

**Promoting Malaysia**  
**Chedet.cc**  
**27 August 2014**  
**Tun Dr Mahathir Mohamad**

1. There was a time when Malaysia was unknown to the rest of the world.
2. When Malaysians went abroad and people ask where they came from, the reaction to their reply that they were from Malaysia, almost always evoke the comment, "Where is that?"
3. But today most foreign people would know where Malaysia is. They would even know that Malaysia succeeded in changing itself from an agricultural country to an industrial country. And today 24 million tourists visit Malaysia in one year.
4. All these did not just happen. The tourist industry has become a big contributor to the Malaysian economy because of action taken to make Malaysia well known.
5. When RM 280 million was spent to build the Sepang F1 race-track there was a lot of criticism. It seemed like a waste of money as the sport was not excelled by Malaysians.
6. One of the objectives was to promote Malaysia as a tourist destination and to showcase its attraction as a place to invest.
7. The race was watched by more than 100,000 people including almost 30,000 foreign spectators. But more importantly the race was broadcast live by more than 300 TV stations worldwide. It is estimated that more than 300 million people watch the F1 race all over the world. They not only see the car racing but also many aspects of Malaysia's development and facilities. For three days the TV audience saw beautiful Malaysia and a lot of Malaysia's development.
8. Advertising on Japanese TV is expensive, costing a million Ringgit for a three minute clip. But during F1 race Malaysia gets 2 hours a day for three days free TV coverage. Throughout the world 300 TV stations cover the race without our having to pay a single cent.
9. If we add up the advertising value for three days on 300 TV stations worldwide, the cost would be much more than the total cost of building the track. Multiply it with 15 years and the publicity value of that track will add up to billions.
10. If in addition we add the spending of some 30,000 tourists to see the race, the contribution to the national economy would justify the RM280 million we spent building the F1 race track.
11. These events, the F1 race, the Tour de Langkawi bicycle race, LIMA and a host of other events earn the nation a lot of money, far more than the cost of holding this events.

12. That is why I am saddened when the Government did not help out the organisers of the recently held Red Bull Air Race in Putrajaya. This race is held all over the world. Millions watch this race. The majority would be locals but many loyal followers travel to watch the race. The advertising value is very high, yet the cost of holding it is low.

13. The organisers cannot really make money from the event. But it is good advertising for the country.

14. The Government has contributed a small sum. But it should help more. And so should the big corporations.

## 10 Comments

1. *Sibotak*

August 29, 2014 at 9:20 AM | [Permalink](#)

Malaysia could promote itself not only through Economic Sports Political Exploitation

We can make a Different approach here

Something for a Change , Easier , Economical above all meant to

PUT WRONG TO RIGHT

It is just an Effort what next God Decides

Formed an Effort to Unite the Muslims World

No one can Touch us

We don,t use weapons

We form like a Tabligh , Islamic movement

A form of organization explore the conflicts between Muslims

Make them sit & square matters out in the name of Allah

Not fighting & killing each other

The very cause of the Confusion , Killing of each Brothers

Is due to The Physiological United States Led Lies to the World Design by Israel

That results in Confusion between Islamic Brothers

This Lies meant to Divide the Muslim Community

Its the US , ISRAEL ,BRITISH , THE WHITE HOUSE WAR MONGERS

every intentions to get the Muslim Divided , their Lies with little doubtful evidence

that Sparks into Flames now into Roaring Inferno

Russia succeeds in Slapping US assumptions of the Ukraine & MH false evidence by US

Have Saves Russia being a Victim of US led Lies

THESE LIES IS BRUTAL

THESE LIES KILLS MILLION OF INNOCENTS BABIES CHILDREN WOMEN

ELDERLY

THESE LIES BREAKS MUSLIMS FAMILY APART

THESE LIES COLLAPSED A BEAUTIFUL NATION ONCE BEFORE

THESE LIES BREAKS ISLAM INTO PIECES SHATTERED EVERY HOPES

THIS BRUTAL LIES OF MASS DESTRUCTION MUST BE TERMINATE

I sounds Crazy ,I don,t know but I like to make this effort to form this movement with Malaysia as an Islamic Nation from Asia to Stabilize Middle East  
An effort to unite the Muslim World in the name of Allah  
We are fighting Nobody  
We did not use Weapons  
We just making Efforts for Muslim World to be United  
As such all those LED LIES must be Eliminate



2. *Idea*

August 28, 2014 at 9:05 PM | [Permalink](#)

Very smart thinking.



3. *musato*

August 28, 2014 at 7:11 PM | [Permalink](#)

Assalamualaikum Tun.

Malaysia di sini lahirnya sebuah cinta.

Apa maksudnya jika sekali baca tanpa olahan? Tiada maksud apa apa.

Cuma perkataan CINTA yang membawa makna. Macam baca novel remaja.

Kita bercakap pasal negara selepas Lahad Datu dan MH. Tapi ungkapan CINTA seperti novel remaja.

Seperti janji ditepati, ramai orang tak dapat bantuan banjir dengarnya.

Seperti Islam Hadhari.

Sayangilah tanahair bagaikan jasad dengan nyawa.

Diselitkan cerita sikit kebetulannya ketika van jenazah melintasi Yang diPertuan Agong kedengaran pintu rumah saya diketuk ketika kebetulannya saya sedang menunggu anak balik dari sekolah.

Saya cuma boleh mengucapkan ‘dari Allah kita datang dan kepada Allah kita kembali’.

Mayat yang tiba ke negara juga amat berterima kasih dan gembira dikebumikan di tanah air.

Apakah kita turut menyayangi negara seperti itu?

Terima kasih Tun.



