

Lada Holds Langkawi Cultural Month In South Korea
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LANGKAWI, July 30 (Bernama) -- The Langkawi Development Authority (Lada) is holding a 2012 Langkawi Cultural Month on Nami Island, South Korea, in the effort to promote Langkawi to the Korean market.

Lada tourism manager Rosmina Yaakob said the cultural month, beginning July 20, targeted to lure 250,000 visitors.

"The response to the promotion is very encouraging," she told Bernama, here, today.

She said the programmes included a photography exhibition, cooking demonstrations, traditional music performances and wood-carving demonstrations.

A total 20 people, comprising Lada officers, musicians, chefs and wood carvers headed by Lada chief executive officer Tan Sri Khalid Ramli, were participating in the promotion, she said.

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