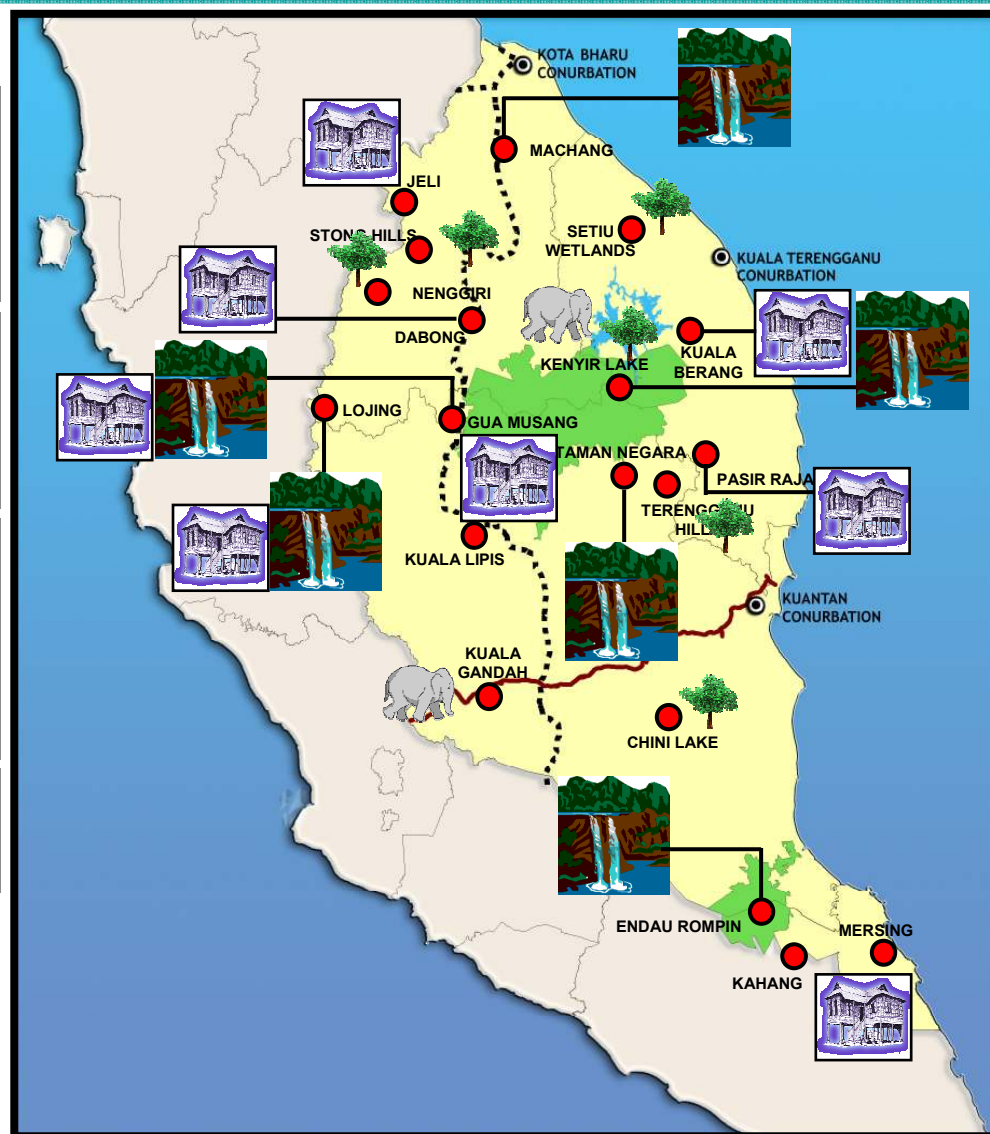


# ECER: Eco-Tourism Projects



Codes	Initiatives	Location
	Focus Eco Tourism Centres	Taman Negara, Endau-Rompin , Kenyir Lake, Lojing, Machang & Gua Musang
	State Park	Kenyir Lake, T'ganu Hills, Setiu Wetlands, Chini Lake, Nenggiri & Stong Hills
	Homestay Program	Jeli, Gua Musang, Lojing, Dabong, Kuala Lipis, Kuala Berang, Pasir Raja, Kahang & Mersing
	Elephant Sanctuary	Kuala Gandah & Kenyir Lake

- Establish eco-lodges and homestay programmes incorporating modern technology with specialised eco-tourism operators.



