

**DATO'TAN SENG SUNG HIGH COMMISSIONER OF MALAYSIA TO THE REPUBLIC OF INDIA** 

# An auspicious year for ties

alaysia celebrates its 54th Independence Day on 31 August 2011. Malaysians in India have joined their fellow countrymen in Malaysia to commemorate this auspicious occasion. This year it would be a double celebration as the Independence Day would coincide with Eid El Fitr.

We are pleased to share this happy occasion with the people of India. Malaysia and India share strong historical ties dating back to antiquity. Our people to people contacts today are greatly enhanced through greater air connectivity. This has strengthened the bond between the people of our two nations. Malaysia remains one of the few countries with a large population of people of Indian origin which has further contributed to the strengthening of bilateral relations between the two countries.

The sizeable Malaysian students' population in India augurs well for our future ties as networking between the Malaysian and Indian students will enhance understanding between the new generations. Malaysia is also actively taking steps to promote Malaysia as a preferred destination for Indian students to undertake higher studies.

2011 is yet another year which witnessed the strengthening of the ties between the political leaders of Malaysia and India. In March, the Deputy Prime Minister of Malaysia visited India and had fruitful discussions with the Prime Minister of India, senior Cabinet Ministers and also the Chief Minister of Maharashtra. The visit of the Deputy Prime Minister of Malaysia was our effort to further enhance bilateral ties that was brought about by the visit of the Prime Minister of Malaysia to India in January 2010 which was followed by the visit of Prime Minister of India to Malaysia in October 2010. The two Prime Ministers reiterated the special ties between the two countries by signing the Frame $work for the \, Malaysia\text{-}India\, Strategic\, Partnership\, during\, the$ visit of Dr. Manmohan Singh.

The Joint Commission Meeting in May has further strengthened the ties when the two Foreign Ministers met in Kuala Lumpur.

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A SPACE MARKETING FEATURE INDEPENDENCE DAY SPECIAL AUGUST 31, 2011 

India and Malaysia have enjoyed friendly relations for centuries. Initiatives in the last two years are taking bilateral ties to the next level

alaysia's has made a gargantuan leap since its Independence in 1957 to emerge as an economic powerhouse of Southeast Asia. The transformation of  $the \, country's \, economy \, from \, one \, based \,$ on primary commodities like tin, rubber and palmoil to a dynamic and vibrant industrialising nation is attributed to a variety of pull factors.

Last year, Malaysia was ranked among the top 10 most competitive countries in the World Competitiveness Yearbook of Switzerland's Institute for Management Development (IMD).

Malaysia also is the world's 27th most networked economy and the highestranked nation outside the group of highincome countries. In the Global Information Technology Report 2009-2010, of the World Economic Forum (WEF), Malaysia was ranked sixth in Asia.

In 2010, the Malaysian economy grew at 7.2%, smartly recovering from a contraction of 1.7% in 2009. Based on current estimates, Bank Negara Malaysia has projected a growth of 5-6% in 2011. Total trade in 2010 was valued at RM1.169 trillion, an increase of 18.3% year-on-year. Exports expanded by 15.6% to RM639.4 billion and imports by

Advertorial

21.7% to RM529.2 billion. Malaysia had a trade surplus of RM110.23 billion last year.

#### TRADE AND COMMERCE

Traditionally Malaysia and India have shared warm, friendly relations. Trade relations between the two countries stretch back to many centuries. A recent milestone in trade ties was the signing, in February this year, of the Comprehensive Economic Cooperation Agreement (CECA), which has come into effect from July 1.

Continued on Page 3...

