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Grand start to Visit Selangor Year

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SHAH ALAM, Sun. - It was a spectacular event with some 20,000 people, both locals and foreigners, gathering for the launch of the Visit Selangor Year 2000 and its video-cum-Selangor 2000 logo - The Eagle - at Dataran Shah Alam today.

Amidst a colourful and spectacular laser show and fireworks, the Menteri Besar of Selangor Datuk Seri Abu Hassan Omar launched the much awaited VSY 2000 and its logo - Selangor 2000... On The Wings Of Excitement.

The logo - a soaring eagle against the backdrop of a rising sun represents the heights of dominion, its spread of wings recalling the bountiful yet still hidden splendours that Selangor has to offer.

The massive wings with nine tips, each evoking the majesty of the eagle, represent Selangor's nine districts. The emerging sun denotes a new beginning, for Selangor's tourism industry in general and the nation's in particular. The shades of red and yellow mark the colours of the State flag.

The launch marks the start of the promotions by TMS 2000 Sdn Bhd, a company wholly-owned by the Selangor Government with an initial paid-up capital of RM2 million, to start its campaign to attain the target of five million local and foreign tourists to the State next year.

The VSY 2000, which will see 54 programmes and activities lined up for the whole year focusing on four major areas - motorsports, golfing, recreational sports and MICE (meeting, incentives, conference and exhibition), is expected to bring in a gross revenue of RM1.5 billion to the State.

Abu Hassan said the launch, the first ever held with such pomp at Dataran Shah Alam, was also a project by the Selangor Government to boost the tourism sector.

"It's timely for us to give a boost to this sector which has been sidelined due to the active development in infrastructure, manufacturing and real estate for the past years.

"However, due to the excellent infrastructure, we are prepared to maximise its utilisation for the benefit of the tourism industry."

He also told reporters that, subject to approval from Prime Minister Datuk Seri Dr Mahathir Mohamad, he would lead a delegation to Europe next month to promote Selangoras a tourism destination.

Similar delegations would also be sent to Far Eastern countries and other continents.

He also said these teams would be sent to other States in the country, including those already holding similar tourism exercises, to set up a network for the promotion efforts.

He said the tourism sector had been identified as one with great potential to contribute to the development of the State's economy, especially at a time when it was hit by the economic slowdown.

"The good infrastructural available will definitely help us to boost the tourism sector which in turn will contribute towards the Gross Domestic Product."

To make the VSY a success, Abu Hassan said the State Government had already identified strengths, weaknesses, opportunities and threats to the tourism industry.

Selangor has good infrastructure and, most importantly, the nation's gateway is situated in the State, the Kuala Lumpur International Airport

in Sepang and the premier port in Port Klang.

"These can be fully exploited to boost the tourism industry."

"The Selangor 2000 concept is also to support the commercial sale of tourism products, be it national or international. The private sector has also got an important role to play in the success of VSY 2000 by sponsoring the promotion exercise locally and internationally."

Abu Hassan said the colourful parade by 22 groups was also an example of the spirit of the participants from the public and private sectors which would help to make VSY 2000 a resounding success.

The preliminaries to the launch of VSY 2000 began as early as 4pm with the vintage classic motor car and paramotor show at Plaza Perangsang followed by a food fiesta at Holiday Inn Shah Alam.

The pre-launch also comprised shows at Pekan KF, Kota Francais, followed by Wayang Kulit and traditional music by the National Art Academy and a cultural show by the Selangor Museum board.

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