

55th National Day of Malaysia



High Commissioner's Message



TODAY, 31st August 2012, marks the 55th National Day of Malaysia.

On this auspicious occasion, I, on behalf of the Government and the people of Malaysia would like to extend my warmest greetings and best wishes to the Government of the People's Republic of Bangladesh and its people. I would also like to convey my 'salam' (greetings) to my fellow Malaysians currently residing in Bangladesh.

The bilateral relations between Malaysia and Bangladesh in all areas of cooperation have always been warm and close since the establishment of diplomatic relations in 1972. The regular contacts that have been established between the leaders, officials and the people of our two countries have significantly contributed to the strong friendship that we enjoy today. This close knit friendship and relations between our two brotherly countries shall continue to grow under the stewardship of our current leaders.

Malaysia follows with great interest the developments in Bangladesh towards bringing about political stability, better socio-economic conditions for the people, as well as the various measures towards enhancing economic growth. In this

regards, Malaysia deeply appreciates the opportunity to participate in and contribute to the country's development through the ventures of Malaysian companies in Bangladesh.

The bilateral trade and investment between Malaysia and Bangladesh is constantly expanding. Bangladesh is currently Malaysia's third largest export destination in South Asia, after Pakistan and India. Trade between Malaysia and Bangladesh compared to year 2010 has increased by 36 percent to nearly USD 1.65 billion in year 2011. Bangladesh import to Malaysia has also increased by 50.2 percent to USD 35.54 million.

Malaysia is the largest investor among the ASEAN Member States in Bangladesh and remained the 6th largest investor overall among other countries in year 2011. The cumulative amount of investment to date is estimated at USD 1.5 billion mainly in sectors like telecommunication, power generation, higher education, banking & finance, food production, edible oil, etc.

I am delighted to mention that the Malaysian government has taken initiatives by organizing solo country exhibitions to promote Malaysian products and services as well as to encourage greater trade between Malaysia and Bangladesh. The most recent exhibition was the Malaysian Food & Cultural Festival and Expo Malaysia 2012, a week-long event held in conjunction with the 40th Anniversary of Malaysia-Bangladesh Diplomatic Relations organized by the High Commission of Malaysia in collaboration with Tourism Malaysia, Malaysia Airlines and Malaysia Healthcare Travel Council (MHTC) as well as Robi Axiata Limited as the Title Sponsor

of this event. 25 Malaysian large and medium-scale companies offering various Malaysian products and services ranging from telecommunication, healthcare travel, tourism, finance, education and property development took part in this event. We welcome more efforts from Bangladesh entrepreneurs to venture into Malaysian market. The initiatives such as an exhibition named 'Showcase Bangladesh 2012' aimed at promoting Bangladesh's top products and services successfully held in Kuala Lumpur recently, should become a turning point to harness more collaborative efforts from the private sector and concerned government agencies of Bangladesh to promote trade and investment from Bangladesh into Malaysia. This expo, organized by Bangladesh-Malaysia Chamber of Commerce and Industry (BMCCI) is indeed a great initiative aimed at achieving trade balance between Malaysia and Bangladesh.

I am confident that with the full support of Bangladesh, our two countries will be able to reach substantial achievement in all areas of cooperation. At the same time, new areas of cooperation should be identified which will serve the interests of both countries.

I pray to Allah Almighty for the continued peace, progress and prosperity of People's Republic of Bangladesh and its people. May the bond of friendship that our two countries enjoy and close relations between the people of our two countries continue to be strengthened from time to time.

Thank you.

Norlin Binti Othman
High Commissioner of Malaysia to Bangladesh

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Transforming tourism industry in Malaysia

TOURISM will continue to be a critical economic sector for Malaysia, providing significant potential for growth and development.

In its long-term forecast, the World Tourism Organization (UNWTO) stated that international tourism will continue to grow in a sustained manner in the next two decades (2010-2030), with the number of international tourist arrivals worldwide increasing by an average of 3.3% a year.

At the projected pace of growth, tourist arrivals will pass the 1 billion mark by 2012, compared to 940 million in 2010. They are expected to reach 1.8 billion by 2030. This means, in two decades' time, 5 million people will be crossing international borders for leisure, business or other purposes such as visiting friends and family every day.

These figures simply demonstrate the huge potential of the tourism sector to be expanded further in coming years. It also shows that competition is bound to be fierce as destinations must compete internationally to get a bigger share of the tourism dollar.

As such, the Malaysian Government introduced the Tourism Transformation Plan 2020 to bring its tourism industry to greater heights as the country heads towards the year 2020. The Plan aims to improve Malaysia's position to be within the top 10 in terms of global tourism receipts by 2015. Last year, the country was ranked 14 by UNWTO for two consecutive years. Malaysia was also placed ninth for three consecutive years since 2009 in UNWTO's ranking of top 10 countries with the highest international tourist arrivals.

Moving towards 2020, Malaysia has set a target of 36 million tourist arrivals with a revenue of RM168 (USD52.8) billion. Malaysia's tourism also aspires to contribute RM103.6 (USD32.6) billion in Gross National Income (GNI) and create half a million new job opportunities.

Malaysia's tourism performance

Malaysia is fortunate to have its fair share of the global tourism market. The country received 24.7 million tourists last year, which was a far cry from a little more than a decade ago, when it received only 7 million tourists in 1999.

It recorded a weekly tourism revenue of RM1.12 billion (USD352.5 million), with tourist receipts reaching RM58.3 (USD18.3) billion, up 3.2 percent against the receipts in 2010.

With a contribution of RM37.4 (USD11.8) billion to the GNI, the tourism industry currently stands as the seventh largest contributor after Oil, Gas and Energy, Wholesale and Retail, Palm Oil and Rubber, Financial Services, Agriculture and Electrical & Electronics sectors.