#### **PALM OIL**

## Oil for all Seasons, oil for all Reasons



TAN SRI DATUK DR YUSOF BASIRON CHIEF EXECUTIVE OFFICER, MPOC

**Opening Stock** 

Production

Consumption

**Ending Stocks** 

**Imports** 

**Exports** 

vegetable oils seems to have caught the attention of the powers to be. The need for **▶**increasing productivity and production of vegetable oils in India has been talked about often in light of domestic production stagnating and the quantum/value of imports increasing year-on-year. This is a result of the combined effects of a rising demand to meet the aspirations of an economically better off populace and increasing population on the one hand and the high international prices on the other.  $Market fluctuations\, are\, the\, order\, of$ 

the day, with a 50% swing in prices having been observed on a couple of occasions in the last few years. Whatever the price levels, one thing has become evident: the base for prices of vegetable oils has seen a gradual rise. This signifies that, India, with its trend towards increasing import reliance, will continue to fork out increasing amounts of precious foreign exchange on the imports of  $vegetable\,oils\,in\,the\,fore see able\,future.$ 

2010-11

1430

6965

8800

100

1375

15,720

Recognising this irrefutable fact and keeping in mind the hurdles on the path to increasing production of oil seeds, it is becoming apparent that oil palm cultivation is an important step towards greater domestic production of vegetable oils.

The situation may not be that straight forward in so far as oil palm plantations are concerned. The fact that it has a gestation period of 4-5 years and the need for intense capital may put such plantations beyond the reach of an average small farmer. A more pragmatic approach may have to be adopted that would facilitate the entry of corporates into the field if success is to be achieved at a fast pace.

Several Indian corporates have ventured offshore into Indonesia and Africa in an effort to outsource the cultivation of oil palm and oil seeds to augment Indian availability of vegoils. Of note is the recent understanding reached between India and African nations such as Ethiopia and Gabon to cultivate land in those countries.

Oil palm cultivation provides the most efficient land usage in terms of productivity. One hectare under oil palm cultivation would yield 10 times the soya oil production from the same area. Although India is a huge country, the availability of arable land for oil seeds is at a premium  $in view of \ the pulls from various$ commercial crops. A shift has been observed in recent years from groundnut to cotton cultivation. The need to adopt drastic and fast paced measures in this direction is amply demonstrated in the table alongside.

An upward trend in imports has been  $\stackrel{\cdot}{necessary} to \, meet \, the \, gap \, in \, domestic$ supply and demand and there seems to be no possibility of a reversal in this trend in the immediate future although imports in the current year are expected  $to see \, a \, slowdown. \, From \, the \, record \, level \,$ of 9.24 MMT imported in 2009-10, the current oil year is likely to see a marginal 5% fall to 8.80 MMT.

Although the shifting emphasis on oilpalm cultivation could impact on palm oil imports in the long term, there is a silver lining in the cloud. The policy shift in favour of oil palm cultivation is a clear indication of the acceptability of palm oil by the consumer and the policy makers. There is no denying that the positive shift is gaining momentum.

ALL THE GOODNESS OF OLIVE OIL AND MORE!



#### PALM OLEIN REDUCES BLOOD CHOLESTEROL

Several human studies confirm that Palm Olein reduces blood cholesterol just as effectively as olive oil, the main dietary component that protects against cardiovascular disease (CVD) in the Mediterranean diet.

#### PALM OLEIN, THE SUPERIOR CHOICE

#### **Higher Antioxidant Content**

· Contains more Vitamin E than olive oil. • The richest source of Tocotrienols (Vitamin E) that help reduce cholesterol.

**Excellent Frying Properties** 

· Ideal and stable frying oil.

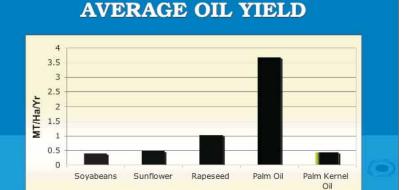
**Competitively Priced** · More affordable than olive oil.

