



MINISTRY OF TOURISM MALAYSIA

NEWS RELEASE

Bigger and better “1Malaysia International Shoe Festival 2012”

Her Majesty Seri Paduka Baginda Raja Permaisuri Agong to grace the event

KUALA LUMPUR, 13 March 2012 – More than 100 local and overseas well-known shoe manufacturers have confirmed participation at the “1Malaysia International Shoe Festival” (1MISF) 2012, which is returning for the third time from 29 March until 1 April 2012 at the Putra World Trade Centre, Kuala Lumpur.

Targeted to be bigger and better this year, this trendy and kaleidoscopic shoe exposition will see overseas participation from the ASEAN countries, United Arab Emirates, Germany and many others.

To be graced by Her Majesty Seri Paduka Baginda Raja Permaisuri Agong Tuanku Hajah Haminah binti Haji Hamidun, over 60,000 local and overseas shoe fashionistas are expected to throng the four-day event.

“It is indeed exciting to see the successful organisation of the 1MISF series since its inception in 2010. The popularity of this event has reflected the buoyant growth of the shoe industry and I am glad to acknowledge that we are making a solid stride in establishing Malaysia as the “Shoe City of Asia”, said Minister of Tourism Malaysia, YB Dato’ Sri Dr. Ng Yen Yen.

Speaking to newsmen at the soft launching of 1MISF 2012 at Malaysian Tourism Centre (or MaTiC) here today, she added that the MISF series have successfully attracted large number of tourists during their visits in Malaysia.

Last year, 1MISF attracted over 55,000 visitors with total sales of RM6.2 million transacted during the three-day event. Of the total, more than 15% were trade visitors coming from over 40 countries, which included the Middle East, France, U.S.A., Australia, U.K., China, Taiwan, India, Pakistan and others.

In recent years, Malaysian-made shoes become one of the “Must Buy” items for tourists coming to Malaysia. Statistics unveil that the annual export sales of shoes from Malaysia accounts to over RM6 hundred million to countries such as Singapore, Germany and Italy while local sales amounts to RM5 hundred million.

“The shoe industry in Malaysia has more than 100 years of history, evolving from a humble industry with main focus on OEM to the current status of having plenty of internationally prominent brands, especially the lady shoes which are known for their stylish designs and fine quality at competitive prices,” said the President of the Malaysian Footwear Manufacturers Association, Mr. Tony Ting.

Said to be the largest and most comprehensive shoe exposition in Malaysia, the 1MISF is jointly organised by the Ministry of Tourism Malaysia and the Malaysian Footwear Manufacturers Association.

The 1MISF series are aimed at establishing Malaysia as the “Shoe City of Asia” by providing an ideal platform for the shoe industry players to showcase their high quality and latest shoes and related products and services, while promoting their brands to the world.

This year, the organisers have also lined up other exciting programmes and activities. Centre of attraction will be presentation by none other than Malaysia’s Tourism Ambassador and shoe couturer Professor Dato’ (Dr) Jimmy Choo OBE of his latest collection.

The 1MISF 2012 will also highlight the “Wedding Shoe Wonderland” which showcases various choices of both conventional and unconventional bridal shoes – from high heels, boots, platform shoes, sneakers, to sport shoes.

Held concurrently with 1MISF 2012 will be the 5th Malaysia Footwear Design Competition (MFDC 2012), of which the winners will be announced and prizes to be presented on 29 March 2012.

Besides the exhibition galore, exciting programmes and activities including Shoe Fashion Show, Shoe Painting Competition, Miniature Shoe Design Competition and many others will also be held during the four days. There will also be a special workshop called “Clog Shoe-making Gallery” which will showcase the work of physically challenged individuals.

In order to promote health and how to take good care of one’s feet, there will be a “Foot and Wellness Corner” which gives free expert opinions and tips on foot care and factors to be considered on getting the right shoes.

The popular “Shoe History Gallery” will once again unveil the “Rainforest Shoe Wonderland” - a gigantic 13-feet tall rainforest shoe which is vying for the Malaysia Book of Records.

At the soft launching ceremony, YB Dato’ Sri Dr. Ng Yen Yen flags off a Red Shoe Car symbolising 1MISF 2012, which will be driven around various shopping malls, universities and colleges, office buildings and sightseeing landmarks.

The Red Shoe Car will kick start the 1MISF 2012 roadshow with exciting interactive games and giving away goodies and freebies to the public.

Admission to 1MISF 2012 is free and is open to trade visitors on 29 March 2012 from 10:30 am to 6:30pm; and to both the trade visitors and public from 30 March to 1 April 2012 from 10:30am to 8:30pm.

For latest updates and more information, please visit www.malaysiafootwear.com.

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