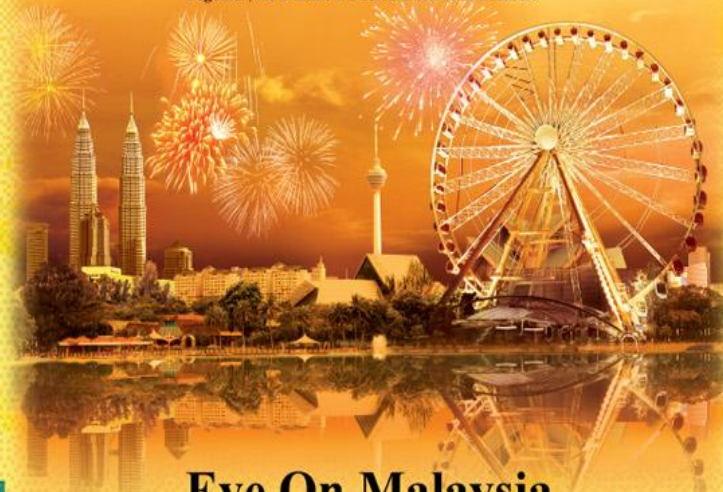


One Golden Celebration



Grand Launch 6 Jan, Taman Tasik Titiwangsa, Kuala Lumpur

We're hosting a celebration like no other and everybody's invited. The highlights of the event will include a concert featuring renowned Malaysian artistes like Anita Sarawak, Ning Baizura and Michael Wong as well as an exciting fireworks display. So don't forget to join us for a truly spectacular time. Together, we'll make it a celebration to remember.



Eye On Malaysia

6 Jan - 31 Dec, Taman Tasik Titiwangsa, Kuala Lumpur

Experience a breathtaking, 60 meters high panoramic view of Kuala Lumpur from Taman Tasik Titiwangsa on a memorable 12-minute ferris wheel ride. There will also be an International WaterSky Spectacular, with a laser and water show as well as a fireworks extravaganza at the same venue - every night! Don't miss out on this exciting experience of a lifetime.

See you at our 50th golden celebration.

January

Flora Fest
20 Jan - 4 Feb
Putrajaya &
Klang Valley

• Florathon
20 Jan
Dataran Merdeka,
Kuala Lumpur

• Floral Parade
27 Jan, Putrajaya



May

Wesak Day
1 May, Throughout Malaysia

National Water Festival - Labuan International
Sea Challenge
1-6 May, Labuan

Johor International
Orchid Show
25 - 27 May,
Johor Bahru, Johor

Colours of Malaysia
26 May, Kuala Lumpur

World Harvest
Festival 2007 &
Gawai Dayak
26 May - 2 Jun, Sarawak

Tadan Kaamatan
30-31 May, Sabah



June

Malaysia International
Aerospace Exhibition
5 Jun - 7 Aug,
Sbong Airport,
Selangor

Penang International
Dragon Boat Festival
8 - 10 Jun, Penang

Malaysia Mega Sale
Carnival
16 Jun - 2 Sept,
Throughout Malaysia

Japan GT
22 - 24 Jun, Sepang,
Selangor

Fiesta San Pedro
23 - 29 Jun, Melaka

Penang Bridge
International Marathon
24 Jun, Penang



February

Federal Territory Day
1 Feb, Kuala Lumpur,
Labuan & Putrajaya

Thaipusam Festival
1 Feb, Batu Caves,
Selangor

Le Tour de Langkawi
2 - 11 Feb, Langkawi

Malaysia Open Golf Championship
8 - 11 Feb, Selangor

Chinese New Year
Celebration and Open House
18 Feb, Kuala Lumpur &
throughout Malaysia



