



MEDIA RELEASE

MALAYSIA MEGA SALE CARNIVAL 2009 WINDOW DISPLAY CONTEST & SHOPPING CENTRE AWARDS

The Ministry of Tourism and Tourism Malaysia are proud to announce the winners of the Malaysia Mega Sale Carnival Awards 2009, held recently in conjunction with the nationwide sale campaign. The event, which is organised for the first time this year, is aimed at encouraging the retail industry i.e. retailers and shopping centres to decorate their window displays and concourse areas as well as to hype up the sales ambience during the carnival period.

Themed 'MALAYSIA YOUR SHOPPING OASIS', malls and retailers all over the Klang Valley have been competing for the top prize in two (2) categories i.e. Best Window Display Contest and the Best Shopping Centre Awards.

A total of 2 department stores, 31 outlets including 15 specialty outlets and 1 food and beverage outlet participated in the Best Decorated Window Display Contest. The various sub-categories in this contest are as follows:

Department Stores

Best in Innovative Display

Specialty Stores

Best in Innovative Display

Best in Merchandise Marketing

Best in Sales & Promotions

The various retail outlets which took part in the contest included Elianto at Pavilion KL, Khazanah at 1 Utama, Kitschen, Nichii and Lence at Sunway Pyramid, My Tie Shop at Mid Valley Megamall and PUMA at the Gardens Mall to name a few.

For the Best Shopping Centre Awards, a total of five (5) shopping centres across Klang Valley i.e. Mid Valley Megamall, Sungei Wang Plaza, Pavilion Kuala Lumpur, 1 Utama Shopping Centre and Sunway Pyramid participated and the various sub-categories are:

Malls in Central Business Districts

Best in Thematic Decoration

Best in Promotions & Events

Malls in Suburban Districts

Best in Thematic Decoration

Best in Promotions & Events

The panel of judges for the contests were led by Mr. Johar Adnan of Tourism Malaysia and comprised of Ms. Monie Mohariff of Institut Perekabentuk Dalaman Malaysia (IPDM), Mr. Hasan Abdullah of the Faculty of Hotel and Tourism Management, UiTM Shah Alam and Mr. Teo Juh Kwee and Ms. Vivian Soong both of the Malaysian Institute of Art (MIA).

Prize presentation for both contests took place on 27th July 2009 at 3pm at the Seri Pacific Hotel, Kuala Lumpur.

LIST OF WINNERS FOR THE MALAYSIA MEGA SALE CARNIVAL AWARDS 2009:

1. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Best Innovative Display (Department Stores)

Tangs, Pavilion Kuala Lumpur

2. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Honorary Mention (Department Stores)

Parkson, Pavilion Kuala Lumpur

3. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Honorary Mention (Food & Beverages)

TCK 1920 Hakkakaya 1 Utama Shopping Centre

4. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Best Innovative Display – Gold (Specialty Shops)

Kitschen, Sunway Pyramid

5. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Best Innovative Display – Silver (Specialty Shops)

Khazanah, 1 Utama Shopping Centre

6. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Best Merchandise Marketing – Gold (Specialty Shops)

Puma, The Gardens Mall

7. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Best Merchandise Marketing – Silver (Specialty Shops)

My Tie Shop, Mid Valley Megamall

8. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Best Sales Promotion – Gold (Specialty Shops)

Lence, Sunway Pyramid

9. Malaysia Mega Sale Carnival Awards 2009

Best Window Display Contest

Best Sales Promotion – Silver (Specialty Shops)

Nichii, Pavilion Kuala Lumpur

10. Malaysia Mega Sale Carnival Awards 2009

Shopping Centre Awards (Central Business District)

Best Thematic Decoration

Pavilion Kuala Lumpur

11. Malaysia Mega Sale Carnival Awards 2009

Shopping Centre Awards (Central Business District)

Best Promotion & Events

Mid Valley Megamall

12. Malaysia Mega Sale Carnival Awards 2009

Shopping Centre Awards (Suburban)

Best Thematic Decoration

Sunway Pyramid Shopping Mall

13. Malaysia Mega Sale Carnival Awards 2009

Shopping Centre Awards (Suburban)

Best Promotions & Events

1 Utama Shopping Centre

For more information, contact:

Shopping Malaysia Secretariat

For details, contact Alina Faiz

Tel: 2615 8124

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Tel: +603 2615 8188; Fax: +603 2615 8299

Email: anisramli@tourism.gov.my Website: www.tourismmalaysia.gov.my