



MEDIA RELEASE

1MALAYSIA MEGA SALE CARNIVAL 2012 LAUNCH

Sunway, 14 June - Tourism Minister Dato' Sri Dr. Ng Yen Yen, launched the 1Malaysia Mega Sale Carnival at the Sunway Pyramid Ice Skating Rink at Bandar Sunway today at 4 pm. The carnival, which is expected to increase shopper traffic and tourist receipts, will run for 11 weeks, beginning from 15 June to 2 September.

The 1MMSC promises to be an exciting event this year, as it will coincide with several other events, such as the Ramadan and Aidilfitri festivities as well as the 1Malaysia Contemporary Art Festival (1MCAT).

There was an array of interesting activities at the launch, including the lighting up of the 1MMSC ice-sculpture, a fashion preview by the KL Fashion Weekend, as well as a brief performance by choreographed ice-skaters and the London: the Summer Musical group.

Since the 1MMSC was first introduced, MasterCard Worldwide has been the official card for the event. This year, there will be various contests and discounts available for cardholders, including the chance of winning a 30-night stay at 5 different YTL Luxury Resorts Hotel worth more than RM 30,000.

Also to hype up the sale season, the KL Fashion Weekend Spring/Summer 2012 will run simultaneously with the 1MMSC from 15 - 17 June at Mid Valley Megamall and Suria KLCC. The KL Fashion Weekend Spring/Summer 2012 will feature labels from Parkson, Metrojaya, and Isetan, which will be on sale throughout the duration of the 1MMSC 2012.

To further highlight this prestigious event internationally, a total of 93 participants from 18 key markets consisting of journalists, travel consultants, and top management staff of various tour agencies attended the launch of the 1MMSC as part of the Tourism Malaysia's Mega Familiarisation programme.

The 1MMSC is one of the many promotional projects conducted by the ministry to establish Malaysia as a leading international shopping destination. Last year, the Bukit Bintang-KLCC (BBKLCC) Tourism Association was set up to help promote the Bukit Bintang KLCC Precinct in Kuala Lumpur, and it intends to increase tourist arrivals by 10% annually and boost retail sales per square feet from RM 950 to RM 1,100 by 2020 - an estimated 15% growth.

The primary shopping centre of the Bukit Bintang KLCC Precinct has been further enhanced with the completion of the covered walkway which connects Bukit Bintang and KLCC. Avid shoppers now have the convenience of simply walking between these two areas.

Other efforts of by the government include the abolishment of duties of various items to encourage duty free shopping in Malaysia. Among the duty free items are cameras, sports equipment, footwear, and jewellery.

On top of that, the Johor Premium Outlets was launched in December 2011, the first of the Premium Outlet Franchise within the South East Asian region, featuring more than 80 designer labels over 175, 000 square feet.

Last year, tourist arrivals reached 24.7 million compared to 24.6 million in 2010, with total receipts amounting to RM 58.32 billion. The total receipts recorded in 2010 was RM 56.5 billion.

From this amount, shopping accounted for RM 17.5 billion in 2011 registering an increase of 1.3% over RM 16.2 billion recorded in 2010.

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