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HOTEL NOBLE
KUALA LUMPUR

Hotel Noble, Kuala Lumpur Newsletter

Tourism News Updates

November, 2009 (1st version)

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Fabulous Food 1Malaysia aimed at boosting tourism

STARTING this year, the last three months of each year will be Fabulous Food 1Malaysia months to celebrate and promote Malaysia's unique local cuisine, both at home and abroad.

Tourism Minister Datuk Seri Dr Ng Yen Yen said this was a new product for the ministry and an annual event to further boost the development of the tourism industry.

"The programme celebrates the unique and diverse fabulous Malaysian culinary fare that so aptly conveys the rich cultural tapestry of Malaysia," she said at the launch of the Fabulous Food 1Malaysia logo and yearly programme in Kuala Lumpur on Saturday.

The three-month-long initiative started early this month with the Malaysian International Gourmet Food Festival, which promotes the various fine-dining options at several hotels and restaurants.

Under the programme, Dr Ng said, November would be a month for promoting dishes in the food courts of shopping malls.

"We will launch the Asean Heritage Food Trail with Chef Wan at the end of October," she said.

The event is organised in collaboration with Chef Wan Sdn Bhd and offers the rich and diverse cuisine from the Asean countries, including Thailand, Cambodia, Indonesia and Malaysia.

"In November, foreign visitors and Malaysians alike will have the opportunity to savour food from these countries and watch renowned chefs cooking up their signature dishes at Lot 10 and Avenue K shopping centres in Kuala Lumpur," she said.

December will be the month to promote Malaysian restaurants and street/hawker food.

Dr Ng said the participating local food associations, such as the Hawkers Association, would put up a list of 10 "best" or "must-try" food outlets in each of the 13 states in three categories.

The three categories are Nasi Lemak, Laksa and Bak Kut Teh.

Dr Ng said the categories were to help visitors navigate their way through the country's local food maze.

"It is hoped that the Fabulous Food 1Malaysia drive will also create a buzz and encourage conversation among local residents," she added.

She said that in future, visitors would also be able to go on specially planned Fabulous Food 1Malaysia travel packages that would introduce them to the spicy and other food that was truly Malaysian.

Meanwhile, Dr Ng claimed that she had received information that business had increased by about 20% for Singapore's hawkers after the food conflict started.

"Here in Malaysia, the Hawkers Association said their business had also increased and in Johor, the hawkers' business had increased by 20% to 30%.

Source : STAR

SkyPark a model airport, says Najib

The new terminal is a picture of a luxury airport with operations of its services and shops in full swing.

After a RM40mil (S\$16.4) facelift and a name change to SkyPark, Subang Terminal is now a model airport with impressive facilities to offer local and corporate travellers.

The refurbished former Terminal 3, which was launched by Prime Minister Datuk Seri Najib Tun Razak yesterday, is a picture of a luxury airport with operations of its services and shops in full swing. Also present was Transport Minister Datuk Seri Ong Tee Keat.

Najib said he was especially pleased with the transformation because he had supported the project when he chaired the Cabinet Committee on investments.

"I have to confess I had some doubts that the vision could be translated into a reality. But somehow I thought it would be good for the country. Today, it has become a reality," he said.

"Terminal 3 has been transformed into something quite cool, as the youngsters would say."

Najib expressed confidence that SkyPark, which has now surpassed the 500,000 passengers mark, would be able to achieve its annual target of two million travellers and emerge as a regional hub.

He said it had the three important prerequisites of a successful airport - connectivity, convenience and cost. "The 3Cs are embodied in Subang because it is close to the city centre and easily accessible, it has connectivity via Firefly and the cost of using the terminal is much less than the KLIA."

Earlier, Najib launched Spirit AeroSystems Malaysia Sdn Bhd, an aerospace manufacturing and design facility near the terminal.

The facility, completed within 13 months, will initially produce composite sub-assemblies for Airbus single-aisle aircraft and assemblies for the latest state-of-the-art Airbus aircraft A350 XWB.

Source : AsiaOne

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