising workshops for Christmas clay doll painting, Christmas wishing card decoration, Christmas origami and New Year card design for its visitors.

The Boulevard shopping mall and the Imperial mall in Sarawak will entice its visitors with the “Buy & Fly!” Lucky Draw Contest which offers return tickets to Taiwan, Hong Kong, Japan and South Korea.

MasterCard Promotions at 1MYES 2012:

MasterCard® brings shoppers the best shopping offers with more privileges and benefits, from instant mall redemptions to priceless experiences. Cardholders will get the opportunity to walk away with instant redemptions and exciting contest prizes at participating malls in Malaysia. So get your MasterCard ready and gear up for the Sale, That’s MasterCard, That’s Priceless.

KL Fashion Weekend:

The KL Fashion Weekend will be held on 21 and 22 November 2012 at the Kuala Lumpur Performing Arts Centre (KLPac) in Sentul, Kuala Lumpur.

The two-day fashion showcase will present fashion shows featuring new trends for hair, make-up and fashion from the Autumn-Winter 2012/2013 collection. The participating departmental stores include Debenhams and Metrojaya.

The shows are open to the public. For more information and to register for free seats, log onto www.klfashionweekend.com. Walk-in guests are required to turn up an hour before the show.

Christmas Magic is On!:

Malls will be decked in full festivity to usher in the Christmas celebrations. Look out for giant Christmas trees, carousels, Santa Claus, caroling performances and holiday shows.

New Year Countdown on 31 Dec:

Welcome the New Year with free concerts, live music deejays, hotel packages, gala dinners and a firework spectacular at Bukit Bintang and KLCC.

CONTRIBUTION OF SHOPPING SECTOR IN MALAYSIA:

Shopping is a lucrative sector of Malaysia’s tourism industry. It holds the second biggest share of tourist expenditure after accommodation.

Last year, tourists spent RM17.5 billion on shopping which constituted 30 percent of the total receipts of RM58.3 billion. It recorded a growth of 8 percent against the figure in 2010 (RM16.2 billion).

In 2000, when the first Malaysia Mega Sale Carnival was organised, shopping only constituted 23.1% of total tourist expenditures.

BBKLCC Tourism Association

The Bukit Bintang - Kuala Lumpur City Centre (KLCC) area has been upgraded and designated as Malaysia's premier shopping precinct.

The BB-KLCC Tourism Association was set up in September 2011 to coordinate the marketing and promotional activities, as well as the development of the precinct into a major tourist shopping destination.

The BBKLCC Tourism Association comprises malls such as Berjaya Times Square, Fahrenheit 88, Lot 10, Pavilion KL, Plaza Low Yat, Starhill Gallery, Sungei Wang Plaza, Suria KLCC and BB Plaza as well as 26 hotels, offices and retailers as members.

A key objective of the association is to establish Malaysia as a world shopping paradise, particularly the BBKLCC area, through concerted efforts of participating malls, hotels, retailers and F&B operators. Its strategy to achieve this is by organising top quality events and attractions, as well as by addressing the infrastructure and facility enhancements in the area with authorities.

Some of the headway that have been made in recent months include the completion of an elevated and air-conditioned pedestrian bridge spanning a length of 537 metres connecting the KLCC region to the Bukit Bintang region. Along with two other pedestrian connections within the area, there is a total of 1,350 metres of covered walkways for public use and convenience.

Global Shopper Index

Kuala Lumpur has been ranked the second best shopping destination in Asia Pacific - as reported by the latest Globe Shopper Index, cementing its position as a shopping paradise.

The report stated that Kuala Lumpur's specific strength is its ability to combine low prices with a good range of products in a large number of stores. It also took note of the Government's mammoth investments in developing KLCC and Bukit Bintang as a "premier shopping precinct in Malaysia".

Twenty five cities in the region were assessed under five categories in the Globe Shopper Index which was created by the Economist Intelligence Unit, commissioned by Switzerland-based shopping tourism company Global Blue.

Duty-Free Shopping Destination

Positioning Malaysia as a duty-free shopping destination for tourist goods is one of the three Entry Point Projects (EPPs) undertaken to increase shopping receipts to 35 percent by 2020, under the Malaysia Tourism Transformation Plan (MTTP).

Imported goods that are not subject to custom duty at all are readily available all over the country and not limited to duty-free zones. Aside from 5 categories of

products - cars, glasswares, cigarettes, alcohol and chocolates - all other products are tax exempted in Malaysia.

Shoppers can look forward to more varieties of imported goods and at better prices. This move is part of the Malaysian Government's efforts to enhance the country's position as a destination for duty-free shopping.

Through this effort, Malaysia hopes to attract a wider range of principal brands to invest in the country. It also facilitates lower and more competitive pricing of imported merchandise, giving Malaysian retailers a competitive edge over retailers in other countries.

For more information, kindly contact the Shopping Malaysia Secretariat at:


Tel : 603 8891 8000
Fax : 603 88918548
E-mail : enq-megasales@tourism.gov.my

Issued by: Communications & Publicity Division, Tourism Malaysia

Tel: 03-8891 8000; Email: sitirahmah@tourism.gov.my

Website: www.tourismmalaysia.gov.my

 <https://www.facebook.com/friendofmalaysia>

 <http://twitter.com/TourismMalaysia/> Blog: <http://blog.tourism.gov.my>