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Enhancing Malaysia's image

A WEBSITE located at www.mymalaysia.com.my has been set up to enhance the image of Malaysia in the eyes of the world, as well as to act as a one-stop channel for users to gather accurate information and facts about the country.

Launched recently by Prime Minister Datuk Seri Dr Mahathir Mohamad, the Website is expected to kick off a string of activities that aim to promote nation building among Malaysians.

The campaign was initiated by a group of concerned individuals and non-governmental organisations that see the need to have a channel to uphold and promote a positive image of Malaysia, in ensuring its continued social, political and economic well-being.

The target audience is two-fold, namely both local and global. For the local audience, the Website aims to be an integrated-communications platform for Malaysians to express their love and support for their country, as well as an information-delivery platform on pertinent current issues that will be of interest to Malaysians.

For the global audience, it is to be an information-delivery platform on Malaysia to the world.

The existing architecture of the Website is designed to complement the needs of these target audience.

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