



## **MEDIA RELEASE**

### **TANGKAK TEXTILE FESTIVAL 2011**

The Tangkak Textile Festival 2011 will be held for the first time at Dataran Ledang, Bandar Tangkak, Johor, from 3 to 6 March 2011.

The Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen, will be launching the Tangkak Textile Festival on 4 March 2011 at Jalan Payamas, Tangkak, Johor. Also expected to attend is YB Hoo Seong Chang, Committee Chairman of Tourism and Domestic Trade, Co-operatives and State Consumerism Johor.

The festival, held in conjunction with the Malaysia Grand Prix Sale 2011 which starts on 15 March, is organised by Tourism Malaysia in co-operation with Tangkak District Council. Twenty eight textile shops are taking part and business hours during the four-day festival are from 10am to 10pm.

According to YB Dato' Sri Dr. Ng Yen Yen, Tangkak has the potential to become a premier textile shopping destination among domestic and foreign tourists, especially those from the Southern region like Melaka, Negeri Sembilan and Singapore.

"Events such as this encourage tourists to shop, thus contributing to the nation's tourism revenue and the income of the local community through the sale of products by these small and medium industry operators," said Dr. Ng Yen Yen.

The Minister also added that Tangkak will not only be promoted as a hub for local and imported textile but also for the places of interest in the region like homestays, Gunung Ledang Waterfall and Lagenda Forest Park Gunung Ledang.

Tourism Malaysia has also invited tour agents and media representatives from Negeri Sembilan, Melaka, Johor and Singapore to the launch of the festival so that they could experience the festival and help promote the surrounding attractions.

Tangkak Textile Festival 2011 will be a fun-filled event with textile auctions, quizzes, stage performances, *songket* weaving demonstrations, bead embroidery and creative *kompang* presentations.

For further information, please contact Ms. Norizah Abidin, Assistant Director, Shopping Malaysia Secretariat at 03-2614 8692 or email [Norizah@tourism.gov.my](mailto:Norizah@tourism.gov.my) or Tourism Malaysia - Johor at 07 - 2223590/1/012 - 7679608 or email [Nizam@tourism.gov.my](mailto:Nizam@tourism.gov.my)



## SIARAN MEDIA

### FESTIVAL TEKSTIL TANGKAK 2011

Festival Tekstil Tangkak 2011 akan dianjurkan buat julung kalinya di Dataran Ledang, Bandar Tangkak, Johor dari 4 hingga 6 Mac ini.

Menteri Pelancongan Malaysia, YB Dato' Sri Dr. Ng Yen Yen akan melancarkan Festival Tekstil Tangkak ini pada 4 Mac 2011 di Jalan Payamas, Tangkak, Johor. Turut dijangka hadir ialah Pengerusi Jawatankuasa Pelancongan dan Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan Negeri Johor, YB Hoo Seong Chang.

Festival yang diadakan sempena Karnival Jualan GP Malaysia yang akan bermula 15 Mac ini adalah anjuran Tourism Malaysia dengan kerjasama Majlis Daerah Tangkak. Ia melibatkan 30 peniaga daripada Persatuan Peniaga Tekstil Tangkak yang akan beroperasi dari pukul 10 pagi hingga 10 malam selama tiga hari festival ini berlangsung.

Menurut YB Dato' Sri Dr. Ng Yen Yen, Tangkak berpotensi menjadi destinasi beli-belah tekstil yang unggul di kalangan pelancong domestik dan pelancong asing terutamanya dari zon selatan seperti Melaka, Negeri Sembilan dan Singapura.

"Acara ini dapat menggalakkan pelancong berbelanja sekaligus meningkatkan pendapatan pelancongan negara serta membantu meningkatkan pendapatan penduduk tempatan melalui penjualan produk industri kecil dan sederhana," kata beliau lagi.

Beliau turut berkata bahawa Tangkak bukan sahaja akan dipromosikan sebagai hab penjualan tekstil tempatan dan import yang bermutu tinggi tetapi tempat-tempat menarik di sekitar Daerah Ledang seperti inap desa, Air Terjun Gunung Ledang, Taman Hutan Lagenda, Taman Negara Gunung Ledang, *Mushroom Farm dan Tawar Farm & Plantation* akan turut dipromosikan.

Tourism Malaysia turut menjemput agen-agen pelancongan dan wakil-wakil media dari Negeri Sembilan, Melaka, Johor dan Singapura untuk menyaksikan pelancaran festival ini bagi menghebahkan tentang kewujudan festival tersebut dan tarikan-tarikan pelancongan di Ledang.

Festival Tekstil Tangkak 2011 bakal dipenuhi dengan pelbagai aktiviti menarik seperti jualan dan lelongan tekstil, kuiz, persembahan pentas, persembahan kebudayaan pelbagai bangsa, demonstrasi tenunan songket dan lakaran batik serta pertandingan kompang berirama.

Untuk maklumat lanjut, sila hubungi En. Mat Yusuf Che Nam, Pegawai Pelancongan Tertinggi, Sekretariat Membeli-belah Malaysia di 03-2614 8697 atau emel [matyusuf@tourism.gov.my](mailto:matyusuf@tourism.gov.my) .

---

Issued by: Communications & Publicity Division, Tourism Malaysia  
Date: 4 March 2011  
Phone: +603- 2615 8188; Fax: +603 26158299 or  
Email: [wardatul@tourism.gov.my](mailto:wardatul@tourism.gov.my)  
Website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)