## ECER: Eco-Tourism Projects

<table>
<thead>
<tr>
<th>Codes</th>
<th>Initiatives</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td><img src="image1" alt="Focus Eco Tourism Centres" /></td>
<td>Focus Eco Tourism Centres</td>
<td>Taman Negara, Endau-Rompin, Kenyir Lake, Lojing, Machang &amp; Gua Musang</td>
</tr>
<tr>
<td><img src="image2" alt="State Park" /></td>
<td>State Park</td>
<td>Kenyir Lake, T’ganu Hills, Setiu Wetlands, Chini Lake, Nenggiri &amp; Stong Hills</td>
</tr>
<tr>
<td><img src="image3" alt="Homestay Program" /></td>
<td>Homestay Program</td>
<td>Jeli, Gua Musang, Lojing, Dabong, Kuala Lipis, Kuala Berang, Pasir Raja, Kahang &amp; Mersing</td>
</tr>
<tr>
<td><img src="image4" alt="Elephant Sanctuary" /></td>
<td>Elephant Sanctuary</td>
<td>Kuala Gandah &amp; Kenyir Lake</td>
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- Establish eco-lodges and homestay programmes incorporating modern technology with specialised eco-tourism operators.
ECER: Urban Tourism Projects

- Develop strategic urban areas to maximise tourism and economic benefits.
- Ensure good accessibility to public transportation, amenities and availability of accommodation.
- Main Components:
  - KBCC – Hotels, Shopping Mall, Convention Centre, Main Square and Grand Bazaar.
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<tr>
<td>Cultural Heritage Art &amp; Craft - Handicraft Village - Historic Areas - Taman Tamadun Islam</td>
<td>Kota Bharu, Kuala Terengganu &amp; Pekan</td>
<td></td>
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<tr>
<td>Homestay Program</td>
<td>Kota Bharu, Tumpat, K.T’ganu, Pulau Duyong, Setiu, Merang, Dungun, Kemaman, Jerantut, Pantai Sepat, Kuala Pahang, Pekan &amp; Rompin</td>
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- 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

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<td>Cross Border Tourism</td>
<td>Pengkalan Kubor, Rantau Panjang &amp; Bukit Bunga</td>
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</table>

- 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