



PRESS STATEMENT

LAUNCHING OF PERAK STATE DAY

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31 DEC 2021 @ MALAYSIA PAVILION

MALAYSIA PAVILION, DUBAI – As part of the initiatives to revive the tourism sector in Perak, the Perak State Government – through the implementing agency, Tourism Perak – has decided to participate in Expo 2020 Dubai (Week-13) from 26 December 2021 to 1 January 2022 at the Malaysia Pavilion within the Expo 2020 Dubai site, under the auspices of Tourism Malaysia with ECO-TOURISM as the theme.

The delegation from Perak consists of four Perak state government agencies namely Tourism Perak, Ipoh City Council, Perak State Agriculture Development Corporation, and MB Inc.; four travel agencies in Perak which are Kuak Hill Resort, Embun Sahom Resort, The Haven All Suites Resort, and KZ Craft; including four tourism product operators: Suka Jaya Travel & Tours Sdn. Bhd., Aidil Travel & Tours Sdn. Bhd., Kurma Travel & Tours Sdn. Bhd. and De Voyager Global Tours Sdn. Bhd.

For the first time ever, Perak State Government also promotes Perak's unique handicraft called Labu Sayong at the World Expos. In ancient times, Labu Sayong was used as a container in the shape of a gourd to store drinking water while cooling it at the same time. Apart from quenching the thirst of the drinker, the water stored in Labu Sayong was believed to be able to cure fever. Labu Sayong is made specifically from natural clay collected from an area called Sayong in Perak. To shape the container, the clay is crafted manually using the traditional technique called 'pinching'.

There are seven (7) types of Labu Sayong renowned for their uniqueness: Labu Tela; Labu Belalai Gajah; Labu Gombol; Labu Lepad; Labu Gelugor; Labu Panai; and Labu Licin. The motifs decorating the surface of Labu Sayong come in the form of rice flowers, bamboo shoots, cloves, shells and harmonious geometric patterns.

In conjunction with Expo Dubai 2020, the Perak State Government has outlined the following special segments for the West Asian market:

1) MIDDLE EAST PERAK TOURISM PACKAGES

38 special packages covering all areas and districts in Perak such as Royal Belum, Lenggong, Pulau Pangkor, Ipoh, Kuala Kangsar, Taiping, Kinta Valley Geopark, Selama, Tanjung Malim, among others. These packages offer various options for tourists to discover Perak.

2) GEOPARK IN THE CITY

i) TT5 MAZE PARK

MB Inc. via Amanjaya TT5 Sdn. Bhd. was entrusted by the Perak State Government to conserve the last tin dredge in Malaysia in Tanjung Tualang No 5 (TT5) – erstwhile a tin-mining hotspot in the region. The dredge, once rendered in the doldrums and had lain idle post - tin price crash in the 80's has since been transformed to become an industrial heritage tourism spot. Visitors can take part in insightful tour inside the dredger with expert guides for detailed explanations about the functions, operations and the 83 years of the dredger's rich operational history.

There is a new attraction at TT5 called the Maze Park. Built to suit visitors for all age levels, this first heart-shape maze is uniquely designed for the whole family to enjoy scenic panorama alongside some back-to-nature experience with a miniature petting zoo. The Maze Park offers 8 elements of 'insta-worthy' spots or simply get 'lost' in the wonderland. At TT5 Maze Park, apart from a rare opportunity to learn about the rich history of the Tin Mining in its heyday, you can also have hours of fun and engaging activities for you and your whole family. TT5 Maze Park, it's A-maze-ing.

ii) **KINTA RIVERWALK**

In turning Ipoh into a tourist city by 2025, the Ipoh City Council and the Perak State Government have come up with attractive tourism products. One of the latest projects in Ipoh City is the 3.5-kilometre Ipoh Riverwalk that lines the shores of the historical Kinta River, which becomes magical at night due to the LED lights installed on the trees along the route. There are also food and handicraft sellers, including the iconic 'Glow In The Dark' bridge.

As tourists follow along the Ipoh Riverwalk, they are bound to encounter the lush D.R. Seenivasagam Recreational Park just next to the river, equipped with public facilities, perfect for having a respite.

3) **ECO RESORT – KUAH HILL RESORT**

Located in Lenggong Valley around 77 kilometres north of Ipoh, Kuah Hill Resort allows one to escape the concrete jungle and bustling city. Nestled amidst greenery, this off-the-beaten-track retreat offers a glamping and villa site on a picturesque landscape. Guests are privy to stunning sunrises, rolling hills, and views of the surrounding rainforest untouched by civilisation. Since it is a hillside resort, the view from this resort is simply breathtaking, especially during sunrise and sunset. Expect to be amazed by the stunning landscape of Tasik Raban as the backdrop, including parts of the mountains that make up the Titiwangsa Range.

