



MEDIA RELEASE

MALAYSIA: A SHOPPING HAVEN

The Minister of Culture, Arts and Tourism, Dato' Paduka Abdul Kadir Sheikh Fadzir said that Malaysia is all geared up to position itself as one of the leading international shopping havens of choice.

In 2002, Malaysia garnered RM 5.13 billion worth of receipts from shopping, which represents 20.6% of the total RM 25.8 billion tourist expenditure. The encouraging figure provides confidence to Malaysia to become a leading international shopping destination.

Since August 2000, the Ministry of Culture, Arts and Tourism observes the spurt of between 150,000 to 200,000 more tourists added to the average monthly figures during each Megasale carnival on March, August, and December (barring periods of the Iraq War and SARS), bearing testament that tourists do come for shopping in Malaysia.

The increasing support from participating retailers numbering up to 8,282 during the December 2003 Megasale carnival (compared to 2,783 when the Megasale first started in August 2000) also provides great leverage for Malaysia to be one of the leading shopping haven.

To realise the said goal, a national committee was formed to spearhead the initiative. The committee is led by the Ministry of Culture, Arts and Tourism. The other ministries and agencies involved are:

- Ministry of Domestic Trade and Consumer Affairs
- Ministry of International Trade and Industries
- Royal Customs Malaysia
- Ministry of Local Housing
- Malaysia Association of Tours & Travel Agents
- Malaysia Retailers Association
- Malaysian Retailers Chain Association
- Association of Shopping Complexes and High-rise Management
- State Exco
- State Tourism Action Council (MTPN)

Dato' Abdul Kadir also mentioned the possibility of Malaysia in developing itself to become a global "emporium," not just promoting Malaysian products, but also products from other countries.

For more information on Malaysia Mega Sale Carnival nationwide activities, please contact the **Shopping Secretariat** at 03-21630162 / Fax: 2162 9439.

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