

Fun-Filled Extravaganza for Media & Tourism Partners



CELEBRATING 1MALAYSIA TRULY ASIA (C1MTA)

11 - 17 April 2014
Terengganu

200 local and international media representatives and players from the tourism industry experienced an intensive 6 days of Celebrating 1Malaysia Truly Asia (C1MTA) extravaganza in conjunction with the Terengganu International Squid Jigging Carnival 2014. The participants came from various countries including Australia, Brunei, China, Germany, South Korea, Hong Kong, India, Indonesia, France, Spain, Singapore, Thailand, United Kingdom and United States. They were taken on interesting tours around Terengganu, which included Setiu Wetland, Kenyir Lake, Kenyir Elephant Village, river cruise, kerecut mat weaving demonstration, gasing (top) spinning demonstration, songket demonstration, releasing baby terrapins, Islamic Civilization Park, Crystal Mosque, Redang Island and of course, got to catch their very own squids during the squid jigging excursion at night.



A FEAST FOR FOODIES



LAUNCHING CEREMONY: CITRARASA SABAH FOOD FESTIVAL 2014

18 April 2014

Kota Kinabalu, Sabah

The inaugural Citrarasa Sabah Food Festival 2014 was launched by YB Datuk Seri Panglima Masidi Manjun, Minister of Tourism, Culture and Environment Sabah at KK Times Square. It was a fanfare atmosphere with 22 food kiosks lining the beautiful courtyard offering ethnic delicacies and cuisines from 35 ethnic groups such as signature Hinava raw fish dish mixed with lime and Bambang seeds. Other exciting side activities included cultural performances, cooking competitions, colouring and egg painting competitions, live cooking demonstration, live movie screening, wine tasting, Bar Flair Show and live band performances. The three-day event kicked off the start of a month-long Citrarasa Sabah Food Festival 2014 at various participating hotels in Sabah.



Colourful Sailboats Race to Glory

REGATTA LEPA WATER FESTIVAL 2014

24 - 27 April 2014

Semporna, Sabah

Regatta Lepa Semporna 2014 charted a record-breaking participation of 340 decorated fishing boats known as 'lepa', in the largest gathering of colourful vessels in the Malaysia Book of Records. The lepa is used for many generations by the fishermen community, who live on the vessel. This year, Maman Indanan won the best decorated traditional boat award for the third time. His boat, carved from red seraya wood, took about a year to build. Boat owners usually wear traditional costumes and play traditional music on their lepa during the regatta. Other attractions during the festival include beauty contests, sea sports and competitions, and cultural performances.



Sun, Sea & Sand Fun



WATER FESTIVAL MALAYSIA LABUAN 2014 25 – 27 April 2014

Labuan International Sea Sport Complex, Labuan



The Water Festival Malaysia Labuan (WFML) 2014 was a haven of fun for the young and old, featuring various sports and leisure activities such as Mini Fun Fair, exhibition booths, food stalls, bazaars, Colouring Contest and Creative Decorations for children, traditional games, Sand Sculpture Workshop, Sand Castle Competition, Fish Exhibition, Kids' Games, Cross Channel Swimming, Kayaking Competition, Stage Performances, Beach Angling Competition, Tug-of-War, Beach Pillow Fight and fireworks performance. Other highlights included the Voice of Labuan singing competition, Battle of The Bands and Labuan International Fishing Tournament (LIFT) 2014. This year's event attracted more than 70,000 visitors.

Spice Up Your Life with Creative Apps

MYAPPS HACKATHON PRIZE GIVING CEREMONY

29 April 2014

Kuala Lumpur

Microsoft Malaysia heralded over 50 local developers for their innovative ideas and hard work in developing apps for the Windows 8/Windows Phone 8 ecosystem. The project is a collaborative effort between Microsoft and the Ministry of Tourism and Culture, and supported by partners such as BizClub PKNS, Cradle Fund, MacroKiosk, MDeC, Media Prima Digital, TM and UX MalaysiaMore. There are over 1.5 billion people on Windows, over 140,000 apps and 245,000 apps available on the Windows Store and Windows Phone 8 Store respectively. A hackathon is an event where a large number of people meet to engage in collaborative computer programming.



The Heritage of Pewter Craftmanship

ROYAL SELANGOR VISITOR CENTRE'S 10TH ANNIVERSARY LAUNCH 29 April 2014

Royal Selangor Visitor Centre, Kuala Lumpur

In conjunction with Royal Selangor Visitor Centre's 10th Anniversary celebration, Secretary General Ministry of Tourism and Culture Malaysia, YBhg Datuk Dr Ong Hong Peng, visited and was taken on a tour of its premises. The centre showcases the heritage of pewter craftsmanship and promotes the history of tin mining through a collection of images, interactive exhibits and traditional tools. The experiential pewter smithing workshop at the Royal Selangor's School of Hard Knocks offers visitors the opportunity to create their very own pewter dish, using traditional tools from a hundred years ago. The Foundry is where visitors can, from scratch, mould a keychain designed in the shape of VMY 2014 mascot, the proboscis monkey.

