



MEDIA RELEASE

MALAYSIA INTERNATIONAL SHOE FESTIVAL 2013

PROMOTING MALAYSIA'S FOOTWEAR INDUSTRY AS A NEW NICHE IN THE LIFESTYLE TOURISM SECTOR

PUTRAJAYA, 11 March 2013 - The fourth edition of the Malaysia International Shoe Festival (MISF) which will be held from 28 until 31 March at the Putra World Trade Centre (PWTC) in Kuala Lumpur is expected to draw more than 65,000 local and international shoe enthusiasts.

Themed '*1Malaysia - Walking in Unity, Sole of the Nation*', the three-day event will showcase more than 150 local and international brands including *Fiorucci, Snowfly, Larrie, Verns, Geox, Good Arch, Alfio Rado, Ecco, Timberland* and many more.

During this event, Malaysia's tourism ambassador and world-renowned shoe couturier, Professor Dato' (Dr.) Jimmy Choo will showcase his latest collection where lucky visitors will also get to join the "Autograph session with Jimmy Choo".

For the first time, Hyundai-Sime Darby Motors Sdn Bhd is taking part in MISF by sponsoring a brand new Hyundai i10 worth RM56,000 for the winner of the "Shop & Win" contest. The contest is open to any visitor who spends RM300 and above at the festival and shares a photo of the MISF 2013 on the festival's Facebook page.

Other highlights include a "Designer Pavillion" which will feature shoes from 12 invited famous local fashion designers and 25 international shoe designers from Hong Kong, Indonesia, Thailand, China and New Zealand.

Minister of Tourism, Malaysia, YB Dato' Sri Dr. Ng Yen Yen said that the shoe festival was one of the ministry's most creative and innovative ideas to attract tourists especially shoe enthusiasts to visit Malaysia.

"The footwear manufacturing industry in Malaysia is a 100-year old industry and we are ranked 19th worldwide in terms of our shoes exports.

"Our footwear export has fetched US\$200mil (RM621mil) from markets such as Brazil, the United Kingdom, Mexico and Asean countries," said Dato' Sri Dr. Ng at the soft launch of the festival on 6 March, near here, adding that the Ministry had used that advantage to create this unique shoe festival.

During the soft launch, Dato' Sri Dr. Ng together with Dato' Jimmy Choo, Mr Tony Ting, President of Malaysian Footwear Manufacturers Association and Mr Kelvin Chuah, Head of Sales, Hyundai-Sime Darby Motors, flagged off two giant stiletto shoe cars which would be cruising the streets of Kuala Lumpur, giving away freebies to the public as part of the MISF 2013 promotion.

Other exciting events include a Shoe Fashion Show, Wellness Corner, Young Designer Corner, Malaysia Footwear Design competition and Kids Shoe Colouring contest.

The Malaysia International Shoe Festival is organised by the Ministry of Tourism and the Malaysian Footwear Manufacturers Association (MFMA) in conjunction with the Malaysia GP Sale.

The festival will start off with a special preview for trade buyers on 28 March and will open to the public from 29 until 31 March between 10.30 am and 8.30 pm at Hall 2, PWTC in Kuala Lumpur.

BACKGROUND

The Malaysia International Shoe Festival was initiated as part of developing Malaysia as a luxury tourism destination and especially to promote shopping in Malaysia. For the past three years that it was held, the festival managed to record sales of RM5 million in 2010, RM5.6 million in 2011 and RM6.8 million in 2012. The festival not only highlighted Malaysia's shoe manufacturers but also enhanced Malaysia's image as a shopping destination in the region.

It also aims to promote footwear tourism, manufacturing and quality Malaysian shoe design and craftsmanship.

MISF is a proven platform for trade and networking opportunities with trade buyers and visitors received from more than 40 countries, including Middle East, France, U.S.A., Australia, U.K., China, Taiwan, India, Pakistan, Indonesia, Germany, Iran, Korea, Singapore, Hong Kong, Dubai, Philippines, and Vietnam in 2012.

For more info on MISF 2013, please contact Malaysian Footwear Manufacturers Association at 03-9285 5382 or email misfshoe@gmail.com or Corporate Communications Unit, Ministry of Tourism Malaysia at 03-8891 7000 or email info@motour.gov.my.

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