

# 11th International Entrepreneurship Forum (11th IEF)

Conference Theme: Entrepreneurship and Sustainability: From Lifestyles to Innovative Enterprises in Creative and Sustainable Environments

3-6 September, 2012 Putra World Trade Centre (PWTC)  
Kuala Lumpur, Malaysia

Centre for Entrepreneurship Research  
Essex Business School,  
University of Essex  
UK

Universiti of Kuala Lumpur  
Business School (UniKL Bis)  
Universiti of Kuala Lumpur,  
Malaysia

3<sup>rd</sup>  
Notice



ESSEX  
BUSINESS  
SCHOOL

Centre for Entrepreneurship Research



# 11<sup>th</sup> International Entrepreneurship Forum

Kuala Lumpur, Malaysia, 3-6 September, 2012

## Conference Overview

The 11th IEF conference on the theme of **'Entrepreneurship and Sustainability: From Lifestyles to Innovative Enterprises in Creative and Sustainable Environments'** will be held in Kuala Lumpur (KL) Malaysia from 3-5 September, 2012. This conference is being organised by the Centre for Entrepreneurship Research (CER), Essex Business School, University of Essex in partnership with Universiti Kuala Lumpur Business School (UNIK Bis), Malaysia, and with the OECD Centre for Entrepreneurship and the Local Employment and Economic Development at Paris, France.

The conference theme covers a range of issues critical to societies and economies at a time of almost unfettered economic crisis and major structural, institutional and mind-set change. We are witness to shifts in both economic and geo-political scenarios, we countenance critical ethical issues that affect the way we live now and the legacy that we leave behind for future generations,

and we grapple with models for deriving sustainable economic, social, cultural and personal values. In such times effective and productive entrepreneurship can act as a major catalyst for social and economic change. These issues of productive change, at a time when the global economy has opened up fissures in our social and economic lives, are preoccupying the minds of entrepreneurs, policy makers, and researchers all round the world. The emphasis is increasingly on not just how to protect jobs but to identify where the new jobs are going to come from in different parts of the world. The real concern is with growth but more with both sustainability and opportunity creation. Realising those opportunities to create new jobs and economic activity in a sustainable way is at the heart of change for creative people, for the organisations which embed economic activity in entrepreneurial environments where living and working enjoy a symbiotic relationship.

<http://www.essex.ac.uk/conferences/ief/11th/index.html>

Yet, seldom in policy making circles or in research domains do we hear about the necessary mix of critical issues and methods. Economists seek quasi-scientific solutions to unhappiness and debt crises, environmentalists look for niche answers to questions of sustainability, sociologists explore our confused relationships, managers duck in and out of waves of efficiency and effectiveness, and politicians scramble for survival. Silos dominate our empirical and intellectual lives. In these times what does entrepreneurship have to offer which can help us to break out of the circular flow of the same and offer opportunities for innovative change?

The 11<sup>th</sup> IEF conference builds on the success of previous IEF events which addressed many related themes. In attempting to answer the question above our

objective is to provide a platform for researchers, policy makers and practitioners to both showcase and grapple with the increasing flow of ideas, resources and knowledge between businesses, institutions and policy makers. The particular role of entrepreneurship in transforming society through greater and meaningful economic opportunity is to be found in these flows and in the mix of these assets. IEF conferences are different from many other important events in that the deliberation and exchange of ideas and evidence are considered more valuable than just their singular academic articulation. The sessions are organised to enable such discourse and debate. We hope you will join us in this 'flow' of your ideas and insights, and engage in the debates and deliberations, in the creative crucible of emergent Asia and in the centre of innovative Malaysia.