March

Malaysia GP Sale 2007
24 Mar - 22 Apr, Kuala Lumpur

Taman Negara Eco-Challenge
24 - 25 Mar, Taman Negara, Pahang

April

KL GP City Festival
1 - 8 Apr, Kuala Lumpur

Petronas Malaysian
F1 Grand Prix
6 - 8 Apr,
Kuala Lumpur

Royal Go-kart
Competition
10 Apr, Kelantan



July

Ippoh Open International Run
1 Jul, Dataran Ippoh, Perak

Rainforest World
Music Festival 2007
13 - 15 Jul, Sarawak

World Music
Festival 2007 -
Penang
20 - 22 Jul, Penang

Port Dickson International Triathlon
21 - 22 Jul, Negeri Sembilan

KL Fest
29 Jul, Kuala Lumpur



August

Sultan's Cup Terengganu Endurance Challenge
3 - 4 Aug, Setiu, Terengganu

50 Years of Nationhood -
World Lion Dance Invitation
3 - 5 Aug,
Genting Highlands,
Pahang

Malaysia International
Fireworks Competition
15 - 30 Aug, Putrajaya

Mount Kinabalu
International
Climbathon
25 - 26 Aug, Sabah

50 Years of Nationhood -
Merdeka Month Celebration
31 Aug, Putrajaya & throughout Malaysia



September

Sarawak Regatta
1 - 2 Sept, Sarawak

Malaysian Motorcycle Grand Prix
7 - 9 Sept, Sepang, Selangor

KL International Tattoo Show
7 - 9 Sept, Stadium Merdeka,
Kuala Lumpur

Penang International
Lantern Festival
15 Sept - 14 Oct, Penang



October

Hari Raya Aidilfitri Celebration
and Open House
13 Oct, Kuala Lumpur &
throughout Malaysia

Kuala Lumpur
Fashion Week
27 - 31 Oct,
Kuala Lumpur

Heart of Borneo
4X4 Safari
28 Oct - 4 Nov,
Kota Kinabalu,
Sabah



November

Malaysia International Gourmet Festival
2 - 29 Nov, Throughout Malaysia

World Drums Festival
3 - 10 Nov, Port Dickson,
Negeri Sembilan

Deepavali Celebration
and Open House
17 Nov, Kuala Lumpur &
throughout Malaysia

Malaysia A1 Grand Prix
(Grand Prix of Nations)
26 - 28 Nov, Sepang, Selangor

Terengganu
Monsoon
Cup 2007
28 Nov - 2 Dec,
Pulau Dayong,
Terengganu



December

Malaysia Year End Sale Carnival
1 Dec - 1 Jan 08, Kuala Lumpur &
all major cities in Malaysia

KL International
Buskers' Festival
1 - 9 Dec,
Kuala Lumpur

Langkawi
International
Maritime and Aerospace
(LIMA) Exhibition
4 - 8 Dec, Langkawi

Christmas Celebration and Open House
25 Dec, Kuala Lumpur &
throughout Malaysia



COMING SOON

COMING SOON

Visit
Malaysia
2007
Celebrate 50 Golden Years

50 Blockbuster Events

This Season's Highlights!

July

The month of July combines the best of sizzling style, spectacular sight and soothing sounds. Start with nationwide shopping discounts of 50% off and more at the annual Malaysia Mega Sale Carnival and proceed onwards to the delightful sounds of music played amidst a 50-century-old rainforest. From there, the music and merriment doesn't end as you enjoy the best KL has to offer with two world-class festivals in one month.

Malaysia Mega Sale Carnival
1 Jul - 30 Sept, Kuala Lumpur

Ippoh Open International Run
8 Jul, Dataran Ippoh

Rainforest World Music Festival
13 - 15 Jul, Sarawak

KL International World Music Festival
20 - 22 Jul

Port Dickson International Triathlon
21 - 22 Jul, Negeri Sembilan

KL FEST
29 Jul, Kuala Lumpur

Penang Bridge International Marathon
30 Jul, Penang

FOR MORE INFORMATION, LOG ON TO WWW.TOURISMMALAYSIA.GOV.MY OR CONTACT YOUR TRAVEL AGENT.
SEE YOU AT OUR 50TH GOLDEN CELEBRATION!

Malaysia
Truly Asia

August

It's our 50th birthday and the whole world is warmly invited to join 26 million Malaysians in 50 hours of continuous celebrations. Besides the twin towers, one can also witness the twin spectacles of the International Fireworks Competition and performances by the best Lion Dance troupes from all over the planet.

Sultan's Cup Terengganu Endurance Challenge
3 - 4 Aug, Setiu, Terengganu

50 Years of Nationhood - World Lion Dance Invitation
3 - 5 Aug, Genting, Pahang

International Fireworks Competition
5, 11, 18, 25, 30 Aug, Putrajaya, KL, Tihiwangsa, Port Dickson

Merdeka Month Celebration
17 Aug - 16 Sept, Putrajaya and Throughout Malaysia

50 Years of Nationhood-Merdeka Celebration
31 Aug

September

Like Malaysia, September is a meeting point of high tech excitement and old world traditions - a month to witness a breathtaking parade of 50 ancient vessels of the sea in Sarawak followed by the screeching excitement as MotoGP comes to town.