In fact, the main contribution of exports of services in 2011 is the result of income earned from travel by foreign tourists to Malaysia with a value of RM55.2 (USD17.4) billion or 51.7% of the total exports of services.

Indeed, the growth of the tourism sector has opened up new employment opportunities across diverse industries such as retail, food and beverage, accommodation, transport and handicrafts. A total of 56,000 jobs were created last year. For 2012, the Tourism Ministry targets to stretch it to 91,000.

Moving towards 2020

In these few years, the Ministry of Tourism and Tourism Malaysia have been rolling out various innovative and creative new events and activities to diversify the country's tourism offerings. They aim to sustain tourist's



Dayang Bunting Lake

interest, attract more tourists to the country, and most importantly, to make tourists stay longer and spend more.

Malaysia has been promoted as a top-of-mind destination for leisure and business offering diverse world-class attractions and services.

In the coming years, the Tourism Ministry's Key Performance Indicators (KPI) also include boosting revenues through enhanced packaging and clustering of international sporting events such as the F1 Petronas Malaysia Grand Prix, Le Tour de Langkawi, CIMB Asia Pacific Classic Malaysia and Malaysian Motorcycle Grand Prix.

In addition, the Tourism Ministry is also revving up efforts to make Malaysia a prime choice for international world conferences as business tourism has become a dynamic developing sphere in the world today.

Malaysia's tourism industry will be filled with many exciting and creative tourism products and services as the country moves towards 2020. (Abridged)

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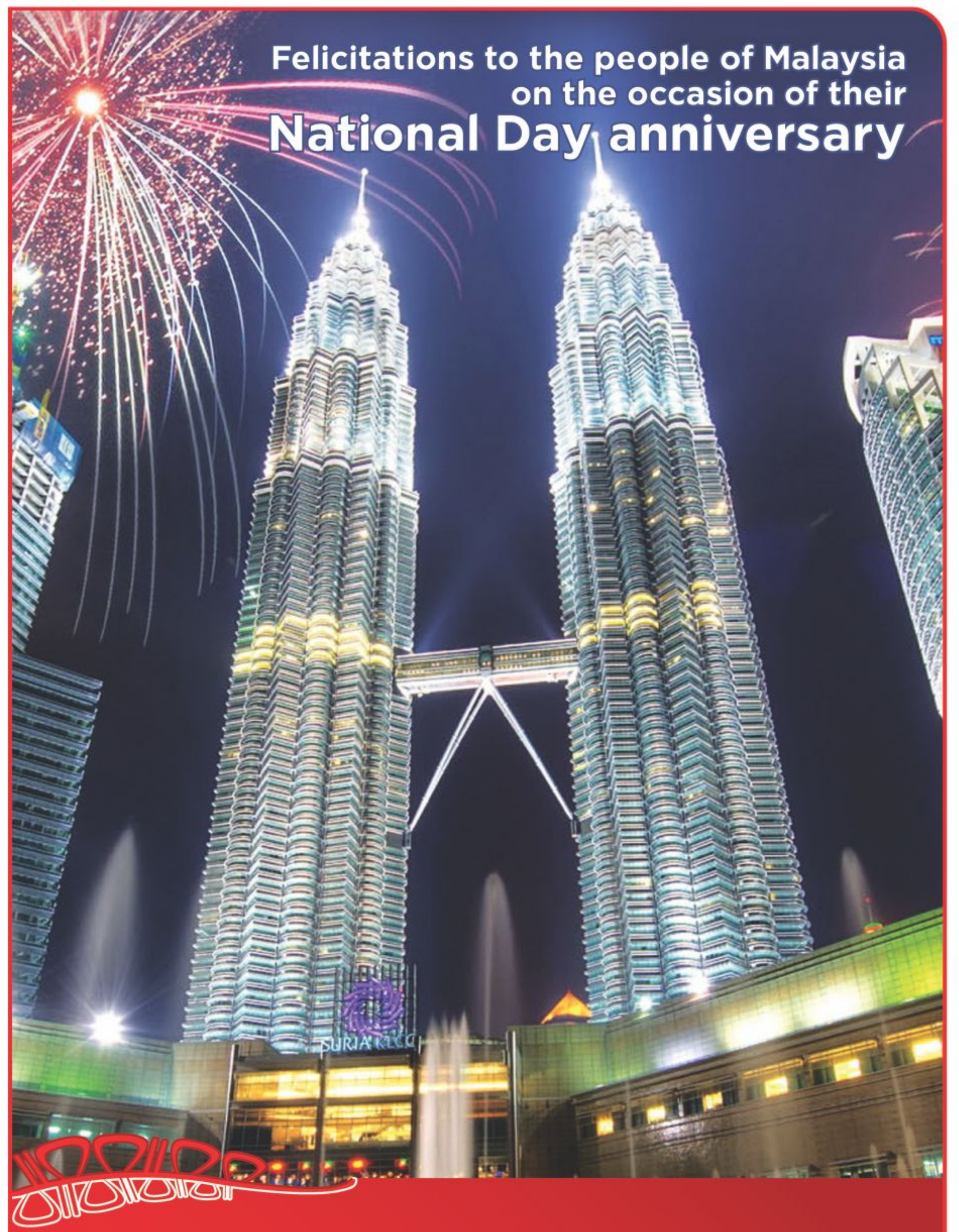


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Felicitations to the people of Malaysia on the occasion of their National Day anniversary

Being a proud partner of Axiata Group Berhad of Malaysia, we take pleasure in celebrating the occasion.

জ্বলে উঠুন আপন শক্তিতে



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