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JB DUTY FREE COMPLEX POISED FOR MORE INTERNATIONAL CUSTOMERS

By: Leslean Arshad

JOHOR BAHRU, April 17 (Bernama) -- Sriwani Holdings Bhd's Johor Bahru Duty Free Complex is poised to tap more foreign visitors entering the country from the south when the economy recovers, said executive director Razak Yahya.

Since it began operations last August, some 800,000 people have visited the complex known as Zon, he told a press conference today in conjunction with the launch Zon tomorrow. It will be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad tomorrow.

About 40 percent of its customers were foreigners but this is expected to rise to 70 percent in the future, said Razak.

Zon offers one-stop duty free shopping, dining and entertainment, transportation, accommodation and convention facilities.

The duty-free complex intends to tap opportunities from its proximity to the Changi Airport in Singapore.

"Our target is to concentrate more on international passengers as we are located near the busy Changi Airport where many foreign travellers stop over on their way to other destinations," he said.

According to statistics obtained from the Customs department, about 12,000 visitors cross the Causeway everyday, he said.

Zon has been working with foreign tour agencies to attract travellers to visit its premises.

Razak said he is happy that Zon is well-patronised and feels that this will help the country save foreign exchange.

The Zon complex cost RM300 million and was developed by Sriwani's subsidiary, Kelana Megah Sdn Bhd. Its anchor tenant is Cergasjaya Sdn Bhd, which has been operating Sriwani's Bukit Kayu Hitam duty-free complex for the past 10 years.

Razak said local products account for more than 60 percent of its sales, which were in line with the government's call to promote Malaysian-made products. -- BERNAMA

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