#### **Cholesterol-modulating effects of Palm Olein** and olive oil are comparable





Palm Olein, Your Healthier Choice



S & D data (MT '000):

1025

6,680

8,640

14,920

175

LAND USE EFFICIENCY

2009-10

1250

6,260

9,240

15,220

100

1430

2007-8 2008-9

750

7,145

6,300

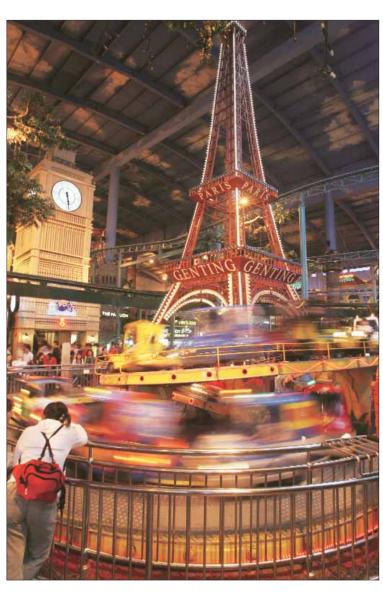
12,995

175

1025







## ATRAVELLER'S DELIGHT

Malaysia offers an unforgettable experience to tourists, who flock to the country to savour its beauty and tranquility

n the past few years, Malaysia has emerged as one of the world's best tourist destinations. The sleepy town of Melaka, which is today a bustling tourist destination, alone accounts for nearly nine million tourists a year.

The Southeast Asian country offers numerous experiences to tourists such as the world's tallest building---the Petronas Towers, which has become a symbol of Malaysia's economic success.

The cities in Malaysia are a blend of modernity and tradition where tall skyscrapers look down upon humble wooden houses, and swanky fivestar hotels stand just a few miles away from ancient coral reefs

Malaysia is a melange of people belonging to different races and nationalities. The country's cultural mosaic is marked by many different cultures and some of them have left an everlasting influence on the country, such as the Malays, Chinese, Indians and many indigenous tribes.



The country offers to a tourist various activities  $and \, experiences \, which \, are \, seldom \, found \, in \, other \,$ countries, such as the cultural diversity, sumptuous cuisine, breathtaking beauty, fabulous cities at par with the western world and an extremely $hospitable\,people.\,No\,wonder\,the\,number\,of$ tourists vising the country is growing every year.

#### **ACTIVITIES**

 $For the daring and the adventurous \, Malaysia \, is \,$ the ultimate destination, especially for diving. Malaysia has a rich marine environment, incred $ible\,bio\text{-}diversity\,and\,incredible\,white\,beaches.$ 

The country also offers numerous diving sites such as sloping reefs, coral blocks, wall dives,

#### **MALAYSIA HAS** AGGRESSIVELY MARKETED **ITSELF AS AN UPCOMING** SPORTS DESTINATION

deep dives, drift dives and wreck dives. Further, the sea surface guarantees an astounding experience, with a concentration of vibrant and exotic marine life rarely rivallled anywhere else in the world. Malaysia has also emerged as a destination for weddings and honeymoons. Its ex $otic \, locations \, provide \, the \, perfect \, opportunities \,$ for honeymooners to spend some time together.

With the establishment of the Sepang International Circuit, Malaysia has aggressively marketed itself as an upcoming sports destination. Within a short span of eleven years, the circuit has been successful in attracting more and more attention from the international motoring community. The fantastic circuit has all the facilities for a successful racing event. Aside from hosting a leg of the Formula 1 annually, the cir $cuit\,also\,hosts\,the\,SuperGT\,Championship, the$ World Motorcycle Grand Prix and many more exhilarating events. The circuit boasts of 15 $turns\, and\, 8\, straights, allowing\, speeds\, of$ up to 300km/hour.

#### **NATIONAL PARKS**

Malaysia is known for its exquisite flora and fau $na.\,At\,a\,time\,when\,forests\,around\,the\,world\,are$ depleting, the Government of Malaysia has taken up concerted efforts to preserve the country's environment. Thanks to the efforts of the government, today 75% of the country's land remains forested, 60% of which is rainforest.  $Malaysia\,has\,a\,range\,of\,\,National\,Parks\,from$  $mangrove\, reserves\, and\, tropical\, rain forests\, to$ marine parks. The lush rainforests and the warm oceans are the perfect destination to watch wildlife in their natural habitat.

