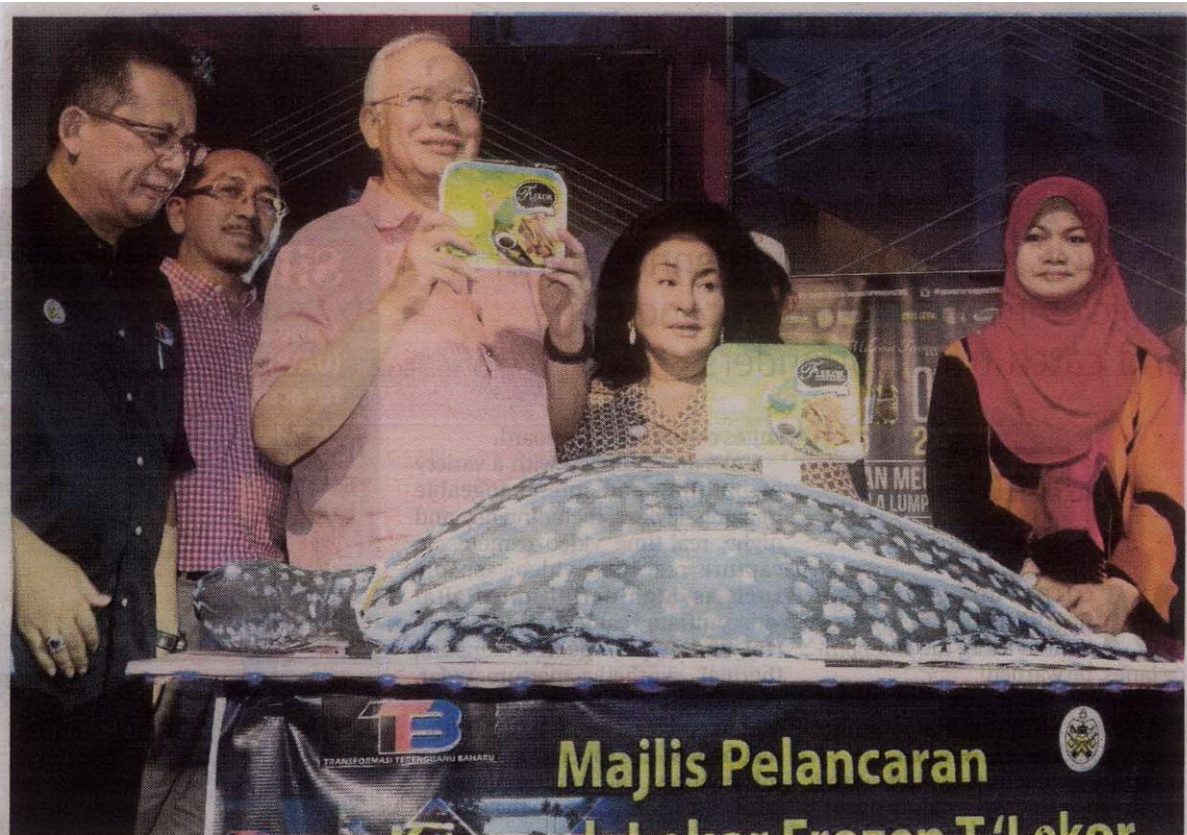


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Prime Minister **Datuk Seri Najib Razak** and his wife, **Datin Seri Rosmah Mansor**, launching frozen 'keropok lekor', known as *T'lekor*, in Kuala Lumpur yesterday. Pic by Yazit Razali

Tasting the best of Terengganu

NST- 2/11/2015

KUALA LUMPUR: Prime Minister Datuk Seri Najib Razak and his wife, Datin Seri Rosmah Mansor, spent their time savouring Terengganu delicacies at Pesona Terengganu 2015 in Dataran DBKL here yesterday.

The five-day programme, which kicked off on Oct 29, was aimed at promoting state attractions, including its products, culture and traditional games.

It is also part of the Visit Terengganu 2017 campaign.

At the event, Najib launched frozen *keropok lekor*, known as *T'lekor*, for the export market.

The product was produced by Universiti Sultan Zainal Abidin's Science and Creativity Centre

Terengganu and Terengganu Entrepreneur Development Foundation.

Earlier, Najib and Rosmah were welcomed by Terengganu Menteri Besar Datuk Ahmad Razif Abd Rahman and his wife, Toh Puan Halina Zakaria.

The public can participate in interesting activities such as *songket*-making and traditional games such as *congkak*.

Thirty entrepreneurs took part, with several well-known chefs invited to conduct cooking demonstrations.

Razif said the event had achieved its target by garnering more than 100,000 visitors.

"Our first mission, which is for

Terengganu entrepreneurs to expand their business outside of the state, had been successful.

"Product reservations by visitors were overwhelming and I was told the food was finished."

The carnival, also held at Dataran Merdeka, comprised three events, namely the food fair, "consumer show" involving promotional activities and sale of products and services, and "trade show", which focused on exhibition, information delivery, seminar and discussions on the state's development.

At the opening ceremony, Razif said the Persona Terengganu programme, to be held annually in Kuala Lumpur, would be extended to other states.