**Professor Jay Mitra**

Director, Centre for  
Entrepreneurship Research  
Essex Business School,  
University of Essex, UK  
Conference Chair



**Assoc. Prof. Dr. Sulaiman Sajilan**

Dean, Universiti Kuala Lumpur  
Business School,  
Universiti of Kuala Lumpur,  
Malaysia  
Conference Chair



<http://www.essex.ac.uk/conferences/ief/11th/index.html>

## Conference Themes

To help open up the variety of issues connected to the main theme of the conference, this call for papers welcomes contributions covering any of the following or related sub-themes:

Sub-Theme 1:	Sustainable Entrepreneurship
Sub-Theme 2:	Life Long Learning and Skills Development for Sustainable Entrepreneurial Development
Sub-Theme 3:	Entrepreneurship, Innovation and Social Responsibility
Sub-Theme 4:	Technology and Strategic Entrepreneurial Growth
Sub-Theme 5:	Social and Community Enterprise
Sub-Theme 6:	Effective Public Policy for Sustainable Entrepreneurship
Sub-Theme 7:	The Networked Enterprise
Sub-Theme 8:	Business Models for Sustainability

*This is not an exhaustive list, and papers are welcome in other related areas. Please indicate in your abstract which theme you'd like to contribute to. IEF committee withholds the final right to arrange the track allocation depending on the popularity of each theme.*

## Abstract and Paper Submissions

1. The deadline for abstract submission has been extended due to the overwhelming request. Abstracts of no more than 500 words should be submitted no later than **30 June, 2012**. All abstracts should show the names of the authors, their institutional affiliation (where appropriate), contact details (including full address, telephone and fax numbers and e-mail address). The abstracts should be presented in Word format and should also include no more than 5 keywords (see abstract template on main conference website).
2. Notification of accepted papers will now be sent by **20 July, 2012**. All abstracts will be evaluated by members of the Conference Research Papers Committee.
3. At least, one of the authors must register for the conference by the registration deadline (**15 August, 2012**) to ensure inclusion of the paper in the Conference. Without valid registration, the paper cannot be included in the Conference Programme.

4. There is a cap of a **maximum three abstracts by one author.** By submitting an abstract, the author/s makes a commitment to present his/her paper at the Conference.
5. Full paper submission dead line has been extended to **27 August 2012.** All papers will be peer reviewed.
6. Papers should be limited to no less than 5,000 and no more than 10,000 words (excluding diagrams and reference etc) and follow the template (please see the conference website in due course).
7. All full papers (respect the deadlines for both abstracts and full papers) will be considered for two best paper prizes (*one for scholarship and academic rigour and the other for originality, creativity and innovation in its contribution to policy making or practice*). Any late submissions (after the final deadline date of 15 August, 2012) will

***All abstracts/papers should be sent directly to [cer@essex.ac.uk](mailto:cer@essex.ac.uk).***

automatically be excluded from selection for any one of the two awards.

## Publications

Selected papers will be considered for special issues of selected journals including:

- The International Journal of Entrepreneurship and Innovation
- Industry and Higher Education Journal
- Journal of Security and Sustainability Issues
- Journal of Applied Finance and Banking (JAFB).

Negotiations are in progress with editors of other highly rated publications. All accepted papers will be available in the IEF Conference CD ROMs which will have an assigned ISSN number (2070-6944).



# Invited Keynote

Eminent academics, policy makers and practitioners from across the globe have been invited to this international event. Watch this space for further information. Invited speakers and panellist include:

## Confirmed Speakers



**Tun Dr Mahathir Mohamad**  
Ex Malaysian Prime Minister /  
Honorary President of Perdana  
Leadership Foundation, Malaysia



**Datuk Seri Mustapa Mohamed**  
Minister of International Trade &  
Industry, Malaysia



**Yves Leterme**  
Deputy Secretary-General of the  
OECD



**Sergio Arzeni**  
Organisation for Economic Co-  
operation and Development  
(OECD) Director of the Centre for  
Entrepreneurship, Small and  
Medium-sized Enterprises (SMEs)  
and Local Development, France



**Professor Zoltan Acs**  
Director, Centre for Entrepreneurship  
and Public Policy, George Mason  
School of Public Policy, George  
Mason University, USA



**Professor Howard Frederick**  
Professor of Entrepreneurship  
Education University of Deakin,  
Melbourne, Australia



**Dato Ser Idris Jusoh**  
Pro Chancellor of UniKL / Chairman  
of MARA

<http://www.essex.ac.uk/conferences/ief/11th/index.html>



**Candace Johnson**  
Founder and Co-Founder of SES,  
Loral Teleport Europe, Europe  
Online, VATM, GTWN, Success  
Europe



