WELCOME SPEECH
YBHG. TAN SRI DATO’ SERI (DR) ASEH BIN CHE MAT
THE PRESIDENT OF PERBADANAN PUTRAJAYA

in conjunction with

THE MALAYSIA TOURISM HUNT 2012 WELCOME DINNER

Thursday, 20 September 2012
Banquet Hall, Maritime Centre, Putrajaya

YBhg. Dato’ Mirza bin Mohd Taiyab,
Director General of Tourism Malaysia

YBhg. Datuk Muhamad Haitamin Ishak,
Director of Corporate Services Perbadanan Putrajaya

Senior officers of Perbadanan Putrajaya & Tourism Malaysia,

Our special guests, the participants of Malaysia Tourism Hunt 2012,

Members of the Media, and

Distinguished guests, ladies and gentlemen.

1.0 FOREWORDS

Firstly, allow me to welcome each and every one of you the participants of Malaysia Tourism Hunt 2012 to Putrajaya, the Federal Government Administrative Centre of Malaysia and the Intelligent Garden City. I was made to understand that there are more than 100 participants, consisting of 40 local media representatives, 45 foreign media representatives from Asia and ASEAN countries as well as other tourism
industry players participating in this program. I believe this may be the first visit here for many of you, especially the foreign participants, so let me assure you that we take pleasure in making you feel very much at home.

Indeed, it is a great honour for Perbadanan Putrajaya to host this dinner to welcome you to Putrajaya and of course as a symbol of support to Tourism Malaysia in its noble initiative to motivate the international and local tour operators to develop and market more “Fly and Drive” tourism packages.

2.0 PUTRAJAYA AS A TOURIST DESTINATION

Distinguished guests, ladies and gentlemen.

Putrajaya is a relatively young city that was conceived and planned meticulously as Malaysia’s answer to alleviate the congestion and populace of our capital city, Kuala Lumpur. As you cycled along the promenade of the Putrajaya Lake this morning, you would have gathered that we take pains to nurture our environment. This is evident from the large expanses of green you see surrounding most of Putrajaya. Almost a third of Putrajaya is dedicated to greens be it parks, linear parks or little green lungs that are interspersed with development throughout 4,931 hectares of land that was once home to oil palm and rubber plantations. In total, Putrajaya has 12 parks dedicated to various themes, spread over the city. These encompass urban parks, botanical
gardens and a tropical rainforest that contribute to the rich diversity found here.

Although Putrajaya is a relatively new city, it has plenty to offer, be it as a place to visit, work, live or play. Over the years, the city has earned the reputation as Malaysia’s Intelligent Garden City - an ideal city with a great lake that is suitable for body contact, interesting parks and buzzing with activities. We have the largest botanical garden in the country, the largest fresh water wetlands in the tropics which also acts as a ‘filter’ for the Lake and our buildings represent some of the best architectural icons in the country.

Our buildings too have become magnets or crowd pullers as evidenced by tourists who clamour to photograph themselves in front of the majestic Perdana Putra (Prime Minister’s Office Complex), Putra Mosque that is also fondly referred to as the Pink Mosque or Seri Perdana, the Prime Minister's residence.

Commercially, the city is still growing and adding on to the two hotels we already have, namely Putrajaya Shangri-la and Pullman Putrajaya Lakeside, there will be two other budget hotels, ie Everly Hotel in Precinct 1 and Dorsett Hotel in Precinct 3, which will be fully operational in 2013. There is also Alamanda, an integrated shopping centre that also offers entertainment by way of Cineplexes and a bowling alley.
With the ever increasing population in the city, its world class infrastructure and public facilities, Putrajaya has become one of Malaysia’s popular tourist destinations and Putrajaya has played host to many national and international events, among others the Karnival “Wow! Putrajaya”, Waterski and Wakeboard Championship, Flower and Garden Festival (Floria), Putrajaya Hot Air Balloon, Putrajaya Sailing Week Regatta, Equestrian Premier Cup Series, Putrajaya Night Marathon and Formula 1 Power Boat.

3.0 THE WAY FORWARD

Distinguished guests, ladies and gentlemen.

Since the 1st of August 2012, in which I was honoured to become the President of Perbadanan Putrajaya, I noticed that there is a great potential for Putrajaya to become the prime tourist destination not only in this country but as well as at the regional and international level. With regard to this, I have undertaken to make the planning and development of Putrajaya’s tourism industry as one of Perbadanan Putrajaya’s key priorities. I have had numerous meetings and discussions with major agencies and parties to liven up the tourist industry in Putrajaya in the hope that Putrajaya will be transformed from a Federal Administrative Centre to the prime tourist destination, as a showcase to the world.
There is a long list of plans to be implemented in the near future to realize this vision. With regards to this, I would greatly appreciate and welcome the support and assistance from all the relevant agencies, be it the government and private sectors as well as the non government organization, and especially the media.

4.0 APPRECIATION

Distinguished guests, ladies and gentlemen.

On that note, I would like to extend my heartfelt appreciation to Tourism Malaysia for inviting Perbadanan Putrajaya to be one of the partners in this very exciting event. I am in full confidence that with the excellent leadership of YBhg. Dato’ Mirza as the Director General of Tourism Malaysia, Putrajaya will emerge as the prime tourist destination in the near future.

I would also like to take this opportunity to invite all the participants of the Malaysia Tourism Hunt 2012 to be our ‘ambassadors’ to promote and sell Putrajaya at your home country. I also hope that all of you will take back pleasant memories of this short visit in Putrajaya and a safe journey throughout the Malaysia Tourism Hunt 2012. We will always welcome you to come back here again soon.

Thank you.