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Over 60,000 expected to attend tourism expo

KUALA LUMPUR, Tues. - More than 60,000 visitors are expected to visit the six-day "Malacca Tourism Festival 2000" (MTF 2000) which begins on Friday at the Kuala Lumpur City Centre.

Warisan Advertising Sdn Bhd managing director Datuk Rosle Jaamat, who is chief coordinator of the event, told a press conference today that MTF 2000 will concentrate on popularising Malacca as a one-stop tourist centre to attract more tourists.

He said the festival was to promote Malacca not merely as a destination famous for its historical and cultural heritage but also for shopping, education, recreation, agro-tourism, sports, convention and health.

He said the visitors would have the opportunity to savour what Malacca has to offer.

He added there would be displays of local cuisines, cultural shows, seminars, workshops and daily lucky draws.

Lucky draw winners will walk away with a Kriss Modenas Motorcycle, A' Famosa Golf Resort membership and many other exciting prizes.

The festival will be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad. A total of 92 companies have confirmed their participation.

Rosle said similar events might be held in Singapore and other countries to promote Malacca.

MTF 2000 is organised by the Malacca State Government and co-sponsored by Telekom Malaysia Berhad, Tenaga Nasional Bhd, DRB-Hicom Group, A' Famosa Resort, Kit Kat Nestle and United Engineering (M) Berhad.

The New Straits Times is an official newspaper for the event, while Takaful Nasional plays the role of the official insurance company.

The festival is open to the public daily from 11am to 10pm except on the final day where the exhibition will close at 6.45pm. Admission is free.

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