



**PRESS RELEASE  
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## **DA MEN USJ BRINGS 'A TASTE OF MALAYSIA' TO SUPPORT LOCAL ENTREPRENEURS**



*Left to right; Kung Suan Ai, Director of Marketing, Pavilion REIT Malls; Encik Azrul Shah Bin Mohamad, General Manager of Tourism Selangor; Encik Uzaidi Udanis, President of Malaysian Inbound Tourism Association (MITA); Tuan Syed Yahya Syed Othman, Director of Production, Tourism Malaysia; YBhg Datuk Ab Wahab Bin Khalil, Adviser to Da Men USJ; YBhg Dato' Philip Ho, CEO of Pavilion REIT; and Mr. John Sironic, Director of Operations, Kuala Lumpur Pavilion Sdn. Bhd.*

**SUBANG JAYA, 24 JULY 2020**—Community-friendly Da Men USJ proudly brings the best of local favourites with 'A Taste of Malaysia', a fair celebrating Malaysian products from all over the country. Happening from now until 31 Dec 2020, 'A Taste of Malaysia' warmly welcomes shoppers to indulge and enjoy local favourites, from delicious treats and snacks to wonderful handmade arts and crafts as well as Malaysian made gifting ideas for your loved ones.

In conjunction with the Mega Familiarisation Tour organised by Tourism Selangor and Malaysian Inbound Tourism Association, Da Men USJ took the opportunity to launch 'A Taste of Malaysia' fair to promote Selangor as an exciting local tourism destination for Cuti-Cuti Malaysia. This launch coincides with Tourism Selangor's introduction of the 'Domestic Tour Package' designed to stimulate the local economy through domestic tourism.



*Signing ceremony to officiate the launch of Tourism Selangor's 'Domestic Tour Package'; Ribbon cutting ceremony to officiate the launch of Da Men USJ's 'A Taste of Malaysia' fair.*

Present at the launch were representatives of the community as well as Subangites alike. Honoured guests include Tuan Syed Yahya Syed Othman, Director of Production, Tourism Malaysia; Encik Azrul Shah Bin Mohamad, General Manager of Tourism Selangor; Encik Uzaidi Udanis, President of Malaysian Inbound Tourism Association (MITA); and YBhg Datuk Ab Wahab Bin Khalil, Adviser to Da Men USJ.



*Truly Malaysia Dancers, Pavilion REIT Malls and Malaysian Cultural Dance celebrate Malaysia's rich cultures and heritages.*

“We are proud to launch ‘A Taste of Malaysia’, in line with the Government’s call to encourage Malaysians to buy Malaysian for Malaysia as an initiative to boost the local economy. Da Men USJ champions and supports local entrepreneurs, creators and artisans – giving them a platform to showcase their homegrown talents and creations.” shared Datuk Ab Wahab Bin Khalil, Adviser to Da Men USJ.

A Taste of Malaysia’ is located on the 4<sup>th</sup> Floor of Da Men USJ, featuring 19 brands and over 250 products, spanning over 1,800 square feet. The much-loved community-friendly mall takes the opportunity to highlight Malaysia’s rich and diverse flavours as well as support local entrepreneurs and artisans in the community. Shoppers can expect fun-filled weekends throughout the celebrations for ‘A Taste of Malaysia’ such as exciting contest and local games, fun edutainment workshops, cultural dance and performances for a wholesome Malaysian experience at Da Men USJ.

In support of the Domestic Tour Package and in line with the Government’s call to support the local economy, Da Men USJ will be sponsoring RM10,000 worth of shopping vouchers to be spent at ‘A

Taste of Malaysia' and offering 10% discount on purchases at 'Taste of Malaysia' for tourist groups. To further support this initiative, Da Men USJ's tenants are curating special value sets for tour groups. Take this opportunity to discover exciting Malaysian goodies from local favourites such as **Karyaneka, Dragonflies, Nyonya Guan Jia, Kluang Coffee, Chang Jiang, Beryl's, MyKuali** and more.



*Visit Da Men USJ's 'A Taste of Malaysia' fair from now until 31 Dec 2020; Come get delicious Grandmama's traditional recipe Nasi Lemak for only RM1 from now until 31 Oct 2020.*

### **Delicious Nasi Lemak for RM1!**

Celebrate the flavours of Malaysia with the signature dish that is synonymous to our Malaysian roots and our national identity. In conjunction with the launch of 'A Taste of Malaysia', Da Men USJ invites you to come over to get your local favourite at only RM1, made from Grandmama's Traditional Recipe that promises great taste and the best value! This RM1 promo is available now until 31 Oct, exclusively for dine-in at **Traditional Toast (Food Arcade), Union Artisan Coffee** and **Coffee & Toast** outlets on LG Floor and **Pau Sedap** on 1<sup>st</sup> Floor.

### **More Exciting Tastes to Come**

Stay tuned for exciting offerings as Da Men USJ brings the flavours from different parts of Asia to the mall, such as Japan, Taiwan, Thailand, Vietnam and China. For more information and further enquiries, visit Da Men USJ's website at [www.damen-mall.com](http://www.damen-mall.com), Instagram account at <https://www.instagram.com/damenmall/> or contact Da Men USJ's Customer Service Hotline at 03 8021 0222.

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### **About Da Men USJ**

Located in the heart of USJ, Da Men USJ is positioned as a community-friendly mall, engaging and bringing together the community of Subang Jaya and beyond as a hub for student creativity, charity events, family-friendly activities and festive celebrations throughout the year. With over 150 stores, Da Men USJ is a great value destination for shopping and dining experiences, featuring a wide array of cuisines at Food Arcade and entertainment at the galaxy-themed Music Box Karaoke.

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