

# MALAYSIA WEEKLY ECONOMIC NEWS

(22 July 2019 – 26 July 2019)

Topics	Highlights
<p><b>Malaysia launches Muslim-friendly hotel recognition</b></p>	<p>Malaysia has introduced the "Muslim-Friendly Hotel Recognition" initiative, a form of accreditation which recognises syariah compliant accommodation for tourists. The Islamic tourism sector is a high potential market segment. Malaysia has been at the pole position for nine consecutive years in the Global Muslim Traveler Index which studies the patterns and trends of Islamic Tourism globally. In 2018, Malaysia recorded an estimated 5.2 million Muslim tourist arrivals. The enormous potential of 1.8 billion Muslims worldwide should be seen as an opportunity by all relevant tourism stakeholders. The index also estimates that there will be 160 million Muslim travellers by 2020. This figure is expected to increase by 230 million by 2026. Among the criteria to fulfil the standards include proximity to mosques and other Islamic attractions, in-room prayer facilities such as praying mats and kiblat direction signs, halal-certified restaurants, segregated gyms and swimming pools for women.</p> <p style="text-align: right;"><i>(Source: The Star, 24 July 2019)</i></p>
<p><b>Dr M unveils VM2020 logo, sets 30 million tourist arrivals target</b></p>	<p>Prime Minister Tun Dr Mahathir Mohamad unveiled the Visit Malaysia 2020 logo here and set a target of 30 million international tourist arrivals next year. He said the Visit Malaysia 2020 campaign is an opportunity to attract record numbers of visitors and make the country a destination of choice for leisure and business tourists. With a target of 30 million international tourist arrivals, Dr Mahathir said increasing flight connectivity from other destinations to Malaysia is one of the initiatives to be undertaken to boost tourist arrivals. The focus of the campaign is on eco-tourism, arts and culture. In 2018, Malaysia welcomed a total of 25.8 million international tourists, while for the first five months of this year, international tourist arrivals reached more than 10 million.</p> <p style="text-align: right;"><i>(Source: The Edge, 22 July 2019)</i></p>
<p><b>Sabah govt approves RM1mil allocation to develop rural entrepreneur centres in three districts</b></p>	<p>The Sabah Rural Development Ministry has allocated RM1mil to develop rural entrepreneur centres in three districts in the state. Minister Datuk Ewon Benedick said the three locations identified are in Kota Belud, Keningau and Lahad Datu. On the types of businesses outlined, Ewon said it will be determined by the respective district offices. "For example, we can bring in handicraft makers to the centre, while other segments there focused on local beauty and cosmetics products, or even food products such as fish-based. "They could also look into the business of tailoring for traditional garments as the state government has allowed ethnic attires to be worn to offices on certain days."So this is a business opportunity for rural entrepreneurs out there, including here in Lahad Datu," he added.</p> <p style="text-align: right;"><i>(Source: The Star, 22 July 2019)</i></p>