

The Glitz and Glamour are Back!



5TH MALAYSIA INTERNATIONAL SHOE FESTIVAL 2014 OPENING CEREMONY

27 March 2014

Putra World Trade Centre, Kuala Lumpur

It's glamorous! It's chic! It's cool! It's big! Yes. It's that time of the year again for the 5th edition of Malaysia International Shoe Festival 2014 (MISF). With the theme "Best of Asia and Beyond", MISF 2014 was bigger than ever.



From mega designers, gigantic shoe sculptures to a five-foot stiletto adorned with glittering Swarovski crystals and Malaysia's biggest shoe box, the festival officiated by YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, Minister of Tourism and Culture Malaysia, was a truly prestigious celebration of the footwear industry.

Showcasing 100 brands, 200 booths and an endless array of activities, including trading and networking



with representatives from over 40 countries, Malaysia Footwear Design Competition, Ballerina Shoe Stage, ShoeScape. Kid's Shoebox Painting Competition and Footprint of Love charity event, MISF attracted thousands of visitors. Everyone just let their hair down and kicked up their heels for fun!



Malaysia's Largest Shoe Box



5TH MALAYSIA INTERNATIONAL SHOE FESTIVAL 2014 SOFT LAUNCH

17 March 2014

Kenanga Wholesale City, Kuala Lumpur

"Size does matter". All heads turned when the giant shoe box measuring 20 feet in length by 12 feet in depth and 6.5 feet in height, officially entered the Malaysia Book of Records as the country's largest shoe box at the Soft Launch of the 5th Malaysia International Shoe Festival 2014. The Giant Shoe Box also came with a built-in vending machine which would dispense gifts for visitors who played games there. YBhg. Datuk Dr. Ong Hong Peng, Secretary-General of Ministry of Tourism and Culture Malaysia officiated the Soft Launch.

"Clic-Clog" for a Good Cause

CLIC-CLOG WALKATHON CHARITY PROGRAMME

16 March 2014

Central Market, Kuala Lumpur

Over 100 participants, including the physically challenged community, from the Beautiful Gate Foundation, put their best foot forward to "clic-clog" their way to a good cause in Central Market. The Clic-Clog Walkathon Charity Programme was held to create greater awareness of the 5th Malaysia International Shoe Festival 2014. The rain did not dampen the spirit of the participants to wear their clogs and have fun on a 1-kilometre walk. The event was attended by YBrs. Encik Rashidi bin Hasbullah, Deputy Secretary General, Ministry of Tourism and Culture Malaysia and YBhg. Professor Dato' Dr. Jimmy Choo OBE, Tourism Ambassador of Malaysia.



'MATTA'vellous Travel Deals!

MATTA FAIR OPENING CEREMONY

14 March 2014

Putra World Trade Centre (PWTC), Kuala Lumpur

Malaysian Association of Tour & Travel Agents or MATTA Fair, dubbed as the biggest travel fair in Malaysia, was held from 14 to 16 March 2014 at PWTC. More than 467 exhibitions and sponsors occupying 1,058 booths participated in this event. The first day of the fair saw some 4,000 tour packages worth RM900,000 being sold. YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, the Minister of Tourism and Culture Malaysia officiated the opening ceremony of the MATTA Fair.



A Roaring Start for Shopping



1MALAYSIA GRAND PRIX SALE 2014

OFFICIAL LAUNCH

15 March 2014

Sunway Pyramid, Selangor

Our shopping season has started with a roar with 1Malaysia Grand Prix Sale 2014. Held in conjunction with the Formula 1 Petronas Malaysia Grand Prix, this nationwide sale gives visitors a chance to enjoy fabulous retail rewards, bargains, offers and promotions from 15 March to 16 April 2014. YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, the Minister of Tourism and Culture Malaysia, in his opening speech during the official launch said, "Shopping expenditure registered RM19.8 billion last year, which was an increase of 6 per cent compared to 2012. It constituted 30.2 per cent of total expenditure for last year." The launch event featured a video presentation of "Essence of Malaysia" and performances by renowned singers, Yuna and Farhan as well as fashion show by Pink Jambu and PUMA Sportswear.



A Grand Night to Remember

MALAYSIA GRAND PRIX WELCOME DINNER 2014

27 March 2014

Shangri-La Hotel, Kuala Lumpur

The 16th edition of the PETRONAS Malaysia Grand Prix started with a glittering reception for over 500 guests. Graced by the YAB Tun Dr. Mahathir bin Mohamad, former Malaysian Prime Minister and wife, YABhg Tun Dr. Siti Hasmah Mohamad Ali, the Gala Dinner saw the intimate evening filled with exciting entertainment, including performances by Grammy Award-winning David Foster who signed up Malaysia's superstar Yuna, and is responsible for the success of many international artistes. Other performers included Vince Chong, Hafiz, Juwita Suwito, Cheryl K, Elvira Arul and Dato' Siti Nurhaliza as well as Season 2 American Idol winner, Ruben Studdard and R&B singer, Eric Benét. Audiences were also given a big surprise – our Tun Dr Mahathir Mohamad singing 'My Way' with the encouragement of David Foster! What a joy, what a night!



Prepping up with Rugby Legends



LAUREUS YR1M RUGBY COACH CLINIC

24 March 2014

Dataran Petaling Jaya, Selangor

Two of the greatest rugby legends of all time, former All Blacks captain Sean Fitzpatrick and Morné du Plessis, manager of the 1995 Springboks team which won the Rugby Cup, took part in a memorable coaching session in Kuala Lumpur on the eve of the Laureus World Sports Award. Over 100 youngsters, aged between 6 to 19 from the Combined Old Boys Rugby Association (COBRA) benefitted from this coaching session co-organised by Yayasan Rakyat 1Malaysia (YR1M).



