

**SPEECH FOR YANG BERTHORMAT DATO' SRI DR NG YEN YEN, MINISTER OF TOURISM
MALAYSIA AT THE FABULOUS FOOD 1MALAYSIA LOGO LAUNCH ON SATURDAY, OCTOBER
24, 2009, 9.30AM, SALOMA BISTRO, JALAN AMPANG, KUALA LUMPUR.**

Salam Sejahtera and a very warm welcome to all of you.

1. Today, all of us are gathered here for one **MAIN** reason - to celebrate Malaysia's very own **FABULOUS** food.
2. For me, as a Malaysian and as someone who travels quite extensively, food means 'HOME' and all that the term signifies. Malaysia's cuisine is **TRULY UNIQUE**, and in a world that increasingly offers more of the same through homogenous chain stores and franchises, Malaysia's local fare stands out with its amazing range of choices, flavours and textures, which makes food a serious business...and explains why we are here this morning.
3. The Ministry of Tourism Malaysia is proud to launch our local food drive - "Fabulous Food 1Malaysia – a three-month initiative that started early this month with the International Gourmet Food Festival, that aims to celebrate and promote the country's unique local cuisine, both overseas and at home.
4. Why the word "Fabulous Food 1Malaysia" you may ask? Well, it is no denying that our local food is fabulous in every sense be it taste, smell or sight! Here, however, with 1Malaysia added to it, we mean more than its taste or its presentation. It strikes a chord in the heart of every Malaysian and it is really an invitation to share, not only a meal, but also the fellowship and closeness that comes with trading stories and experiences over plates of tasty delights. Thus the Fabulous Food 1Malaysia celebrates the unique and diverse Malaysian fabulous culinary that so aptly convey the rich cultural tapestry of Malaysia.
5. This three-month drive, will see in November our promotion of shopping mall food court dishes. Prior to that, end of October we will launch the ASEAN Heritage Food Trail with Chef Wan, an event collaboration with Chef Wan Sdn Bhd that offers the rich and diverse cuisine from the ASEAN region. Here, from October 29 till end November 2009, our foreign visitors and Malaysians will have the opportunity to savor food from 10 countries from the ASEAN region and at the same time will also be able to see renowned chefs from these countries cooking up their signature dishes at Lot 10 and Avenue K. Participating countries include Thailand, Cambodia, Indonesia, and of course our own popular chefs.
6. I personally believe that there's no better way to introduce the Malaysian way of life to our overseas' friends than through our local food. While dining in these casual and unpretentious settings, one can not only see the vendor cooking up a storm right in front of you, but also feel the warmth and the energy that comes from the preparation of these truly satisfying dishes.

7. Given the diversity of our local food and the wealth of choices, the Ministry will also go all out in December to promote Malaysian restaurant and street/hawker food. At the same time, we will put a list of 10 “Best” or “Must Try” food outlets in each of our 13 states in three different categories to help our visitors navigate their way through our local food maze. The three categories are: Nasi Lemak, Laksa and Bak Kut Teh (Meat Bone Tea).

8. In addition, we are also looking at different areas which together make for a better gastronomic experience for the visitor. For example, we're working to develop storyboards at our food centres which provide tourist-friendly information on our local fare and tips on dining at these places.

9. At the same time, we're also looking into creating boarding and alighting points for tour coaches that will make our food centres even more accessible. In the future, visitors will also be able to go on specially-planned Fabulous Food 1Malaysia travel packages that will introduce them to the spicy and diverse food that is truly Malaysian.

10. The drive as a whole will also create a buzz and encourage conversations amongst local residents. It is hoped that locals will be more familiar with the stories behind our local food and share them with their visiting friends and relatives. To this end, the Ministry will roll out different initiatives to encourage Malaysians to be our "Food Ambassadors". One of these includes targeting taxi drivers who themselves know the best places to eat in town!

11. All these, plus the fact that our local food is affordable, hygienic and so easy to enjoy - they collectively inspire us to want to share our distinctive Malaysian cuisine with overseas visitors and keep them coming back for more.

12. I urge you to join us and become "Food Ambassadors" to your foreign friends, associates and relatives. Share our stories and delight them with our truly unique Malaysian flavours!

13. Thank you.