

60 Sub-Sectors with 8,700 Outlets Take Part in 1Malaysia Unified Sale 2014

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KUALA LUMPUR, June 22 (Bernama) -- A total of 60 sub-sectors comprising 942 companies, with 8,700 outlets are taking part in this year's 1Malaysia Unified Sale.

Tourism and Culture Minister Datuk Seri Mohamed Nazri Abdul Aziz said the sale taking place, together with the 1Malaysia Mega Sale Carnival would see the participation of not only the shopping and retail sector but also the sub-sectors such as bank, spa, hotel, transportation and telecommunication.

He said this enabled Malaysians and foreign tourists to enjoy great discounts on all items nationwide.

"This marks the third year that the tourism and culture ministry is working together with the domestic trade, cooperatives and consumerism ministry to bring you the nation's biggest sale campaign," he said in his speech at the Pre-Launching of 1Malaysia Mega Sale Carnival and 1Malaysia Unified Sale 2014 here Sunday.

Also present were Domestic Trade, Cooperatives and Consumerism Deputy Minister, Datuk Seri Ahmad Bashah Md Hanipah.

Mohamed Nazri said the two concurrent sale events would offer shoppers more than two months of attractive bargains and exciting deals, from between June 28 and Sept 1.

Meanwhile at the event, Mohamed Nazri also launched the Batu Road Retailers Association which aims to promote and improve the retail business along Jalan Tuanku Abdul Rahman.

During the pre-launch, a commemorative book for Tourism Malaysia was also unveiled with the title, 'Malaysia, Simply Spectacular Shopping'. It is a collaboration between Tourism Malaysia and the Malaysia Shopping Malls Association.

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