Malaysia has at least 15,000 species of flowering plants, 286 species of mammals, 150,000 species of invertebrates, and 4,000 species of fishes in addition to the countless micro-organisms. The country also has exotic flora and fauna such as the Sum a tran Rhinoceros, the Sun Bear, theMalayan Tiger, the Orangutan, Rainforest Taran tulas and the Proboscis Monkey. The National Parks also offer many outdoor activities such as white water rafting and rock climbing.

 $Malaysia\,has\,some\,of\,the\,largest\,and\,longest$  $caves in the world, some of \ which \ date \ back \ to$ more than 40,000 years. Situated within rich rainforests and mangroves, these caves provide sanctuary to a mazing wild life. Most caves in Malaysia $are\,equipped\,with\,marked\,paths\,and\,platforms,$ however, are only accessible by boat. Several Malaysian caves support a birds' nest industry, while others such as The Batu Caves, in Selangor,  $contain\,Hindu\,temples, which\,still\,attract$ worshippers from all over the country. There are  $also\,remnants\,of\,human\,burial\,sites\,found\,in$ some Sabahan caves. Malaysian caves are also home to amazing wildlife such as fruitbats, swiftlets, and invertebrates as well as having oth $er \, natural \, attractions \, like \, massive \, stal agmites \,$ and stalactites

## Opportunities galore



#### **ECONOMIC STRENGTH**

**Natural resources** Crude oil, natural gas, tin, timber, palm oil, rubber

**GDP** growth 7.2% (2010)

**Gross national savings** 34.2% of GNI

**Debt service ratio** 

**Unemployment** rate 3.2%

Inflation(CPI)

**Export of manufactured** goods (2010) 72.1% of total exports

alaysia is an attractive manufacturing and export base in the region. Multinational corporations from more than 40 countries have invested in over 5,000 companies in Malaysia's manufacturing and related services sectors.

Malaysia today is among the world's top locations for offshore manufacturing and service-based operations. A major factor that has attract-

ed investors to Malaysia is the government's  $commitment \, to \, maintain \, a$ conducive business environment. Regular governmentprivate sector dialogues help business communities to air their views and to contribute towards the formulation of government policies which concern them.

In 2010, the Malaysian economy grew 7.2%, compared to a contraction of

1.7% in 2009. According to Bank Negara Malaysia's estimates, the country will achieve a projected a growth of 5-6% in 2011. Malaysia's continued economic success, high level of global integration and competitiveness (it's  $ranked\,among\,the\,ten\,most$ competitive countries and one of the 27th most  $networked\,country\,in\,2010).$ 

#### LIBERAL EQUITY POLICY

From June 2003, foreign investors could hold 100% of the equity in all investments in new projects, as well as investments in expansion/diversification projects by existing companies irrespective of the level of exports and without excluding any product or activity.

Foreign companies in the manufacturing sector are also allowed to employ expatriates where skills are not available in Malaysia. A company with foreign paid-up capital of \$2 million and above will be allowed up to 10

expatriate posts, including five key posts.

ATTRACTIVE TAX INCENTIVES

Effective from the year of assessment 2009, the corporate tax rate is reduced to 25% and the maximum individual tax rate is reduced to 26%. Malaysia also offers a wide range of tax incentives including the Pioneer status, investment tax allowance, reinvestment allowance, incentives for high technology industries, strategic projects and international/regional  $service-based\, operations.\\$ 

#### EDUCATED WORKFORCE Malaysia offers investors a

workforce that is young, educated and productive at costs competitive with other countries in Asia. Education has been accorded high priority in Malaysia. Currently, there are 20 public and 21private universities and more than 400 colleges, polytechnics and industrial training institutes.