**Dato' Ameer Ali Bin Mydin,**  
Managing Director of Mydin,  
Mohamed Holding Bhd, Malaysia



**Mohd Fairuz Hj Abdullah**  
Group Director, Business Development  
– Special Project, Encorp Berhad



**Haji Burhanuddin Md Razi,**  
Managing Director of Les' Copaque  
Production Sdn. Bhd, Malaysia



**Professor Murray Hunter**  
Consulting to Asian governments on  
community development and village  
biotechnology  
Malaysia



**Prof. Datuk Wira Dr. Mohd  
Salleh Haji Din**  
Professor in Entrepreneurship UUM,  
and Holder of Tun Razak Chair, Ohio  
University  
USA



**Professor Anis H. Bajrektarević**  
Professor and chairperson International  
Law & Global Policy Studies at the IMC,  
University of Applied Sciences, Krems,  
Austria



**Dr. Bibek Banerjee –**  
Director, Institute of Management  
Technology, Ghaziabad, India

# The Programme

<b>Monday 3 September, 2012</b>		<b>Monday 3rd September</b>	
19.30 pm <b>Welcome Reception and Conference Registration</b>		2.30 pm <b>Doctoral Workshop</b>	
<b>Full Conference Programme</b>			
<b>Tuesday, 4 September, 2012</b>		<b>Wednesday 5, September, 2012</b>	
08:00 – 09:15	Conference Registration and Refreshments	08:30 – 09:00	Conference Registration and Refreshments
09:30 – 11:30	<b>Opening Plenary Session</b>  Welcome to the 11 <sup>th</sup> IEF: Introduction to the IEF Opening Conference Keynote Speeches	09:30 – 10.45	<b>Parallel Sessions 3 Track Presentations x 5</b>
11:30 – 11:45	Coffee Break	10.45 – 11:00	Coffee Break
11:45 – 13.00	<b>Panel Session 1:</b>  Sustainability, Technology and Innovation – led by Candace Johnson	11:00 – 12:00	<b>Panel Session 3 and Symposium:</b>  Sustainable Economic Growth: A Global Agenda – led by Professor Zoltan Acs
13.00 – 14:00	Lunch	12.00 – 1.00 pm	<b>Conference Keynote Talk</b>
14.00 – 15:30	<b>Parallel Session 1</b>  Track Presentations x 5	12:15 – 13:15	Lunch
15:30– 15:45	Coffee Break	13:15 – 14:15	<b>Panel Session 4:</b> Sustainability and the Public Sector – led by Dott. Sergio Arzeni
15:45 – 17.00	<b>Parallel Session 2</b>  Track Presentations x 5	14:15 – 14:30	Coffee Break
17.00 - 18:00	<b>Panel Session 2:</b>  Sustainability and Entrepreneurship Research and Education – led by Dr Bibek Banerjee	14:30 – 15:30	<b>Closing Plenary Session and Awards Presentation</b>
18.000 – 19:30	Networking, Refreshments and Relaxation	16:30 – 19:30	Networking and Refreshment
19:30 – late	Conference dinner	19:30 – late	Optional Dinner (confirmation required at registration)
<b>6<sup>th</sup> September</b>			
Tours and Visits – optional (arrangements to be made directly with conference organisers and tour organisers)			

<http://www.essex.ac.uk/conferences/ief/11th/index.html>



# INTERNATIONAL INNOVATION AND ENTREPRENEURSHIP EXPOSITION



In conjunction with the 11th IEF conference, the International Innovation and Entrepreneurship Exposition (2I2E) will be held at the Putra World Trade Centre, Kuala Lumpur, Malaysia from 3 - 5 September 2012 which will showcase products and services of local and international entrepreneurs from various industry. The exhibition will serve as an excellent medium for local and international key industry players to seek new opportunities, enhance business relationships and to gain useful business insights.

<http://www.essex.ac.uk/conferences/ief/11th/index.html>

## Doctoral Workshop

A special doctoral workshop for PhD students working on issues concerning different aspects of entrepreneurship will be held at 2.30 PM in the afternoon of 3 September, 2012. This workshop should enable the international doctoral student community to come together to set up a new network of scholars, obtain feedback on the work that they are doing (starting or completing), and exchange know-how and practice with both distinguished academics and practitioners. This workshop is **free** to all students who are registered for the full conference. For those who wish to attend the doctoral workshop only (but do not wish to participate in the main conference), a charge of 50 USD only is payable. Early booking is advisable.

