

International Positioning of ECER



- Eastern Gateway
- Major Tourism Destination
- Exporter of Resource based & Manufacturing products
- Trade
- Infrastructure & logistics hub

ECER : The Master Plan



- The ECER Master Plan will address existing challenges and will be the basis for guiding the development of the region for the next 12 years, up to year 2020.
- The Plan covers 3 Malaysia Plans:
 - 9th Malaysia Plan (2006 – 2010)
 - 10th Malaysia Plan (2011 – 2015)
 - 11th Malaysia Plan (2016 – 2020)

ECER : Development Focus & Objectives



- The **main objective** of the ECER Master Plan is to **accelerate the growth** of the East Coast Economic Region in a **viable, equitable** and **sustainable** manner. This is undertaken via programmes and projects to **raise incomes** and **reduce poverty** by **expanding employment prospects** through the introduction of **high impact, catalytic projects** to spur development in the region.
- The Master Plan focuses on the key initiatives derived from selected clusters:
 - Tourism
 - Oil, Gas & Petrochemical
 - Manufacturing
 - Agriculture
 - Education

ECER: Regional and National Positioning



KELANTAN

- Centre of Trading
- Human Capital Development & Centre of Educational Excellence
- Agro-base focus on Herbal Cultivation, Fisheries and Poultry Production

TERENGGANU

- Tourism Gateway
- Oil, Gas & Petrochemical Industry
- Centre of Educational Excellence
- Agro-base focus on Citrus Valley, Goat Breeding & Mutton Clusters

PAHANG

- Manufacturing Focus
- Port City : Integrated Logistics Distribution Centre & Palm Oil Industrial Clusters
- Centre of Educational Excellence
- Agro-base focus on Pineapple, Cattle Breeding & Beef Clusters

MERSING

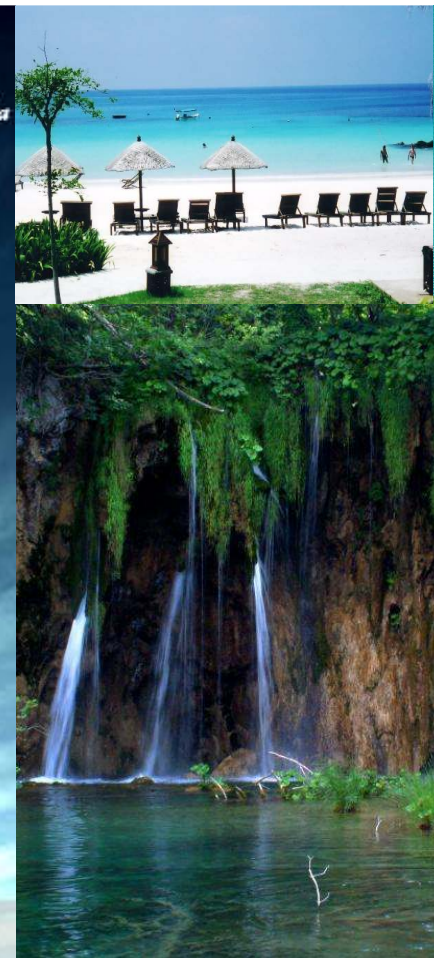
- Mainland Coastal & Island Tourism
- Eco-Tourism

