

**SPEECH BY
YAB DATO' SERI ABDULLAH BIN HAJI AHMAD BADAWI
AT THE LAUNCH OF MALAYSIA MEGA SALE CARNIVAL
AT PLAZA BUKIT BINTANG
5 AUGUST 2000**

Good evening. I would like to congratulate the Ministry of Culture, Arts and Tourism and all parties involved in organising the Malaysia Mega Sales Carnival for successfully staging this worldwide campaign. I would also like to thank the organisers for giving me this honour of launching this campaign in such a grand and festive atmosphere with the presence of locals and visitors from different parts of the world.

2. As mentioned by the Hon. Minister of Culture, Arts and Tourism earlier, Malaysia has all the necessary ingredients for the continued growth of a vibrant tourism industry. We look forward to increasing the number of visitors to our country by positioning Malaysia as the premier holiday destination in the Asia-Pacific region. No effort will be spared to ensure that all necessary steps are taken to realize this goal.

3. I am confident that the "Malaysia Mega Sales Carnival" will contribute directly towards enhancing Malaysia's appeal as an international shopping destination to match the more established ones. It is the government's aspiration that Malaysia will be one of the leading shopping havens of the world in the near future.

4. With shopping facilities spread in all corners of the country, excellent infrastructure and hotel facilities, competitive prices, and most important of all, the present value of the ringgit against major foreign currencies, a campaign of this nature is timely to boost tourist arrivals in Malaysia.

5. The organising of this carnival with the joint effort of the relevant government ministries and agencies with the private sector signifies yet another reason for celebration. It is indeed a proof of the benefits of Malaysia incorporated concept, where the private and public sector are able to forge a smart partnership in promoting the country.

6. We have come a long way out of the recent recession. In addition to increased foreign exchange earnings from exports which includes tourism, increased consumer spending is crucial in sustaining the recovery process.

7. I am pleased to learn about the attempts that have been made to regain the attention and interest of international travellers. The present performance of the tourism industry should be able to provide the necessary incentives to upgrade the quality of tourism services to match its excellent facilities.

8. In the excitement of the present situation of tourist arrivals, we should not lose sight of our commitment to provide excellent services with courtesy and politeness, two hallmarks of Malaysian culture.

9. For the shopping establishments in addition to maintaining the range of products, innovative displays and merchandising, courtesy and services too play an equal role in ensuring repeat visits.

10. To the general consumer, with the discounts offered on all range of goods and services, it is the right time to shop and enjoy the benefits of this campaign. The approaching school holidays will provide the time you need to explore different parts of the country to enjoy the attractive holiday packages that I am told are being offered.

11. For the visitors to Malaysia, I sincerely hope that you will have an enjoyable stay. Tell your friends and family about Malaysia and your enjoyable stay, and we look forward to your return visit with them.

12. Finally, it gives me great pleasure, to launch the Malaysia Mega Sales Carnival 2000.

Thank you.