Kuah Hill Resort is truly a gem for outdoor enthusiasts. To get here, tourists are advised to take a four-wheel drive (4WD), which the resort can arrange.

It offers different types of accommodations such as dome tents and villas for tourists' convenience. Some facilities that can be experienced include

- ◆ ATV
- ◆ Cafe
- ◆ Prayer room
- ◆ Swimming pool (with river water)
- ◆ Mini zoo

To incorporate sustainability in its ecotourism drive, the resort grows its own fruits and herbs garden that guests can savour. Nature lovers can revel in the variety of sights and sounds: Lenggong is a UNESCO World Heritage Site boasting not only waterfalls, but also the Valley Caves that are ready to be explored by the adventurous among us. Tourists can do fishing at Lake Raban or take a boat ride to witness the abundance of local flora and fauna. A hike along the Rafflesia trail brings tourists to the R Azlanii variety of the flower, indigenous to Peninsular Malaysia and named after the late Sultan of Perak, Sultan Azlan Shah.

The nearby Lenggong Archaeological Museum is home to the Perak Man, Southeast Asia's oldest and most complete human skeletal remains.

4) MOU SIGNING CEREMONY

i) COOPERATION BETWEEN TOURISM PERAK AND MEDIA HUB INTERNATIONAL LLC TO PROMOTE PERAK STATE TOUR PACKAGES TO THE MIDDLE EAST MARKET

This MOU encompasses the 38 Perak tour packages for the Middle East market launched this morning offered by travel agencies in Perak and Selangor. This collaboration aims to increase the number of tourists from Middle Eastern countries to Perak who are interested in beaches, shopping and eco-tourism.

ii) MOU BETWEEN IPOH CITY COUNCIL AND MANSION MACHINERY SDN. BHD. (TASIK CERMIN ECOTOURISM & AGROTOURISM)

Located in an area called Gunung Rapat, the enchanting Tasik Cermin Ipoh (Ipoh Mirror Lake) is one of the 19 geoparks that make up the Kinta Valley in Ipoh, the capital of Perak state. Tasik Cermin consists of the Main Lake (large) and Lake 2 (small), which are hidden within the walls of a limestone hill and surrounded by lush greenery. The lake's still surface clearly reflects its scenic surroundings, likening it to a mirror. Visitors usually come in different times of the year to witness the changing scenery reflected upon the lake. Ipoh City is the only geopark city in Malaysia since it is dotted by limestone hills within its 1,952 kilometres squared area. The development of Tasik Cermin will be carried out in two phases which consist of short term (1-3 years) and long term (4-15 years) plan that will accommodate the upgrading of infrastructure and facilities to attract more visitors.

iii) MOU BETWEEN IPOH CITY COUNCIL WITH CHANG JIANG INTERNATIONAL SDN BHD.

CHANG JIANG is a household brand name trusted by discerning coffee lovers for decades. Chang Jiang International Sdn Bhd is Malaysia's leading manufacturer, distributor and retailer of White Coffee-based beverages such as traditional black coffee, tea powder, tea-based beverages and milk tea powder. These tasty treats are well-received domestically, including Singapore, Hong Kong, Taiwan and China. The company's commitment in applying stringent quality and standards over the years allows it to penetrate the local and overseas markets. Beginning from a shop lot, Chang Jiang International Sdn. Bhd. has now grown into several factories using high-tech and modern equipment, providing consumers with healthier, more delicious and more nutritious drinks. The company also pays attention to quality control and strict regulation on each product to maintain high quality and compliance standards. Chang Jiang popular products are

Traditional White Coffee, Traditional Black Coffee, White Coffee 3 in 1 (Original & Premium), White Coffee 2 in 1 and Kaw Kaw Tea.

iv) **MOU BETWEEN IPOH CITY COUNCIL & EVERGREEN MONIES SDN. BHD. (ECO TOURISM)**

Evergreen Monies Sdn. Bhd. is a Bumiputera owned company has been directly involved in the agricultural sector in the state of Perak Darul Ridzuan. The company is believed to be strong and growing. This company intends to venture into the field of recreation and tourism which is one of the important industry nowadays. Financially, the company Evergreen Monies Sdn. Bhd. will fund the entire start-up cost of the project with careful planning and viable prospects.

Among the important elements to be highlight in this Ecotourism and Agro tourism project are to increase the financial level and income of Ipoh City Council through the lease of the land. Besides that, this MOU also aim to maintain the greenery of the environment, as well as conserving natural resources in the area rather than being abandoned.

The Perak State Government hopes that by participating in Expo 2020 Dubai, wider opportunities will be made available to Perak's tourism industry players such as travel agencies and product operators to expand their networks, establish business ties and reinvigorate the tourism sector in Perak specifically and Malaysia generally.

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31 DECEMBER 2021