ECER: Development Attributes



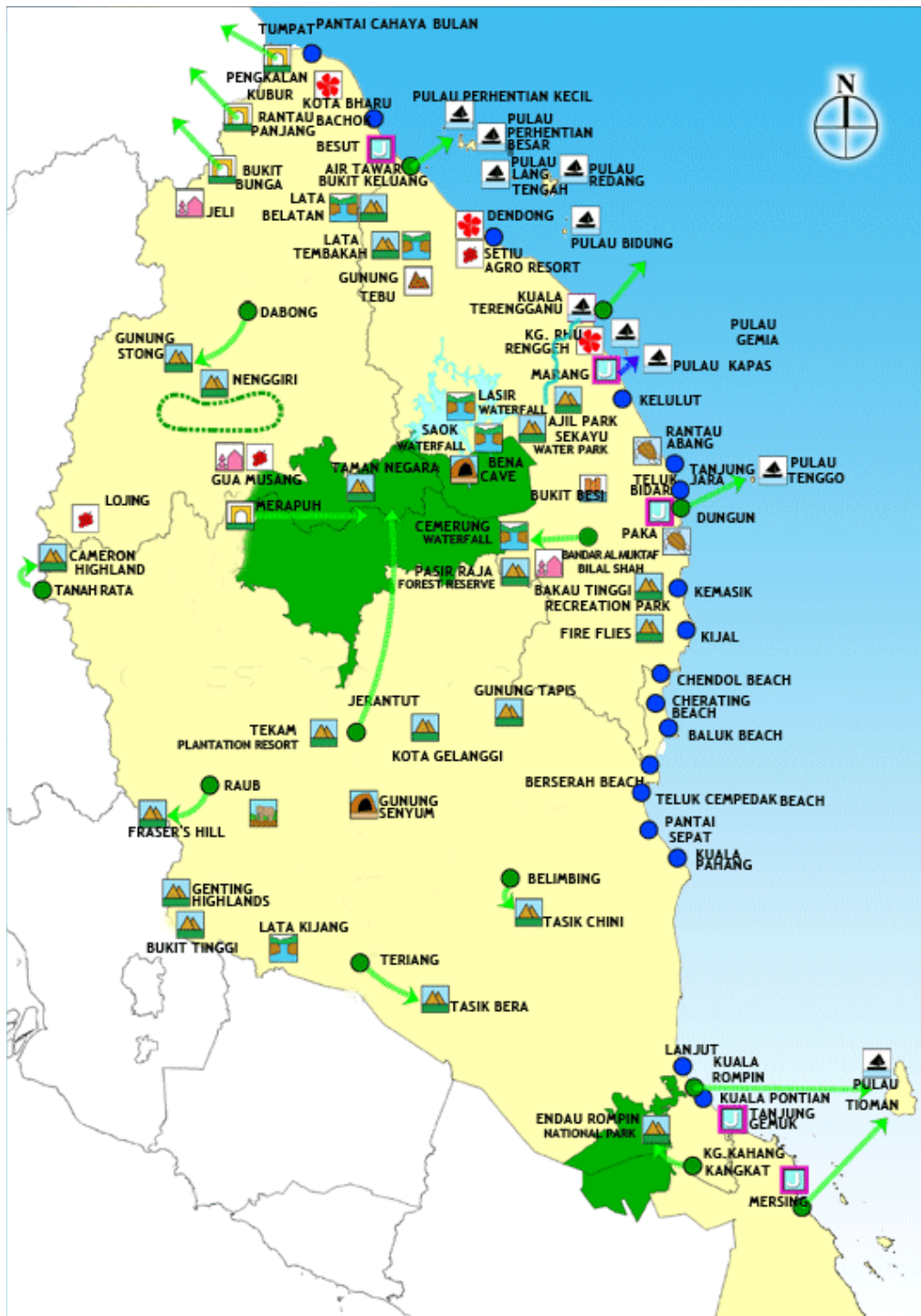
- The region has a **distinctive culture and heritage** which needs to be preserved, but at the same time it needs to be economically transformed to be more **dynamic and competitive**.
- Development recommendations are based on the **resource potential** of the region.
- More than half of this region is covered with forest areas, hence all the key projects planned have taken cognizance of the need to **preserve the environment**.
- Given the socio-economic issues and challenges faced by ECER, there are **strong social thrusts** in the Development Plan.

The ECER has its own unique development focus while complementing IDR and NCER



∴ TOURISM





ECER: Tourism Resources



- The ECER has diverse tourism resources that have the potential to be developed as world-class tourist attractions.
- Resources in the region cover mainland coastal areas, beaches, islands, eco-tourism, cultural & heritage, cross border and agro-tourism.

LEGEND:

	CAVE		ECO - TOURISM LOCATIONS
	TURTLES		TOURISM GATEWAY TOWNS
	ISLAND TOURISM		PRIMARY MAINLAND COASTAL
	AGRO TOURISM		MOUNTAIN
	BEACH		WATERFALL
	ART & CRAFT		ELEPHANT CENTRE
	HOMESTAY		CROSS BORDER TRADE / TOURISM
	JETTY		

ECER: Strategies in Tourism



- To develop **integrated strategic tourism flagship projects**
- To enhance **capability building and entrepreneurship skills**
- To intensify tourism **marketing and promotion** programmes
- To craft a **strong destination brand** that will deliver tourist expectations
- To **showcase local arts and crafts** as tourism products
- To **improve air, land and maritime infrastructure** to have greater connectivity to the ECER as tourist destination of choice

ECER: Tourism Projects and Programmes



Projects



Mainland Coastal Tourism



Eco-Tourism



Urban & Cultural Heritage Tourism



Cross-Border Tourism



Sustainable Island Tourism

Programmes



Homestay / Kampung Stay Program



Hallmark Events

- 32 tourism projects and programmes with an estimated investment value of **RM16 billion** with capacity to generate **40,000** new jobs.
- The local populace will benefit from increased employment and business opportunities in the tourism sector.

ECER: Mainland Coastal Tourism Projects



Codes	Initiatives	Location
	Coastal Hotel & Resort Development	Tumpat (Pantai Seri Tujoh), K.Besut, Merang, Dungun, Pantai Sepat, Kuala Pahang & Mersing
	Gateway Towns to Islands <ul style="list-style-type: none"> • Pulau Perhentian & Rhu • Pulau Lang Tengah, Redang & Bedong • Pulau Kapas & Gemia • Pulau Tenggol • Pulau Tioman & Mersing Group of Islands 	Kuala Besut, Kuala Terengganu Marang, Dungun, Tg. Gemok & Mersing
	Global Marine Turtle Observatory	Rantau Abang

- Integrated and incremental coastal resort development.
- Suitable for high and low budget, international and domestic tourists.

