

27/01/2000

Plan to aggressively sell Malacca

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KUALA LUMPUR, Wed. - Malacca hopes to attract three million tourists this year with an aggressive campaign beginning with the Malacca Tourism Festival from Feb 18 to Feb 23.

Themed "Visit Malacca Means Visit Malaysia", the festival will be held at Persiaran KLCC, Jalan Ampang.

Malacca Chief Minister Datuk Wira Mohd Ali Rustam said that after the festival, the State Government would hold tourism promotions in Singapore and Pekan Baru, Sumatera.

"The reason why the promotions will be held in Singapore is because of the 1.5 million tourists who visited Malacca last year, 750,000 were Singaporeans," he told reporters after the signing of a MoU on the festival between the state government, a joint-sponsor, official media, and an insurance company at Istana Hotel today.

"It will be held in Sumatera as Indonesians make up at least 1,700 of our tourists monthly."

DRB-Hicom Group is the joint-sponsor of the event while New Straits Times, Berita Harian and Nanyang Siang Pau are the official media and Takaful Nasional is the official insurance company.

State secretary Datuk Wira Abdul Aziz Omar signed on behalf of the state government while its culture and tourism committee chairman Datuk Hamdin Abdullah witnessed the event.

DRB-Hicom chairman Tan Sri Mohd Saleh Sulong signed on behalf of the company, witnessed by its public and corporate affairs group director Datuk Abu Samah Bachik.

NST was represented by New Straits Times Press (M) Berhad (advertising) group general manager Abdul Rahim Saleh while Berita Harian was represented by NSTP general manager, advertisement sales (Bahasa Melayu newspapers) Mohd Rafflee Mohd Yassin.

Nanyang Siang Pau group managing director Wong Ah Lek signed on behalf of the newspaper, witnessed by its business development manager Tan Hee Chong.

Takaful Nasional Sdn Bhd general manager Datuk Dr Kamaruddin Sharif signed for the insurance company, witnessed by its assistant general manager (marketing) Mustafa Kamal Said.

"We want to promote places like Jonker Street (now Jalan Hang Jebat) as a place for antique shopping and Jalan Hang Tuah as a pedestrian mall like Bintang Walk in Kuala Lumpur.

"We also want to promote conventions in the state as it has places for that purpose such as Dewan Yayasan Melaka, Dewan Seri Negeri and Dewan Al-Azim."

The state government has also shortlisted about 50 events on its tourism calendar.

"This will provide business opportunities to all the industrial sectors and boost the state's economy," he said.

He also said the State Exco had agreed to privatise Institut Teknologi Seni and rename it as Kolej Yayasan Melaka to train students as efficient tourist guides.

A total of 72 companies have confirmed their participation in the festival which is expected to be launched by the Prime Minister Datuk Seri Dr Mahathir Mohamad.

The festival will be open from 10am to 10pm daily and admission is free.

(END)