A Date with the Queen of Squash

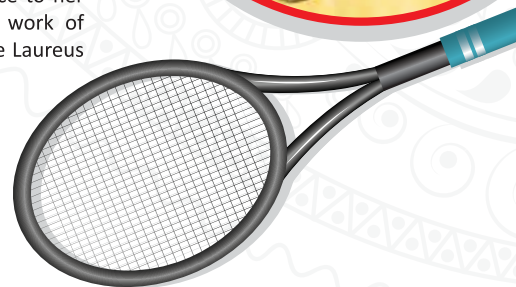


LAUREUS YR1M SQUASH CLINIC

26 March 2014

SRAM, Bukit Jalil, Kuala Lumpur

It is not easy to date the world's reigning Queen of Squash, YBhg Datuk Nicol David but 50 participants aged 6 to 20 years old were truly overwhelmed with joy. In conjunction with Laureus World Sports Awards 2014, Yayasan Rakyat 1Malaysia (YR1M), The Squash Racquets Association of Malaysia (SRAM) and Laureus World Sports Awards held a squash clinic conducted by Laureus Sports Ambassador, our very own YBhg Datuk Nicol David. She spent an hour with the participants, giving them tips on how to ace the game and also parted with some friendly advice to her adoring fans. The event highlighted the inspirational work of sports to motivate youth, in line with the mission of the Laureus Sport for Good Foundation.



Star Power in Laureus

LAUREUS WORLD SPORTS AWARD 2014

26 March 2014

Istana Budaya, Kuala Lumpur



No Meryl Streep or Russell Crowe around but the star power from the world of sports was enough to get everyone excited over the prestigious Laureus World Sports Award 2014. This prestigious award's TV Programme is watched by hundreds of millions of viewers worldwide. Founded by its Patrons Richemont and Daimler, Laureus was fully supported by its Global Partners Mercedes-Benz and IWC Schaffhausen. The Guest-of-Honour, YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, Minister of Tourism and Culture Malaysia in his welcome speech said, "This is a sports-loving country and coupled with international events such as the Monsoon Cup and Formula One Grand Prix, we are delighted that Kuala Lumpur, Malaysia, has been able to host this sporting event with such global significance. I am positive this has been an event to remember for all those involved."



The Laureus World Sports Award winners are:

- Laureus World Sportsman of the Year: **Sebastian Vettel**
- Laureus World Sportswoman of the Year: **Missy Franklin**
- Laureus World Team of the Year: **Bayern Munich**
- Laureus World Breakthrough of the Year: **Marc Marquez**
- Laureus World Comeback of the Year: **Rafael Nadal**
- Laureus World Sportsperson of the Year with a Disability: **Marie Bochet**
- Laureus World Action Sportsperson of the Year: **Jamie Bestwick**
- Laureus Spirit of the Sport Award: **Afghanistan Cricket Team**
- Laureus Sport for Good Award: **Magic Bus**

A Star-Studded Glittering Match



LAUREUS ALL-STAR UNITY CUP

25 March 2014

Royal Selangor Club, Mont Kiara, Kuala Lumpur

It was indeed a rare occasion for the stars of football to meet and go down to the fields to compete with aspiring players from Yayasan Rakyat 1Malaysia (YR1M). The Laureus All-Star Unity Cup made it possible and surprisingly, YR1M team won the match 6-5. Gracing the event were YB En Khairy Jamaluddin Abu Bakar, Minister of Youth and Sports Malaysia; YBhg Tan Sri Lodin Wok Kamaruddin, YR1M trustee; Sir Bobby Charlton, Laureus World Sports Academy Member and England football legend; Ms Ung Su Ling, Chief Executive Officer of YR1M; Dr. Edwin Moses, Chairman of the Laureus Sport for Good Foundation and other guests. Approximately 1,500 people attended this exciting event.



Europe vs Asia: “Tee”riffic Golf Tournament

EURASIA CUP

27 March 2014 (Opening Ceremony), 28 March 2014 (Final)

Glenmarie Golf & Country Club, Shah Alam, Selangor

Sanctioned by the Asia Tour and the European Tour, the EurAsia Cup presented by DRB-HICOM pitted 10 of the finest golfers from two powerhouse continents, Europe and Asia. Malaysia played host to the event which was graced by YAB Dato' Sri Mohd Najib bin Tun Abdul Razak, the Prime Minister of Malaysia.

The inaugural EurAsia Cup saw Europe and Asia share the trophy after a stirring comeback from the hosts in Kuala Lumpur. "It was an amazing day of golf. Asia, Europe... they both won, nobody lost. It's been a very tough match," said Miguel Angel Jimenez, Team Europe's Captain.



Battle in the Sky

6th INTERNATIONAL HOT AIR BALLOON FIESTA 2014

28 March 2014

Precinct 2, Putrajaya

Belgium's Darth Vader struck again but this time with dozens of hot air balloons in the sky at the 6th International Hot Air Balloon Fiesta 2014. Themed, "Colouring the Sky", the event saw the sky lit up with hot air balloons of all shapes and sizes, including the world's largest superbike hot air balloon, ice-cream and heart-shaped balloons and KakaoTalk, Malaysia's first ever hot air balloon with the tagline "Together-gether" on it. Making its debut in 2009, this annual event has since garnered a strong following from balloonists around the world, including France, the United States, Germany, Japan, Belgium, Switzerland, Vietnam, Netherlands, Thailand and India.

