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Kadir-Carnival

YEAR-LONG CARNIVAL AIR IN MALAYSIA FROM NEXT YEAR

KUALA LUMPUR, Oct 12 (Bernama) -- Tourism carnivals currently held separately by the respective states will be coordinated and held simultaneously nation-wide beginning next year under "Colours of Malaysia Month" programme.

Culture, Arts and Tourism Minister Datuk Abdul Kadir Sheikh Fadzir said the programme would replace Malaysia Fest presently staged in September every year and was confined only to the federal capital.

This year's Malaysia Fest celebrated last month would be the last, he told a media conference at his ministry here today.

He said coordination of tourism-related programmes was necessary to create a festive atmosphere throughout the year and to enable a large-scale publicity blitz to be carried out worldwide to woo foreign tourists to visit Malaysia.

The coordination was crucial as tourism was an important sector for the country's economic growth, he said.

Kadir suggested that shopping carnivals and fruit fairs could also be held at the same time nation-wide.

He said states could continue with their respective tourism calendar events in other months of the year.

He said events under the Colours of Malaysia Month this year would start on Saturday with a mammoth procession to exhibit Malaysia's richness in arts and culture.

Some 4,000 participants from the various ethnic groups in Malaysia would take part in the procession held in conjunction with the installation of the Sultan Salahuddin Abdul Aziz Shah as the 11th Yang di-Pertuan Agong of Malaysia on Sept 23.

A total of 540 media representatives including journalists currently in Malaysia to cover the F1 Petronas Malaysian Grand Prix, tour and travel agencies from throughout the world have been invited to witness the procession.

" We expect about 10,000 tourists will come to Malaysia to watch the grand prix. We have sought the cooperation of hotels to inform their guests about the procession," he said.

Tourism Malaysia's new theme "Malaysia Truly Asia" would also be launched at the function to be attended by Sultan Salahuddin, Prime Minister Datuk Seri Dr Mahathir Mohamad and cabinet ministers, he added.

-- BERNAMA

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