# ECER: Urban Tourism Projects



Codes	Initiatives	Location
	Kota Bharu Waterfront & Commercial Areas	Kota Bharu City Centre
	Tourism Gateway to ECER	Kuala Terengganu City Centre

- Develop strategic urban areas to maximise tourism and economic benefits.
- Ensure good accessibility to public transportation, amenities and availability of accommodation.
- Main Components :
  - KTCC – Marina, Cruise Terminal, Integrated Mall, Entertainment Centre MICE, Hotels & Water Sport amphitheatre.
  - KBCC – Hotels, Shopping Mall, Convention Centre, Main Square and Grand Bazaar.



# ECER: Cultural Heritage Tourism Projects



Codes	Initiatives	Location
	<b>Cultural Heritage Art &amp; Craft</b> -Handicraft Village -Historic Areas -Taman Tamadun Islam	<b>Kota Bharu, Kuala Terengganu &amp; Pekan</b>
	<b>Homestay Program</b>	<b>Kota Bharu, Tumpat, K.T'ganu, Pulau Duyong, Setiu, Merang, Dungun, Kemaman, Jerantut, Pantai Sepat, Kuala Pahang, Pekan &amp; Rompin</b>

- Encourage development of traditional arts, crafts, dance, music and others.
- Upgrade traditional arts and crafts
- Develop heritage city and arts & crafts tours.

