

Press Release

PRESS RELEASE

For immediate release

Malaysia, first in Asia to host Festival International Sport Extreme (FISE) World Series 2014 - 2016

Malaysia Major Events and Malaysia Roller Sports Association (MARS) secured the bid for Malaysia to host FISE World Series in Melaka for 3 years.

Kuala Lumpur, MALAYSIA, 29th July 2013 – Malaysia Major Events, a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture played an pivotal role in winning a highly competitive global bid for the country. Malaysia will be the first in Asia to host the prestigious Festival International Sport Extreme (FISE) World Series for three years in a row from 2014-2016 after almost one year of rigorous lobbying and bidding.

Y.B. Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture, Malaysia, said, "I would like to congratulate Malaysia Major Events in collaboration with MARS to secure the bid for FISE World Series to be hosted in Melaka. The synergy between sports tourism and our UNESCO heritage destination - Melaka will highlight the best aspect of what Malaysia has to offer in terms of extreme sports and tourism experience. Malaysia will become the first country in Asia to host FISE in its World Series stage after winning the bid against 18 other countries. This is truly going to be a memorable and historic occasion for us all"

The Minister of Tourism and Culture, Malaysia Y.B. Dato' Seri Mohamed Nazri bin Abdul Aziz, was present together with Honourable Nicole Bricq, Minister of Foreign Trade of France, to grace a signing ceremony today between the rights owner of the FISE World Series -- HURRICANE Action Sports Company (HURRICANE) of France and MARS.

As a famous historical destination among tourists, Melaka will be the host city to the inaugural FISE World Series 2014. Declared as a World Heritage Site by UNESCO, Melaka is a pride to the country for exceptionally rich culture and history dating back to over 500 years. Melaka is indeed the ideal location for the FISE World Series with the availability of world class infrastructure coupled with the immense state government support.

En. Zulkefli Haji Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau said, "With years of hosting major events, Malaysia is certainly capable of bringing to life the grit,



action and outdoor spectacles needed for a global action sports festival like FISE. The race to win this bid was tough, but Malaysia's winning mix of venues, facilities, hospitality and the value for money confidently placed the country ahead of the pack. We can't wait to thrill sports athletes, spectators and tourists from the world over with what Malaysia can offer especially in conjunction with the Visit Malaysia Year (VMY) 2014 campaign."

FISE World Series is the world's biggest action sport festival which showcases extreme sports disciplines such as skateboarding, BMX, mountain biking, wakeboarding and inline skating.

En. Idroose Tambarin, President of MARS said, "As extreme sports enthusiasts, we are truly thrilled to be the pioneer in this region to organize the FISE World Series. The bid collaboration with Malaysia Major Events was absolutely vital from the beginning stage till the announcement of the win. The strong government support has resulted in the confidence of HURRICANE, the rights owner to FISE World Series to choose Malaysia as the host country for its 2014-2016 series.

The FISE World Series will be a world class event to look forward to in the VMY 2014 calendar of events. It is targeted to bring in 10,000 attendees comprising 3,000 international participants and tourists from all over the world generating an economic impact of RM28 million to Malaysia's economy.

With Malaysia Major Events' full support for the event, along with the strong collaboration between Malaysia Association of Roller Sports (MARS) and HURRICANE, the FISE World Series will undoubtedly become a successful addition to Malaysia's accomplishments as a major events destination in the region.

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About Malaysia Major Events

Malaysia Major Events is a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under Malaysia's Ministry of Tourism and Culture. Born under the Prime Minister's Economic Transformation Programme (ETP), Malaysia Major Events facilitates significant events that help contribute to Malaysia's economic growth. It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events. As a conduit between public and private sector, it's a one-stop centre which facilitates and liaises with diverse event stakeholders to ensure seamless processes and successful events.

For more information, please visit www.mymajorevents.com.my.



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