



PRESS RELEASE

PUTRAJAYA BLOOMS WITH ORCHIDS AT FLORIA 2013

PUTRAJAYA, 13 JUNE 2013 – For nine days from 22 to 30 June, the lakeside scene at Putrajaya will be transformed by shades of all colours as Putrajaya FLORIA returns, featuring over 5,000 orchids from different species at Precinct 2, Putrajaya. With the theme *Orchid – Tropical Treasure*, more than 200 cultivars, hybrids, and species of orchids will be used to landscape indoor and outdoor gardens of this much-anticipated event.

This year, Putrajaya FLORIA will feature 23 international participants from 18 countries, consisting of garden designers, growers, as well as the International Orchid Society. There will be indoor and outdoor garden displays from Australia, Chile, China, Philippines, Hong Kong, Singapore, South Africa, Taiwan, Thailand, United Kingdom and Vietnam – so lots of inspiring garden ideas will be in store for visitors!

Five landscape architects from the Institute of Landscape Architects Malaysia (ILAM) will show off their creativity and talent in the ‘Designer Gardens’ exhibition. Also, see corporate gardens on display by some of the leading companies in Malaysia. Growers will also show their floral products, such as the orchid, heliconia, rose, bonsai, hibiscus and bougainvillea flower species at their respective garden exhibitions.

Other attractions at Putrajaya FLORIA include the Longest Landscaped Vertical Wall, Orchid Collection Exhibition and Orchid Flower Competition. See how gardens are designed according to specific themes -- royal garden, innovative garden and tea party garden.

There will also be flower bazaars, an arts site, souvenirs and handicraft shops, as well as food and drinks for visitors. More than 200 activities and daily programmes are available throughout the nine-day festival, including gardening workshops, talks, flower arranging demonstrations, photography competitions, and other activities.

Visitors to Putrajaya FLORIA can also stay on till the evening to watch a parade of lighted and decorated boats floating across Putrajaya Lake at the Ministry of Tourism and Culture’s Magic of the Night event, held over the same period.

Organised by Putrajaya Corporation, and supported by Ministry of Federal Territories, Putrajaya FLORIA is a festive flower exhibition that has been organised annually since 2009, after its first outing in 2007.



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





Putrajaya FLORIA will be open to the public from 22 to 30 June 2013 from 9.00 am to 10.00 pm (Monday to Thursday) and from 9.00 am to 12:00 am (Friday to Sunday). Entrance is free.

For more information, please visit: www.ppi.gov.my/putrajayafioria/floria.html or contact Faezah at 03-88877137.

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. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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 Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division
Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Editor, Communications & Publicity Division
Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