# Tun Hussein Onn

#### The defence cooperation pact in 1993 has strengthened the traditional ties between India and Malaysia

ndia has cherished strong defence relations with Malaysia since colonial days and the cooperation continues well into modern times. During the days of the British Empire troops of Madras Native Infantry served in Singapore, Malacca and Penang and during World War II units of British Indian Army played a crucial role in the defence of Malaya and Singapore. Further, the third Prime Minister of Malaysia Tun Hussein Onn and Tun Ibrahim Ismail. the chief of defence forces from 1971 to 1977, were trained at the Indian Military Academy and officers of the Malaysian Armed Forces were trained in India.

Defence relations between the two countries have steadily grown over the years. A memorandum of understanding in defence cooperation was signed between the two countries in 1993. The cooperation include military training to supply of defence equipment and enhanced security

..Continued from Page 1

two countries.

two countries.

has recovered since.

Traditional Partners

relationship. Malaysia is the second largest trading partner for India within Asean, and In-

dia is the largest trading partner for Malaysia

from among the countries of the South, exclud-

ing China. The Asean-India Free Trade Agree-

ment in Goods that took effect from January 1,

An India-Malaysia CEOs Forum, comprising

18 CEOs from both sides, launched on October

27, 2010 by Prime Ministers Dato' Seri Mohd Najib and Dr Manmohan Singh, is yet another

Trade between the two countries is growing at a healthy pace. Bilateral trade increased by

17 times from \$0.6 billion in 1992 to \$10.5 billion

in 2008, and has more than doubled from \$5 bil-

lion to \$10.5 billion between 2005 and 2008. The

recent initiative at enhancing cooperation and commercial relations between the

2010 is another trade facilitator between the

ing as the mainstay of the bilateral

Keeping the best of defence relations



dialogues. Malaysia-Indian Defence Cooperation meetings at the level of defence secretary from the Indian side and secretary general from the Malaysian side are held regularly. Further, with the establishment of Malaysia's own training establishments, training in India focuses more on specialised courses. Malaysian officers regularly attend the Defence and Services Staff College (DSSC) course, the National Defence College (NDC) courses and several other specialised courses in India. Indian officers regularly at tend the Malaysian Command and Staff Course as well as some specialised courses.

There have been contacts between the

armed forces of the two countries. In 2008, India accepted Malaysia's request to train the Royal Malaysian Air Force (RMAF) personnel on the operation and maintenance of the state of-the-art Su-30 MKM aircraft. The initial  $training for the RMAF \, personnel \, was \, conduct$ ed in India by Hindustan Aeronautical Limited (HAL) and Indian Air Force

#### INDIAN NAVY HAS BEEN A REGULAR

participant at the Langkawi International Maritime and Aerospace Exhibition (LIMA) in Malaysia. Indian and Malaysian ships make port calls at each other ports. Indian Coast Guard ship Sankalp made a port call in

March 2011 to Port Klang and INS Ranvijay made a port to Kota Kinabalu in May 2011. India is participating in the Cooperative Mechanism on the Straits of Malacca and Singapore (SOMS) and contributed to two of the six IMO Projects (Project 1 and Project 4) for enhancement of navigational safety and environmental protection in the Straits. The Malaysian Navy in Jan 2010 participated for the first time in MILAN 10 held at Port Blair. Indian Defence Production companies and the Indian Armed Forces personnel and assets have been regularly participating in the Malaysian Defence Exhibitions (DSA) and other national events

...Continued from Page 1

#### An auspicious year for ties

2011 is also an auspicious year as we witnessed the signing of the Malaysia-India Comprehensive Economic Cooperation Agreement (MICECA) on 28 February 2011. This agreement came into force on 1 July 2011 and it marks a very important milestone in Malaysia's economic relations with the Republic of India. The CECA envisages liberalisation of trade in goods, trade in services, investments and other areas of economic cooperation.

