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:
  - 10th Malaysia Plan (2011 – 2015)
  - 11th Malaysia Plan (2016 – 2020)
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
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.
.: TOURISM
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.
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

<table>
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<th>Codes</th>
<th>Initiatives</th>
<th>Location</th>
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<td>Coastal Hotel &amp; Resort Development</td>
<td>Tumpat (Pantai Seri Tujoh), K.Besut, Merang, Dungun, Pantai Sepat, Kuala Pahang &amp; Mersing</td>
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<td>Gateway Towns to Islands</td>
<td>Kuala Besut, Kuala Terengganu, Marang, Dungun, Tg. Gemok &amp; Mersing</td>
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<td>Global Marine Turtle Observatory</td>
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- Integrated and incremental coastal resort development.
- Suitable for high and low budget, international and domestic tourists.