



OFFICAL SPEECH

"SIM LEISURE ESCAPE SDN BHD MOU SIGNING CEREMONY"

BY

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

FOR

**SIM LEISURE ESCAPE SDN BHD OFFICAL MEMORANDUM OF
UNDERSTANDING (MOU) SIGNING CEREMONY WITH
ALAM ALBAHJAH FOR ENTERTAINMENT EST. (SAUDI ARABIA) AND
OASIS BUSINESS AND INVESTMENT (OMAN)**

19TH JANUARY 2022 (WEDNESDAY), 10 AM

**EXPO 2022 DUBAI UAE FOR PENANG WEEK
DUBAI EXHIBITION CENTRE**

Bismillahirrahmanirrahim

Mr Sim, CEO and Founder of Sim Leisure Escape Sdn Bhd

Members of the EXCO of Penang

Distinguished Guests

Members of the Media

Ladies and Gentlemen.

Assalamualaikum warahmatullahi wabarakatuh and Salam sejahtera.

Good Morning

1. As we gather together in Dubai today for this Malaysian signing ceremony at the Expo 2022 Dubai, we see the evidence of a great tourism strategy all around us and one that has put Dubai as a key destination on the global travel map.

2. I believe it is vitally important that Malaysian companies adopt a global mindset and embrace an entrepreneurial spirit in developing and expanding their businesses in overseas markets. Sim Leisure provides a great example of how a Malaysian company can be successful on a world stage, establishing their design & build HQ in Dubai office 20 years ago and having since delivered over 300 international theme park and attraction design and build projects around the world.

3. On the back of its extensive theme park and attraction development experience, the company has transitioned to successfully create its' own attractions Brand called ESCAPE. Since 2012 ESCAPE has been a success story and Mr. Sim is exporting another Malaysian Brand to the world, with a project already happening in Sri Lanka and this morning we witness the signing of Saudi Arabia and Oman.

4. We need to see more Malaysian companies pivoting in this area to capitalise on the significant opportunities it offers internationally, to go global like Sim Leisure.

5. With this in mind, Penang needs to adopt a new vision for tourism just like Dubai and think more globally in terms of how it can attract higher yielding international visitors through leveraging its natural beauty. Sim Leisure and its Escape in Penang provide a great example of how a Malaysian brand has established a unique international standard attraction offering that is now being exported around the world.

6. This signing ceremony today is evidence of this fact, as we see Sim Leisure extending its reach now throughout the Middle East through signing MOUs with representatives here today from Saudi Arabia and Oman, who will be focusing on working with land owners, mall operators and investors to establish Escape adventure parks throughout the region.

7. Through establishing the Escape brand in the middle east and around the world in the same way that international theme park brands such as Disney and Universal have, Escape will help Penang and Malaysia to attract more international visitors from around this region and internationally.

8. As we look into 2022 and beyond, I am optimistic that Penang and Malaysia will bounce back better and with the kind of leadership I have seen from Sim Leisure and its expansion plans for Escape parks I am greatly encouraged for the future of tourism.

Our country has proven to be resilient and bounce back from shocks as they come. However, the reality is COVID-19 is not over and we are not out of the woods yet. In fact, it is probably here to stay and we will need to live with it as an endemic. We cannot go back to business as usual and this is particularly the case for our tourism industry, where we must think of new and innovative ways to attract international tourists in a recovering world. Thus, as we have seen from the great example shown by Sim Leisure and its global expansion of the Escape brand it is incumbent on the Malaysian government, private sector and civil society to work together to rebuild the tourism sector and adapt to these changing times.

Thank you.

Wabillahitaufik Walhidayah,

Wassalamualaikum Warahmatullahi Wabarakatuh.