

Rosmah hopes KL will be 'Shoe Capital of the East'

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The prime minister's wife Rosmah Mansor hopes that the International Shoe Festival, being held in Kuala Lumpur for the first time, will pave the way for Malaysia to become 'The Shoe Capital of The East'.

"This effort will help make Malaysia a footwear industry hub and further promote it as a major international shopping destination.

rosmah hilton hotel 221209 rosma smile "I believe that such a festival will also help realise the nation's aspiration to increase understanding and interaction among people from different cultures in line with the goals and objectives of the 1Malaysia concept," she said when launching the festival at the Putra World Trade Centre today.

Rosmah said the effort could also boost the development of the shoe designing and manufacturing sector.

Also present at the launching were Tourism Minister Dr Ng Yen Yen, Tourism Malaysia director-general Mirza Mohammad Taiyab and international shoe designer and Malaysia's tourism ambassador Jimmy Choo.

RM1 bil footwear industry

Ng said the festival would promote Malaysia's footwear industry as a new niche to the lifestyle tourism market and as a timely recognition for a 100-year-old industry to being a leader in the Asean region.

"We want to expand the RM1.1 billion revenue of the shoe industry and to attract tourists to spend more in the country, especially during the Malaysia Formula F1 Grand Prix.

Themed 'Walking in Unity - 1Malaysia', the festival is jointly organised by the Tourism Ministry and the Malaysian Footwear Manufacturers Association to coincide with the Malaysian GP Sale.

It also acts as a platform to inspire young shoe designers to showcase their talents.

The exhibition showcases well-known Malaysian brands such as Lewre, Carlo Rino, Fiorucci, Ferelle, Skechers Malaysia, Larrie, Nose, Porosus, Bonia and Jukebox.

- Bernama

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