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Mohd Ali-tourism

CM MEETS FOREIGN ENVOYS TO PROMOTE MELAKA

KUALA LUMPUR, Feb 19 (Bernama) -- Melaka Chief Minister Datuk Wira Mohd Ali Rustam today met 34 foreign ambassadors and high commissioners in efforts to promote Melaka as a preferred tourist destination.

The meeting was held in conjunction with the Melaka 200 Tourism Festival opened by Prime Minister Datuk Seri Dr Mahathir Mohamad at the KLCC here yesterday.

During the function, Mohd Ali also launched the Melaka Food Fest at a hotel here.

Speaking to reporters later, he said the foreign envoys felt that more detailed information on Melaka was needed to promote the state in their respective countries.

They would also like to see more write-ups on Melaka, he said.

In this respect, Mohd Ali said the state government would produce more books on Melaka covering its history, culture and recreation in English and also in other languages such as Japanese and Mandarin.

A book about the Malays all over the world would be launched at this year's conference in Melaka on Convergence of the Malay World and Islam, he said.

To-date, the state government has produced a book entitled "Visit Historic Melaka, Means Visit Malaysia".

He also said that in his discussion with Brazilian Ambassador Geraldo Affonso Muzzi he was told that some 360 Portuguese words such as "bendera", "almari" and "baldi" had been absorbed into the Malay language and a book about this could draw Portuguese-speaking tourists to Melaka.

Mohd Ali said Zimbabwean High Commissioner Chitsaka Chipaziwa had also suggested that the Melaka government used the services of some 80 Malays living in Zimbabwe to promote the state.

He said the state government would also organise a visit soon for the foreign envoys to enable them to know Melaka better.

--BERNAMA

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