



## **MEDIA RELEASE**

### **1MALAYSIA YEAR END SALE 2011**

In Malaysia, the year is not complete without the 1Malaysia Year End Sale (1MYES). This year, the annual shopping event will be held from 15 November 2011 to 1 January 2012.

Organised by the Ministry of Tourism, the 1MYES 2011 will be launched at Bukit Bintang Dome in Pavilion Kuala Lumpur, on 18 November by the Honourable Minister of Tourism, Malaysia, YB Dato' Sri Dr. Ng Yen Yen.

One of three major shopping seasons in Malaysia, 1MYES is the end-of-year shopping event that wraps up the year with a bang. The other two being the 1Malaysia GP Sale that coincides with the Formula One Grand Prix in KL and the 1Malaysia Mega Sale Carnival during the summer holidays.

#### **EVENTS, PROMOTIONS & ACTIVITIES DURING THE M-YES 2011:**

This year, the seven-week long 1MYES campaign promises an interesting line-up of fashion-related events and entertainments, as well as nationwide shopping promotions. As the Klang Valley's trendiest shopping and entertainment district, Bukit Bintang is set to host various exciting events that offer unforgettable shopping experiences to shoppers and visitors.

#### **1MYES MY FAVOURITE MALL CONTEST**

Apart from admiring the seasonal décor of the numerous malls, the public also has the opportunity to participate in the 1MYES Favourite Mall Contest to vote for their favourite mall. They can cast their vote at [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my) from 21 Nov 2011 to 1 Jan 2012 and stand a chance to win attractive weekly prizes of travel vouchers. The most popular mall will win prizes too!

#### **MASTERCARD PROMOTIONS AT 1MYES 2011**

MasterCard continues to reward its cardholders with more privileges and benefits, from instant mall redemptions to priceless experiences, for the upcoming 1Malaysia Year End Sale 2011. With a minimum spend of RM250 on MasterCard branded cards, at

participating malls nationwide, cardholders can get the opportunity to walk away with instant redemptions. Also up for grabs, in collaboration with Pavilion KL and Qatar Airways, is a trip to witness the upcoming Paris Fashion Week 2012, flying on Business Class. Cardholders, with a minimum spend of RM500 at Subang Parade Shopping Centre, will be eligible to win a 4 days 3 nights stay at the Rasa Premier Suite at Shangri-La Rasa Sayang Resort in Penang worth RM11, 500. Other than that, there are a total of 1,800 day passes to the Malaysia International Fashion Week to be redeemed at selected malls. With this, remember, there are some things money can't buy, for everything else, there's MasterCard.

### **KL FASHION WEEKEND**

KL Fashion Weekend, an event supported by Tourism Malaysia will be held on 18 and 19 November 2011 at the Boulevard, Publika Shopping Gallery at Solaris Dutamas.

The two-day fashion showcase will present a total of six fashion shows featuring new trends for hair, make-up and fashion from the Autumn-Winter 2011/2012 collection. The participating departmental stores will also offer a minimum of 25% discount on sale collections. Participating departmental stores will offer a minimum of 25% discount on sale collections. Some of the stores showcasing their work are Debenhams, Parkson, Tangs, Metrojaya and Publika.

This inaugural event will end with an exclusive show by KL Alta Moda which will feature leading Malaysian designers such as Albert King, Faisal Abdullah of Jendela KL, Datuk Radzuan Radziwill and Khoon Hooi. A group of British fashion designers will also showcase their Spring/Summer 2012 collection.

The show is open to the public; for more information and to register for free seats, log onto [www.klfashionweekend.com](http://www.klfashionweekend.com). Walk in guests are required to turn up an hour before the show.

### **THE JOHOR PREMIUM OUTLETS**

Johor Premium Outlets (JPO), South-East Asia's first Premium Outlet Centre, is set to open on 11 December this year with more than 80 stores. However, shopaholics will be able to have a sneak preview of this outdoor shopping mall from 2 to 10 November between 10 am and 10 pm.

This upscale outlet is strategically located at the intersection of the North-South Expressway and the Second Link Expressway in Johor. It is the 70<sup>th</sup> outlet centre in the Premium Outlet portfolio - one of the world's largest collections of upscale centres.

### **UNITED BUDDY BEAR WORLD TOUR**

For the first time in Southeast Asia, the United Buddy Bear art exhibition - comprising 148 life-size fibreglass bear sculptures originally developed in Berlin, Germany - will be exhibited at the Bukit Bintang Entrance of Pavilion KL. Each bear is hand-painted skillfully in a variety of unique designs and represent countries acknowledged by the United Nations, bringing a message of peace and tolerance.

### **YTL CONCERT OF CELEBRATION 2011 WITH JULIO IGLESIAS 1/12/11**

Legendary crooner Julio Iglesias will be in Kuala Lumpur to entertain 1,800 specially invited guests. Log onto [www.starhillgallery.com](http://www.starhillgallery.com) and answer a few simple questions to win free tickets, or watch the show online via the YES website. Patrons of Jalan Bukit Bintang are also able to enjoy the concert from surrounding buildings like Pavilion KL, Grand Millenium Hotel, Fahrenheit 88 etc.

### **CHRISTMAS MAGIC IS ON!**

Malls will be decked in full festivity to usher in the Christmas celebrations. Look out for giant Christmas trees, carousels, Santa Claus, caroling performances and holiday shows.

### **NEW YEAR COUNTDOWN ON 31 DEC**

Welcome the New Year with free concerts, live music deejays, hotel packages, gala dinners and a firework spectacular at Bukit Bintang and KLCC.

### **CONTRIBUTION OF SHOPPING ACTIVITY TO ECONOMY**

As a sub-sector or segment of the tourism industry, the shopping industry has a significant role to play in the economy.

As it is, shopping holds the second biggest share of tourist expenditures after accommodation, with its contribution of **RM16.2 billion** in **2010** compared to **RM15.1 billion** in **2009**, signifying an increase of **7.4%**. It constituted about **28.7%** of total tourist expenditures in 2010 compared to **28.3%** in 2009.

In **2000**, when the first Malaysia Mega Sale Carnival was organised, shopping only constituted **23.1% of total tourist expenditures**.

Beginning 1 January this year, the Malaysian government had waived import duties on more than 300 goods in an effort to enhance Malaysia's position as a duty-free shopping destination. The tax is waived to attract a wider range of principal brands to invest in Malaysia and in doing so, add variety to the product choice on the market.

For more information, kindly contact the Shopping Malaysia Secretariat at:

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