



**OFFICIAL SPEECH BY**

**TUAN YANG TERUTAMA  
TUN DATO' SERI UTAMA AHMAD FUZI BIN HAJI ABDUL RAZAK  
YANG DI-PERTUA NEGERI PULAU PINANG**

**FOR THE  
THE LAUNCH OF THE WORLD'S LONGEST ZIP COASTER  
AT ESCAPE PENANG**

**12 MAY 2022 (THURSDAY), 10 AM**

*Bismillahirrahmanirrahim*

**Mr. Sim Choo Kheng**

**CEO and Founder of Sim Leisure Group**

**Mr. Michael Chew**

**Deputy Managing Director of Federal Oats Mills**

**Mr. Pravin Patel**

**Guinness World Records Adjudicator**

## **Distinguished Guests**

### **Members of the Media**

### **Ladies and Gentlemen.**

*Assalamualaikum warahmatullahi wabarakatuh and a very good morning.*

1. I am indeed delighted to be here today for the launching of the World's Longest Zip Coaster, right here in Escape Penang !
2. Earlier this year, I had the opportunity to visit Motiongate Theme Park in Dubai. I was taken on a tour of their new John Wick attraction prior to its official opening. This attraction was designed and built by none other than the Sim Leisure Group, a company started by Mr. Sim.
3. I was pleased to learn that this humble Penang company has since become one of the leading theme park builders around the world, having delivered over 300 international projects over the past 30 years. If you have experienced Ski Dubai or Bollywood Theme Park in the UAE, or Universal Studios in Singapore, or Legoland in Denmark and Malaysia, then you have experienced Sim Leisure Group's work.

4. Like Jimmy Choo, the world-famous international shoe brand created by fellow Penangite Dato' Jimmy Choo, Mr. Sim Choo Kheng and the Sim Leisure Group is also another world-class success story from the state of Penang. At the recent Dubai Expo, I witnessed Sim Leisure Group's signing of MoUs to export and open more Escape branded theme parks in Oman, Qatar and Saudi Arabia. I am pleased to hear that these projects are being followed through and are currently under development by Mr. Sim – a great achievement for a Penang Kampung Boy from Air Itam !

Ladies and Gentlemen,

5. I firmly believe that innovations spurred by a global mindset are key to the next quantum leap in Penang's economic development. It is my sincere hope that Penang-based companies and organisations step forward and follow in the example of Sim Leisure Group, to lead the state and the country in developing world-class attractions not only for the advancement of Penang, but Malaysia as a whole.

6. This is especially important, as we rebound into a post-pandemic era, with the reopening of Malaysia's borders. I would like to see Penang rise up to its finest potential of being a destination, not only for tourism, but also as an internationally recognised modern hub for business, commerce, IT, healthcare and medical tourism and education. At the same time, I would like to see Penang companies venture globally, to bring their expertise, goods, and services to international customers. Penang could certainly do well to enhance its reputations globally by producing more Jimmy Choos and Sims !

7. I am glad to see that the Sim Leisure Group has not rested on its laurels and, through years of toiling, has played its part in bringing new and innovative rides to once again invite visitors near and far with internationally recognised attractions. Rides such as the World's Longest Water Tube Slide, and today's launch of the World's Longest Zip Coaster, are both recognised by the Guinness World Records and serve to attract more local and foreign tourists to elevate and position Penang as one of the top regional tourist destinations.

8. I therefore extend my utmost commendation and congratulations to Sim Leisure Group and ESCAPE Penang for the successful fruition of this significant milestone.

9. I believe ESCAPE will not only serve to put Penang and Malaysia on the world tourism map, but also continue to make its mark abroad as one of Malaysia's biggest exports in the themed park entertainment business.

10. I sincerely hope this major achievement will not be the last of what the ESCAPE brand will have to offer and I look forward to seeing more creative projects being designed and implemented at Escape Penang to further complement the development of this truly astounding Penang global success story.

Once again congratulations ESCAPE Penang, and I wish Mr Sim and his dedicated team every success !

With *Bismillahirrahmanirahim*, I have great honour to officially launch the World's Longest Zip Coaster at Escape Penang.

Thank you.

*Wabillahi Taufik Walhidayah,*

*Wassalamualaikum Warahmatullahi Wabarakatuh.*