4. *sibotak*

August 28, 2014 at 7:04 PM | [Permalink](#)

Many incidents , exposers can make Malaysia known  
Regardless We need to have a secure moderate healthy happy ahead  
We need good leadership , good govt , good citizen  
Good Chemistry to make it happen  
Looking at the World Threat now  
Are we prepared to secure ?  
As it is not Wrong that are Threaten  
It is the Weak that are being Threaten  
Its nor right nor wrong  
It is Strong or Weak  
We need National Servicemen to Strengthen our Govt  
We need to Mould future generations with Educations  
National Service enhance this Moulding  
It serves good for the Govt also the young generations  
Young generations that are Drifted with Drugs , Road bikers  
Showcases in Malls , Drifted wasting their time

Get them serves for 2yrs , followed by annual reservists up to a retired age .This helps in building a better generations & better individuals of Malaysia for both Govt & its Citizens



5. *mokhtar*

August 28, 2014 at 2:30 PM | [Permalink](#)

DEAR TUN,

PROBLEM CAN BE SOLVED.. JUST GRANT A PILOT LICENCE TO THE SPORT MINISTER.  
SPONSORSHIPS WILL BE COMING. IRONICALLY EVERYTHING MUST COME WITH STRING ATTACHED.  
ANYWAY, YOU MAKE MALAYSIA TO WHERE SHE IS NOW. AM PROUD TO BE CALL A MALAYSIAN AND WE ARE WELL ACCCEPTED AND RESPECTED EVERYWHERE.

MAY ALLAH BLESS YOU & FAMILY.



6. *Hajar*

August 28, 2014 at 2:21 PM | [Permalink](#)

Dearest YAB Tun,

Tun (as PM) was once called ‘the best SALESPERSON in Malaysia’.

Sadly, our current leaders at national level do not have Tun’s ability to think as business people. Most of them, ‘pendek akal...’. They are not able to see hidden profits.

Thanks Tun for everything. You are still the best PM.

\*\*\* May Allah SWT bless Tun and family \*\*\*



7. *Abu Alya*

August 28, 2014 at 12:57 PM | [Permalink](#)

Salam Tun.

1. After all your amazing hard work at developing and marketing Malaysia, those who took over your PM seat are bent to “SELL” the country very cheap to the foreigners.

2. It is similar to a situation where one speculates a potential decline in the stock value and begin to “short-selling”. Is the Malaysia economy so weak and really going downhill that fast, that is causing fund managers betting and waiting to make a scoop on its downside? or there is an insider trading going on within the govt dictated by the likes of Soros and Rothschilds.

3. Under Pak Lah we saw how ownership of landbank in Iskandar and Johor Baru Baharu, and KTM’s in Singapore exchanged hands.

3.1 We also witnessed how a convicted corrupter cum sodomite was let loose prematurely.

3.2 The cancellation of development projects planned by Tun.

4. Under Najib, we are about to witness the selling of our MAS, Silterra and then perhaps falling into [Singapore’s TPPA trap](#) ( I wonder what the hell is Tok Pa negotiating for?)

4.1 Tons of money transferred to offshore banks in the Cayman Islands for unknown development projects.

4.2 Heavy investment via shady figures with exotic names who socialise with Paris Hilton and Arab princes in the Hollywood scene.

5. Like the methodology of Idris Jala and Khalid Ibrahim, who sold assets only to show profit under their management and leadership, the two PMs who came after you also dont have

much faith in the country and its people. In fact, they undermine all the achievements that Tun have brought to the country, exactly like what the Opposition want them to do.

6. I noticed that the BN govt under Najib now, is becoming a hidden enemy to everything that UMNO stands for and is designed to kill UMNO softly under the guise of liberalism and moderation. UMNO is in the govt's sabotage plan to further a foreign agenda.

7. The Malays have been moderate all these while and they need not be pushed around just becous of their hospitable nature. The Chinese need not be too greedy and afraid becous never in hundred years will the Malay ever come close to achieve the 30% equity. Even within that percentage more than half are JVs and Ali Baba setups that benefits the Chinese business community.

8. So, in the spirit of the "Hungry Ghost Festival" let us all Malaysian commit ourselves to be more generous and accommodating towards one another. As Tun always remind us, and I would like to put it in these words – "Sharing is Caring". Let us not copy the ways of the Ikan Yu @ Sharks of the Singapore PAPigs who are always on the prowl and hungry for a kill. Let us not be their victim !

MERDEKA ! ... MERDEKA ! ... MERDEKA !

Thank you Tun Mahathir  
without you,  
what would have we become?



8. *MsEmma49*

August 28, 2014 at 11:41 AM | [Permalink](#)

Salam Tun,

Saya pon wondering mana budget 2 billion for tourism? rasaya di handle oleh pak menteri Nazri Aziz.... banyak yang di sponsor event concert2 yang memabukkan dan kontroversi... sorry to say la... arak, concerts, free sex semua tue dah ketinggalan zaman.... saya rasa kementerian pelancongan agak outdated dengan event2 yang dijalankan dan tidak strategic... apa2 pon akan berbalik pada leadership...

Thanks Tun,



9. *PASHit a.k.a. DAPshit*

August 28, 2014 at 10:32 AM | [Permalink](#)

Salam Tun,

I have a nagging feeling that is surely felt also by millions of Malaysians that we have quite a few headless chickens running the country who don't have a clue about strategic planning.

DAPshit@PKRloosebutts



10. *balance*

August 28, 2014 at 8:27 AM | [Permalink](#)

Tun,

You are a very good businessman. Your thinking is beyond many leaders, ministers and bankers. Many want money or profit first other things later. You still the best lah!

Thanks for making Malaysia a great nation.

Source: <http://chedet.cc/?p=1446>