Our bilateral trade has increased significantly in the last few years from \$2.2 billion in 2001 to \$8.9 billion in 2010. With the implementation of CECA, both countries forecast that bilateral trade would increase to \$15 billion by 2015. We are very optimistic that CECA together with the Asean-India Free Trade Agreement on Goods would open up big opportunities for the business communities of our two countries.

The increased air connectivity between our two countries has contributed greatly to the tourism industry. India emerged as one of Malaysia's important source markets as some 690,849 Indian tourists visited Malaysia in 2010.

Malaysia is strategically located in South East Asia and its political stability and connectivity make it an attractive location for Indian companies to establish their regional base.

Malaysian companies looks forward to participate in the ambitious infrastructure programmes envisaged by the Government of the Republic of India.

Over the last two decades, Malaysian companies had also immensely contributed to India's infrastructure development, largely in highway, airport and metro projects.

The Malaysia-India CEO Forum that was established last year is an important vehicle for enhancing cooperation between the two corporate sectors. The Malaysian Government encourages strategic partnership between Malaysian and Indian companies to engage in business activities not only in our two countries but beyond that are mutually beneficial.

Malaysia has traditionally worked closely with India in the promotion of peace and stability in the region and beyond. India is an important dialogue partner with the Asean. We will therefore continue to engage India either bilaterally or through the Asean to strengthen our ties.

New Delhi, 31 August 2011





#### INVESTMENT

Based on direct investments, Malaysia is the 21st largest investor in India, with cumulative FDI inflows valued at \$1.8 billion from January 1991 to 2008. In addition, according to the Indian ministry of external affairs. about \$6 billion in Malaysian investments are believed to have been invested  $in India\, through \, the \, Mauritius \, route. \, Notable$ 

IDFC, Apollo Hospitals, Yes Bank, etc. Malaysian construction companies' largest presence outside Malaysia is in India. They have completed 52 construction projects worth \$2.34 billion in India, while 35 projects of similar value are under various stages of implementation. Under a partnership with Malaysian

in 2008, and the second one in Delhi in July 2010. two-way trade in 2009 declined to \$7.3 billion but Indian companies have invested about \$2 billion, making India the seventh largest investor

in Malaysia. Indian companies that made major acquisitions include Reliance Industries, Ballarpur Industries, L&T, and Wipro. Biocon and

worth \$400 million during PM Manmohan Singh's visit to Malaysia in October 2010.

Over 100 Indian companies, including 60 Indian joint ventures, are operating in Malaysia today. In addition, about 60 Indian IT companies operate from Malaysia. State-owned Ircon Inter national has been engaged in the development of railways in Malaysia since 1988, and it is currently executing a double tracking project (Seremban - Gemas) worth over \$1 billion.

Air connectivity between the two countries has significantly improved over the years. Today, there are 114 flights between two countries. India is the sixth largest source country for inbound tourism to Malaysia with about 700,000 Indian tourists visiting Malaysia in 2010. Malaysia is the tenth largest source country for foreign tourists visiting India with 120,000 Malaysians visiting India in 2009.

Currently, 2,000 Indian students are studying in Malaysian universities and the numbers continue to grow. An estimated 3,000 Malaysian students are studying in India. Slowly and steadily Malaysia is emerging as one of the best places to study though it is still way behind the US and West. The country has an affordable and effective educational system.

Malaysia has one of the largest communities of Persons of Indian Origin in the world, numbering close to 2 million (about 8% of population). A majority of them are Tamil speaking.



among these are Maxis Communications in Aircel, Axiata in Idea Cellular Ltd and Khazanah in Airports, GMR completed airport in Hyderabad

Manipal Group have announced investments



### Promoting Malaysia as an incredible tourist destination

Tourism Malaysia has been instrumental in promoting new investments in the country through its various initiatives. Amirul Ariffin Md Nasir, director, Tourism Malaysia talks about the functions of Tourism Malaysia and its contribution to the Malaysian economy.