Sarawak Regatta
1 - 2 Sept, Sarawak

Malaysian Motorcycle Grand Prix
7 - 9 Sept, Sepang, Selangor

Tattoo Show
14 - 16 Sept, Kuala Lumpur

Malaysia
Truly Asia

COMING SOON

Visit
Malaysia
2007
Celebrate 50 Golden Years

50 Blockbuster Events

This Season's Highlights!

October

Experience first-hand the unique meeting of cultures that is "Deepavali" - a dual celebration of the Muslim Hari Raya Aidilfitri and Deepavali, the Hindu Festival of Light. It is also a great time to visit the state of Sabah (also known as North Borneo), home to 50 of the greatest wonders of the plant that Borneo as well as the highest peak in Southeast Asia.

Mount Kinabalu International Climbathon
6 - 7 Oct, Sabah

Hari Raya Aidilfitri Celebration and Open House
27 Oct - 26 Nov, Kuala Lumpur and Throughout Malaysia

Heart of Borneo 4 x 4 Safari
28 Oct - 4 Nov, Kota Kinabalu

November

Experience the magic of 50 of the world's most talented designers, chefs and musicians with three international festivals in one fabulous month.

KL International Gourmet Festival
1 - 30 Nov, Kuala Lumpur

KL International Fashion Week
3 - 7 Nov, Kuala Lumpur

World Drums Festival
3 - 10 Nov, Negeri Sembilan

Deepavali Celebration and Open House
17 Nov, Kuala Lumpur

Malaysia A1 Grand Prix
26 - 28 Nov, Sepang, Selangor

Terengganu Monsoon Cup 2007
28 Nov - 2 Dec, Pulau Duyong, Terengganu

December

Come to Malaysia this December for a Shop & Sea holiday like no other. Hunt for bargains while enjoying performances from 50 of the world's best buskers and street performers. Then hop to world-renowned LIMA, an exhibition of cutting-edge maritime and aerospace concepts, set against the background of the magical island of Langkawi.

Year End Sale Carnival
1 - 31 Dec, Kuala Lumpur and all Major Cities in Malaysia

KL International Buskers Festival
2 - 10 Dec, Kuala Lumpur

Langkawi International Maritime and Aerospace (LIMA) Exhibition
4 - 8 Dec, Langkawi

Christmas Celebration and Open House
25 Dec, Kuala Lumpur and Throughout Malaysia

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SEE YOU AT OUR 50TH GOLDEN CELEBRATION!

Malaysia
Truly Asia

April

KL International Arts Festival

14 - 21 Apr, Kuala Lumpur

Royal Go-Kart Competition

14 - 21 Apr, Kelantan



MAY

Come experience a diversity of colours and flavours like no other. From the exotic blooms of orchids to the technicolour beauty of Labuan island to the explosive energy of Citrawarna's 4000 dancers to more than 50 ethnicities who celebrate the Kaamatan and Gawai harvest festivals. There'll never be a dull moment in May.

National Water Festival - Labuan International Sea Challenge

1 - 6 May, Labuan

Wesak Day

12 May, Throughout Malaysia

Johor International Orchid Show

25 - 27 May, Johor

Citrawarna

26 May, Kuala Lumpur

Penang International Lantern Festival

27 May - 2 June, Penang

Tadau Kaamatan

30 - 31 May, Sabah



JUNE

Witness Penangites' love affair with the sea and be inspired by man's 50 year exploration of the stars and everything else in between.

Aerospace Shuttle Exhibition

1 Jun - 30 Aug, Selangor

Penang International Dragon Boat Festival

30 Jun - 1 Jul, Penang

Japan GT

22 - 24 Jun, Sepang, Selangor

Fiesta San Pedro

22 Jun - 1 Jul, Malacca

Gawai Dayak & Borneo Cultural Festival

30 Jun - 7 Jul, Sarawak

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SEE YOU AT OUR 50TH GOLDEN CELEBRATION!

Malaysia
Truly Asia



A true story
about courage,
honour, and the
biggest
birthday party!

One Golden Celebration

BEST
FIREWORKS DISPLAY

BEST
MILITARY PARADE

LARGEST
NATIONAL FLAG

Images

50 colours of independence fireworks display ★★★★★

MERDEKA CELEBRATION

17 Aug - 16 Sept

MERDEKA GOLDEN CELEBRATIONS:

"FIREWORKS EXTRAVAGANZA" • DATARAN MERDEKA • 31 AUGUST 2007 • MIDNIGHT

"INDEPENDENCE DAY PARADE" • PUTRAJAYA • 31 AUGUST 2007 • 7AM



FOR MORE INFORMATION, LOG ON TO WWW.TOURISMMALAYSIA.GOV.MY OR CONTACT YOUR TRAVEL AGENT.