## Conference Fees

The conference registration fee structure (excluding VAT which is 18%) for the conference is as follows:

The conference registration fee structure for the conference is as follows:

- (a) United States Dollar (\$) 575 per all international participants;
- (b) United States Dollar (\$) 500 per all participants from developing countries
- (c) Ringgit Malaysia (RM) 1,500-00 per local participant;
- (d) Ringgit Malaysia (RM) 300-00 per local participant for post graduate students;
- (e) United States Dollar (\$) 150 per international participant for Post Graduate students
- (f) Gala dinner (for spouse) United States Dollar (\$) 35 (100 Ringgit Malaysia)

## Payment Method

Bank details	
Beneficiary	UNIKL RESOURCES SDN BHD
Bank	CIMB BANK BERHAD
Branch	DANG WANGI BRANCH
Bank Account	1431 000 569 0057
Swift Code (International)	CIBBMYKL

## International participants

All participants must register using the registration form (available online), and make the appropriate fees. Individuals can pay through telegraphic transfer. You can email the registration form to [iefmalaysia@gmail.com](mailto:iefmalaysia@gmail.com) or fax to: 603 – 2175 4477, together with copy of your telegraphic transfer document.

## Local participant

You can bank in the payment to above account and email the registration form to [iefmalaysia@gmail.com](mailto:iefmalaysia@gmail.com) or fax to: 03 – 2175 4477, together with copy of your bank in slip.

Please note that the above registration fees EXCLUDE costs of accommodation, subsistence, travel, and social events, but include 2 lunches, tea and coffee during the conference, and a conference pack.

**The deadline for registration is 15 August 2012.**

<http://www.essex.ac.uk/conferences/ief/11th/index.html>

# Conference Venue

Sprawling over 1.7 million square feet with 253,000 sq feet of exhibition space, Putra World Trade Centre (PWTC) is known for its high levels of personal service and a flexible approach to event management, making it popular with event organisers and meeting planners alike.

Located in the heart of Kuala Lumpur, Malaysia's premier centre of business and commercial activities, PWTC is the ideal venue for exhibitions and trade fairs.

## Facility Highlights:

- ❖ 4 Exhibition halls, Tun Razak Halls 1, 2, 3 and 4 (In addition to the halls, there is also a large outdoor area for tented exhibitions as well as a foyer. Total area of the halls and foyer is 12,000 sqm)
- ❖ Automobile ramps
- ❖ Spacious cargo elevators to facilitate transporting, loading and unloading of large/heavy exhibits
- ❖ Telecommunication facilities

## Recommended hotels

Best Western Premier Seri Pacific Hotel Kuala Lumpur  
Jalan Putra, P.O. Box 11468, 50746 Kuala Lumpur, Malaysia  
Tel: (603) 4042 5555 | Fax: (603) 4041 7236 |  
Email: [resv@seripacific.com](mailto:resv@seripacific.com)

Sunway Putra Hotel, Kuala Lumpur (formerly known as The Legend Hotel & Apartments)  
9th floor Sunway Putra Place, 100 Jalan Putra, 50350 Kuala Lumpur, Malaysia  
Tel: (603) +603-40429888| Fax: +603 4043 0700| Tollfree: +6 1 800 88 3390





# Visa Matters

Participants are responsible for obtaining a valid visa before travelling to Malaysia. See the web site of the Malaysian Embassy/High Commission for details. IEF Conference organisers will endeavour to support your visa application by issuing invitation/confirmation letter when appropriate. However the organisers will only issue such a letter when you have registered for the conference (either online or postal). Invitation letters will be provided by Universiti of Kuala Lumpur, Malaysia. Please register and notify our Malaysian partners as soon as possible if you need an invitation letter.

## **Citizens from the following Countries require a visa to enter Malaysia:**

Afghanistan (Visa with reference), Angola, Bangladesh, Bhutan, Burkina Faso, Burundi, Cameroon, Central African Republic, China, Colombia, Congo Democratic Republic, Congo Republic, Djibouti, Equat. Guinea, Eritrea, Ethiopia, Ghana, Guinea-Bissau, Hong Kong (C/I or D/I), India, Liberia, Mali, Montenegro, Mozambique, Myanmar, Nepal, Niger, Nigeria, Pakistan, Rwanda, Serbia, Sri Lanka, Taiwan, United Nations (Laissez Passer), Uzbekistan, Yugoslavia, Western Sahara.

