DEVELOPING INNOVATIVE TOURISM PRODUCTS
MALAYSIA TRULY ASIA (1999)

- 47 ethnic groups
- Multi-cultural society - Malay, Chinese, Indian, Peranakan, Iban, Kadazan and others
- Freedom of religion and culture
From pushcart vendors to hawker stalls to five-star hotels, the choices are varied as the food and you can savour.

Choose from a wide spread of Malay, Chinese, Indian and cross-culture cooking unique only to this country, as well as Italian, Japanese and Korean cuisine, amongst others.

• Malaysia International Gourmet Festival 1-31 October
• Asean Food Heritage Trail 1 – 30 November
• Street Food and Restaurant Festival 1 – 31 December
FRUITS,
EXOTIC FRUITS
HAVE YOU MADE YOUR RE-SHOE-LUTION YET?
For the love of shoes, don’t miss this most anticipated opportunity to visit
Malaysia’s biggest footwear festival of the year!

Malaysia International Shoe Festival 2011
7th–10th April 2011
Hall 2, PWTC
10.30am – 8.30pm

WALKING IN UNITY
SOLE OF THE NATION

SEARCHING
for Miss MISF Cinderella to fit our 9-inch heels
Stay tuned to MRTV and Radio 988 for participation and road show details.

WALK THROUGH
the Mystery Shoe Box and enjoy a unique journey

WITNESS
The Biggest Baba Nyonya Chocolate Shoe in Malaysia
with measurement of 10foot length

JUDGE
the glamorous showcase by
Professor Dato’ D. Dr. Jimmy Cheo OBE

EXPLORE
the creativity of our Malaysian Youth

LEARN
how shoes are made
Baba Nyonya shoe makers will demonstrate the surprising and intricate art of making Malaysia’s most
luminous, handmade accessories in the marriage of culture

SNAP
for your favorite pair!

Happening concurrently!
• Malaysia International Shoe Trade Fair
• The 9th International Footwear Conference (IFC) 2011
• Malaysia Footwear Design Competition
• Shoe Fashion Show
• Shoe Painting Activities & Competition
• Miniature Shoe Competition
and more...

“Malaysia Tourism Ambassador and our very own world renowned shoe designer”
Professor Dato’ D. Dr. Jimmy Cheo OBE, with his personal couture collection.

www.malaysiafootwear.com
Melaka - UNESCO World Historical City
PENANG
- PEARL OF THE ORIENT
(UNESCO World Historical City)

SIR FRANCIS LIGHT
GARDENS IN MALAYSIA
GOLD AWARD
CHELSEA FLOWER SHOW 2010

THE ROYAL HORTICULTURAL SOCIETY
Established 1804  Incorporated 1809

GOLD MEDAL

CHELSEA FLOWER SHOW 2010
Awarded to  Tourism Malaysia
For an exhibit of  Show Garden

© Royal Horticultural Society
Malaysia’s 130 million years old forests range from shoreline mangrove to mountain top oak trees together with myriad species of plants and animals and aborigines.
Heavenly Overworked
under Divine Torture !!!
Eco Packages

SABAH
Sepilok / Sukau / Danum Valley

SARAWAK
Mulu Caves / Bako

NATIONAL PARK
Belum / Taman Negara / Endau
Rompin

DIVING
Langkawi / Sipadan / Mabul

WETLANDS
Mangrove Tour
The Island of the Sleeping Dragon.  
99 Magical Islands in the Sun. 
Land below the Wind. 
These names are only half as beautiful as their beaches.

LANGKAWI... magic
SPORTS TOURISM IN MALAYSIA

GOLF

TENNIS

FORMULA 1

MONSOON CUP
Shopping, Shopping, Shopping

**Mega Sales Date**
- MALAYSIA GP SALE (15 Mac – 15 Apr)
- MALAYSIA MEGA SALE CARNIVAL (15 Jun – 31 Aug)
- MALAYSIA YEAR END SALE (M-YES) (15 Nov 2011 – 1 Jan 2012)
ACCOMMODATION

LUXURY HOTELS, RESORTS, BOUTIQUE HOTELS AND HOMESTAY EXPERIENCES
ACCOMMODATION

- EXCELLENT VALUE FOR MONEY
- AVERAGE 5 STAR RATES = EURO 100
- LONGSTAY RATES NEGOTIABLE
• Offer visitors an insight into local culture and traditional practices
• 138 villages across Malaysia
• Experience by rail
The wonders of Asia in one exciting destination.
What is MM2H Programme?
- Long stay / retirement
- Base to work, invest or conduct overseas business
- To educate children

10-year Social Visit Pass with Multiple Entry
- Renewable
- Any new changes to the programme does not apply to existing MM2H participants
ELIGIBILITY

- Financial Criteria
  - **Below 50 years**
    - Liquid assets of RM 500,000; and
    - Monthly income of RM10,000

  - **Above 50 years**
    - Liquid assets RM350,000; and
    - Monthly income or government pension of RM10,000

- MM2H Website
  - [http://www.mm2h.gov.my](http://www.mm2h.gov.my)
## MM2H PERFORMANCE

<table>
<thead>
<tr>
<th>YEAR / PERIOD</th>
<th>NO. OF APPROVALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002 – 2006</td>
<td>8,724</td>
</tr>
<tr>
<td>2007</td>
<td>1,503</td>
</tr>
<tr>
<td>2008</td>
<td>1,512</td>
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<tr>
<td>2009</td>
<td>1,578</td>
</tr>
<tr>
<td>2010</td>
<td>1,499</td>
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<tr>
<td>TOTAL</td>
<td>14,816</td>
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<tr>
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<td>2006</td>
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<tr>
<td>China</td>
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<td>Japan</td>
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<tr>
<td>UK</td>
<td>S. Korea</td>
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<td>Pakistan</td>
<td>Pakistan</td>
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<td>S. Korea</td>
<td>Indonesia</td>
</tr>
</tbody>
</table>
MALAYSIA WELCOMES YOU

Malaysia Truly Asia
The time is now...the place is **MALAYSIA** ...

TERIMA KASIH

THANK YOU