See you at our 50th golden celebration!

Malaysia
Truly Asia

VMY CAMPAIGN

Thematic Ads

- The printed ads with theme: “One Golden Celebration” targeted at global campaign, mainly European Countries.

PR Marketing

Advertising

Events Marketing

GLOBAL CAMPAIGN

Millions of Colours,
Millions of Dreams,
Millions of Delights
Millions of
Adventures,
Millions of Smiles,
Millions of Thrills ,
Millions of Wonders,
Millions of Challenges



ONE GOLDEN
CELEBRATION

CELEI
Visit Malays
independen
that we are
us, the roots



www.to

MILLIONS OF THRILLS

CELEBRATING 50 YEARS OF HARMONY

A culture without boundaries. A world without walls. Discover it in this small proud nation, now 50 years young. Come and be part of our diverse unity. Dance with us. Sing with us. Share in our heritage from the cultural to the artistic, from the literary to the dramatic.

Most of all, come and partake in the most precious of our wealth that can never be imitated – the ties that bind us, the roots that are more than skin deep, the harmony of our cultures, customs and traditions.



www.tourismmalaysia.gov.my



MILLIONS OF COLOURS

Even the vaguest memories of Malaysia are sure to bring smiles to one's face. Whether you love the jade-green waters of the beaches or the thick diversity of sights and scents at a night market, there is always something new to discover.

MILLIONS OF DREAMS

Listen to the voice of a storyteller weaving his tale, enveloping you in the myths of

Malaysia as each magical scene before your eyes in a spellbinding Go back in time and let the tales ancestors draw you in for an unforgettable journey.

MILLIONS OF SMILES

If you think it is impossible to be at a foreign country, think again. Malaysia turned from our shores with the dream turn back. And some of those who have never left. We welcome

One Golden Celebration



Malaysia
Truly Asia

VMY CAMPAIGN

Celebrating 50 years of independence

50 mega events

240 events nationwide

PR Marketing

Advertising

Events Marketing

SPECTACULAR EVENTS AND FESTIVAL IN 2007



- VMY Grand Launch 2007
- Eye On Malaysia
- Flora Fest/Flora Parade

January

- Federal Territory Day
- Le Tour De Langkawi
- Malaysia Open Golf Championship
- Thaipusam Festival
- Chinese New Year Celebration and Open House

February

- Malaysia GP City Sale
- Taman Negara Eco-Challenge

March

- KL GP City Festival
- Petronas Malaysia F1 Grand Prix
- Royal Go Kart Competition

April

- Wesak Day
- National Water Festival
- Johor International Orchid Show
- Colours of Malaysia
- World Harvest Festival 2007 & Gawai Dayak Tadau Kaamatan

May

- Malaysia Mega Sale Carnival
- Penang International Dragon Boat Festival
- Malaysia International Aerospace Exhibition
- Japan GT
- Penang Bridge International Marathon

June

SPECTACULAR EVENTS AND FESTIVAL IN 2007



- Ipoh Open International Run
- Rainforest World Music Festival
- World Music Festival
- Port Dickson International Triathlon
- KL Fest
- Penang Bridge International Marathon
- Sultan's Cup Terengganu Endurance
- World Lion Dance Invitation
- Malaysia International Fireworks Competition
- Merdeka Month Celebration
- Sarawak Regatta
- Malaysian Motorcycle Grand Prix
- KL International Tatto Show
- Mount Kinabalu International Climbathon
- Hari Raya Celebration and Open House
- KL International Fashion Week
- Heart Of Borneo 4x4 Safari
- Malaysia International Gourmet Festival
- World Drums Festival
- Deepavali Celebration and Open House
- Malaysia A1 Grand Prix
- Terengganu Monsoon Cup
- Malaysia Year End Grand Sale
- KL International Buskers' Festival
- LIMA
- Christmas Celebration and Open House

July

August

September

October

November

December

VMY CAMPAIGN

VISIT MALAYSIA YEAR 2007 GRAND LAUNCH



First time in the history of Malaysia, the first in the region to feature a full-length 2 hour live telecast to 10 countries globally !

PR Marketing

Advertising

Events Marketing

VMY CAMPAIGN

VMY 2007 GRAND LAUNCH LIVE TELECAST



The Live Telecast received a Perceived PR Value of over **RM 15 million** & an advertising value of **RM 5 million**.

Huge publicity!

PR Marketing

Advertising

Events Marketing