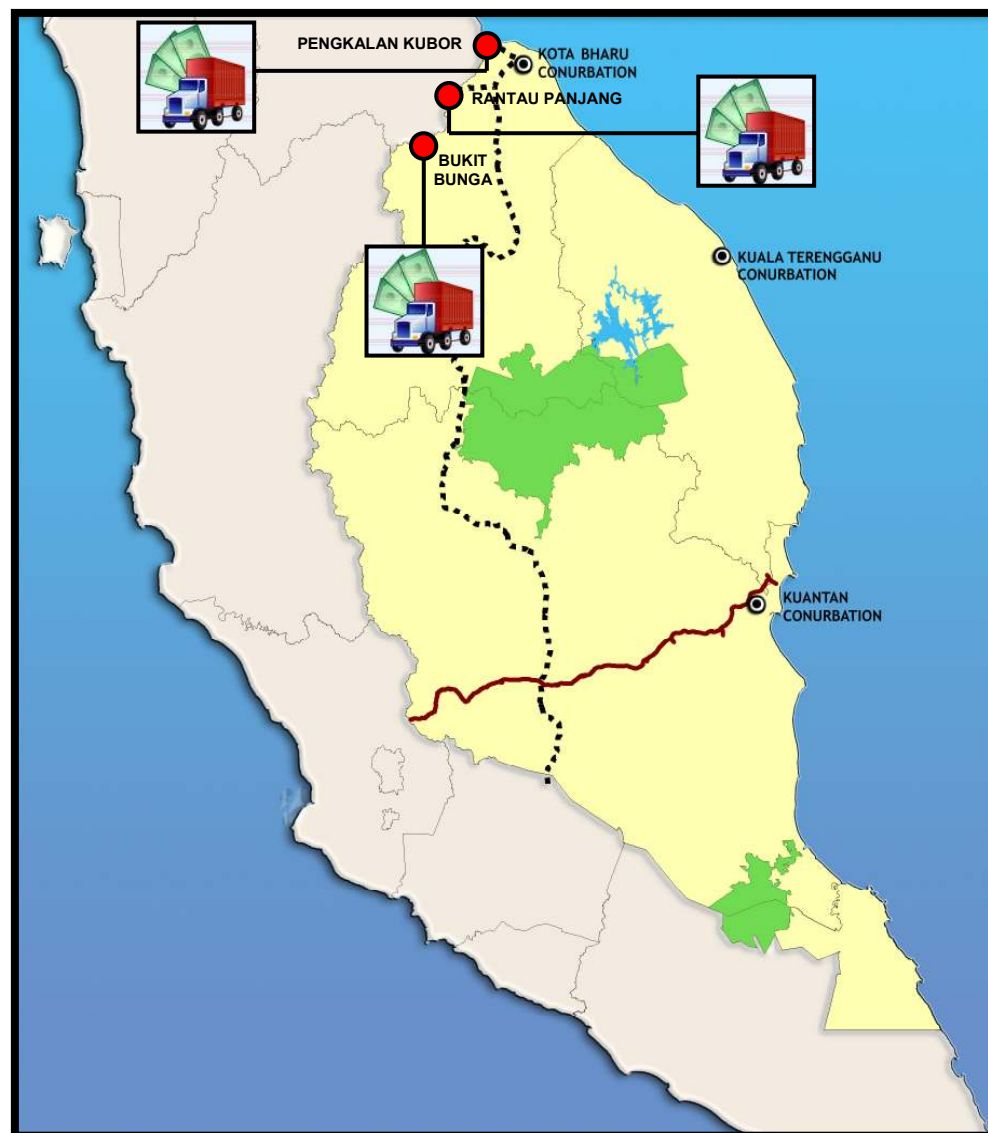


# ECER: Cross Border Tourism Projects



Codes	Initiatives	Location
	Cross Border Tourism	Pengkalan Kubor, Rantau Panjang & Bukit Bunga

- Improve cross-border trading linkages with neighbouring countries
- Identify facilities for shopping, dining, entertainment and recreation.
- Upgrade amenities, religious pilgrimages training facilities, retail outlets, etc





# ECER: Hallmark Events

## ☒ Monsoon Cup



## ☒ Sultan's Endurance Challenge



## ➤ Proposed Future Events

- 1) Terengganu International Islands Boat Race - as part of any established boat race worldwide .
- 2) Kota Bharu International Cultural Fest - cultural festivities featuring traditional performing arts
- 3) Nenggiri-Stong International Extreme Sports Competition - to revive white water rafting competition and complemented by other extreme sports.
- 4) Rompin Royal Billfish Competition - High potential to attract anglers worldwide.
- 5) Red Bull Air Race World Series
- 6) IGFA World Angling Championship
- 7) Mersing Eco-Challenge

## ECER: Target Industries / Investors for Tourism



- **Large local and International investors.**
  - **Hotel and Property Developers**
  - **Institutional Investors**
- **Local land owners**
- **Service Providers**
  - **Tour Operators and Travel Agencies**
  - **Transport Service Agencies i.e. Car Rental, Marine & Aviation Services**
  - **Food and Beverage outlets**





**∴ MANUFACTURING**



# ECER: Overview of the Manufacturing Sector



## Kelantan

- **Agro-based Products**
- **Food & Halal Processed Product**
- **Boat Building & Repair**
- **Rubber Wood-based Cluster**
- **Handicraft, Textile & Apparel**



## Pahang

- **Agro-based Products**
- **Palm Oil Industrial Cluster**
- **Food & Halal Processed Product**
- **Rubber Wood-based Cluster**
- **Plastics/Polymer**
- **Automotive/Transport Equipment**
- **Electrical & Electronic**
- **Handicraft, Textile & Apparel**



## Terengganu

- **Agro-based Products**
- **Food & Halal Processed Product**
- **Plastics/Polymer**
- **Boat Building & Repair**
- **Rubber Wood-based Cluster**
- **Handicraft, Textile & Apparel**





# ECER: Manufacturing Strategies



- Manufacturing activities to be focused on **selected industrial parks**
- **Strengthen the value chain** & focus on **high value** activities
- **Strengthen linkages** with other clusters, e.g.
  - Agriculture            - Food Processing.
  - Tourism                - Handicrafts
- Develop effective **promotion**, marketing, packaging & branding programmes
- Develop **skills training** programmes in synergy with ECER industrial development plan
- Focus on **R&D activities** for related manufacturing products
- **Upgrade infrastructure** to make the ECER an attractive investment destination

# ECER: Key Manufacturing Projects



- **Handicraft Industry (Batik, Songket, Wood Carving & Silverware) Initiatives**
- **Food & Halal Processed Product Initiatives**
- **Boat Building & Repair Initiatives**
- **Automotive/Transport Equipment Initiatives**
- **Rubber Wood Cluster**
- **Palm Oil Industry Cluster**
- **Industrial Estates Initiatives**
- **Free Zones**