#### Can you provide a brief overview of the functions of Tourism Malaysia?

The main role of Tourism Malaysia is to market Malaysia as a destination of

excellence and to make the tourism industry a major contributor to the socio-economic development of the nation. Tourism Malaysia's objective is to promote Malaysia as an outstanding tourist destination. We aim to showcase Malaysia's unique wonders, attractions and cultures; develop domestic tourism and enhance Malaysia's share of the market for meetings, incentives, conventions and exhibitions (MICE). Our ultimate goal is to increase the number of foreign tourists to Malaysia, extend the average length of their stay and so increase Malaysia's tourism revenue.

Tourism Malaysia aims to encourage tourism and its related industries in Malaysia. It is hoped that this would help promote new investments in the country, as well as provide increased employment opportunities. The growth of tourism would also contribute positively to the country's economic development and quality of life.

#### What is your opinion of the tourism sector in India? According to you what opportunities can be tapped by Tourism Malaysia?

Last year Malaysia received about 7 lakh Indian tourists while in 2009 we received about 6 lakh. This shows a growth of about 17% over the previous year. We set up our first office in New Delhi in 1999 and this was followed by an office each in Mumbai and Chennai. Certainly our representation in India is quite comprehensive when com-



pared to quite a number of tourism boards in India. When we first started our operations in India, we received about 47,000 Indian tourists which was the figure in 1999. Certainly the growth in arrivals from India speaks volumes of the potential India presents as an outbound market for Malaysia.

The growth of India as an economic powerhouse and the increasing affluence of its growing middle class are all indications of the kind of tourism opportunities available in India. This has been recognised

by quite a number of countries and we have seen the proliferation of their tourist offices in India.

#### What is the contribution of this sector to the overall economy of the country?

In 1998, Malaysia received 5.5 million tourists with a receipt of 8.6 billion Ringgit while in 2010 we received 24.6 million tourists with receipt totaling 56.5 billion Ringgit. The growth in revenue  $from \, the \, tour is m \, sector \, has \, been \, phenomenal.$ 

The World Tourism Organisation reports that in 2010, Malaysia ranked 9th in the position of top ten countries that were most visited by international travellers.

The encouraging growth of tourism has trickled down to the development of world class hotels, gorgeous resorts and great economic opportunities for the average Malaysian, including generat $ing\, much\, needed job\, creation\, opportunities.$ 

#### What are the specific tourist offerings that Malaysia has to offer to Indian business and leisure travellers?

I'd like to believe that Malaysia has always been considered an Asian icon due to its standing as a truly Asian destination having the characteristics of the main cultural themes of Asia, reflect $ed in its theme \, Malaysia \, Truly \, Asia. \, Malaysia \, is$ a bustling melting pot of races where the Malays, Indians and Chinese and other ethnic groups live together in peace and harmony. This





Asian character of Malaysia presents itself as a friendly destination for Indians due to the simi-

lar cultural heritage This coupled with the offering as a value for money destination. I believe prove irresistible to the Indian visitor. Consider the elements indi-

cated here and the fortunate locale of Malaysia

just several hours away, make Malaysia a destination that's probably on the mind of many an

Malaysia too is blessed with many natural attractions and added man made attractions that seem to be able to keep the Indian visitor occupied and entertained. Some of these attractions like Genting Highlands seem to stand out as simply a not to be missed sight in Malaysia, especially for MICE visitors..

#### Malaysia is witnessing competition from other countries such as Indonesia, Singapore, Hong Kong etc? How do you tackle the competition?

The competition for tourism business especially from India is indeed heating up due to the growth in India's capacity as an outbound source market. Nonetheless the element of competition faced by any National Tourism Board is not only posed by its immediate neighbours like Indonesia and Singapore for Malaysia. Due to technological innovations, the world has been brought closer and traveling from one point to another has been greatly facilitated. As such and due to India's improving  $affluence, Malaysia\ is\ facing\ competition\ from\ a$  $global\,perspective.\,Switzerland\,for\,instance\,has$ been seeing good growth in arrivals from India.Quite a number of African countries have increased their level of visibility as a destination in India. I'm positive though in the sense that the tourism cake is big enough for a good number of countries to reap the benefits from.

Nonetheless, we are constantly engaging the Indian travel trade who are at the forefront at retailing travel programmes for their Indian clientele. We work very closely with the Indian travel trade in ensuring that they are provided with the necessary support in the marketing of Malaysia as a destination. This falls back on the traveling pattern of the Indian travellers where there's a great deal of dependence on tour packages.

Quite a number of countries have simplified their visa regime for Indians while a few have already implemented the visa on arrival facility for Indians who are known for their last minute holiday arrangements. While we have made some strides in facilitating visa requirements for Indian visitors, we hope to be able to eventually look at greater initiatives to facilitate the entry of our In-

#### Share your plans or agendas for the years 2011-12. Are you planning to launch new services and offerings?

I have this nagging feeling that quite a number of Indian tourists are looking for newer destinations within Malaysia. They may have travelled in droves to Kuala Lumpur and Genting and some segments of the industry feel that the Indian traveller has 'evolved' and started to look for more offbeat destinations. It is not that Malaysia lacks such destinations; it just looks like we have found a good reason to promote our national parks and our gorgeous islands off the East Coast of the Peninsular among others, famed for its white sandy beaches and great diving spots.

#### You may see a greater degree of marketing visibility for such destinations.

We are also keen to implore the wedding segment to consider Malaysia as a destination for the greatest moment of their lives and you may see greater initiatives in such areas

#### In your opinion which places are worth visiting in Malaysia?

I believe that Malaysia has been blessed with many an attraction and any international tourist may find it difficult to decide on a particular destination within Malaysia. There's just so much to do and see and limiting our options may just seem like a bad idea. I wish to request the readers to explore the more exotic off-beat destinations that are ready to welcome the Indi an traveller. We are just a short call away for a

**A Complete Travel Solutions** 



#### MALAYSIA 5 Days (INR 12800/-)

#### Inclusions:

- 2N Accommodation in Kuala Lumpur
- 2N Accommodation Genting
- Daily Breakfast , Kuala Lumpur City Tour
- Out Door Theme Park Tickets in Genting
- All Transfers



#### MALAYSIA 7 Days (INR 18100/-)

#### Inclusions:

- 2N Kuala Lumpur, 2N Genting
- 2N Accommodation Kota Kinabalu
- Daily Breakfast
- City Tour of Kuala Lumpur, Kota Kinabalu
- Out Door Theme Park Tickets in Genting
- All Transfers



#### MALAYSIA 7 Days (INR 17200/-) MALAYSIA 7 Days (INR 16800/-)

#### Inclusions:

- 2N Accommodation in Kuala Lumpur
- 2N Accommodation Genting
- 2N Accommodation Langkawi
- Daily Breakfast
- City Tour of Kuala Lumpur
- Island tour to langkawi
- Out Door Theme Park Tickets in Genting
- All Transfers

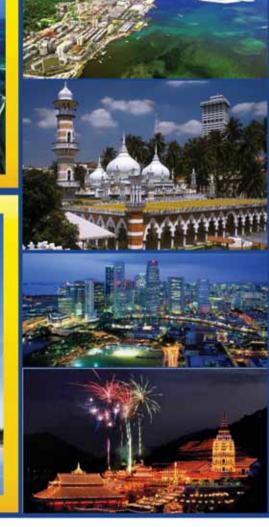


#### Inclusions:

- 2N Accommodation in Kuala Lumpur
- 2N Accommodation Genting
- 2N Accommodation Penang
- Daily Breakfast
- City Tour of Kuala Lumpur

- City Tour of Penang
- Out Door Theme Park Tickets in Genting
- All Transfers





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