## **Citizens of the following Countries require a visa for stays exceeding 14 Days:**

Ivory Coast, Iraq, Iran, Libya, Macao (Travel Permit/Portugal CI), Palestine, Sierra Leone, Somalia, South Yemen, Syria

## **Citizens of the following Countries require a visa for stays exceeding 1 Month:**

American Samoa, Antigua, Armenia, Azerbaijan, Bahamas, Barbados, Belize, Benin, Bermuda, Bolivia, Botswana, Brunei Darussalam, Bulgaria, Cambodia, Cape Verde, Chad, Chile, Comoros, Costa Rica, Dominica, Ecuador, El Salvador, Fiji, Gabon, Gambia, Georgia, Grenada, Guatemala,

Iraq, Indonesia, Kazakhstan, Kenya, Kiribati, Lesotho, Macao SAR, Macedonia, Madagascar, Malawi, Maldives, Moldova, Mauritania, Mauritius, Mexico, Moldova, Monaco, Mongolia, Myanmar (Diplomatic/Official PPI), Namibia, Nauru, Nicaragua, North Korea, North Yemen, Palestine, Panama, Papua New Guinea, Paraguay, Philippines, Russia, Sao Tome & Principe, Senegal, Seychelles, Singapore, Solomon Islands, Somalia, Sudan, Surinam, St. Kitts, St. Lucia, St. Vincent, Swaziland, Tajikistan, Tanzania, Thailand, Togo, Tonga, Trinidad & Tobago, Tuvalu, Uganda, Ukraine, Upper Volta, Vanatu, Vatican City, Venezuela, Vietnam, Western Samoa, Zaire, Zambia, Zimbabwe.

## **Citizens of the following Countries require a visa for stays exceeding 3 Months:**

Albania, Algeria, Argentina, Australia, Austria, Bahrain, Belarus, Belgium, Bosnia-Herzegovina, Brazil, Canada, Croatia, Cuba, Czech Republic, Denmark, Estonia, Egypt, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Jordan, Iran, Kirgystan, Kuwait, Kyrgyz Republic, Latvia, Lithuania, Lebanon, Liechtenstein, Luxembourg, Malta, Morocco, Netherlands, New Zealand, Norway, Oman, Peru, Poland, Portugal, Qatar, Romania, St Marino, Saudi Arabia, Slovakia, Slovenia, Syrian Arab Republic, South Africa, South Korea, Spain, Sweden, Switzerland, Syrian Arab Republic, Tunisia, Turkey, Turkmenistan, United Arab Emirates, United Kingdom, United States, Uruguay, Yemen.

Participants are responsible for obtaining a valid visa before travelling to Malaysia (for those applicable). You can visit the Immigration Department of Malaysia at (<http://www.imi.gov.my>). The organisers will only issue such a letter until you have registered onto the conference. Requests for such support should be made directly to the Malaysia Conference Contact at [iefmalaysia@gmail.com](mailto:iefmalaysia@gmail.com)

<http://www.essex.ac.uk/conferences/ief/11th/index.html>







## **Essex Business School, University of Essex, UK**

Essex Business School (EBS) was created following the merger of the Schools of Entrepreneurship and Business, and Accounting, Finance and Management in 2008. The School's work on entrepreneurship, innovation and regional development together with that of accounting, finance and management, has won worldwide acclaim. Its research, teaching and professional development profile covers key and topical areas of new venture creation and business growth that address both regional needs and the interest of international markets, focusing particularly on entrepreneurship policy issues, new venture creation, innovation and economic development, marketing, international business, social entrepreneurship, organisational studies, human resources, and institutional links with industry.

As a new school for a new world, EBS is now poised to move forward with a range of innovative initiatives including an enhancement of its research portfolio, continuing professional development, and a new suite of MBA and related programmes concerned with innovation and entrepreneurship and sustainable business strategy. The School has established a niche centre of international research educational excellence in entrepreneurship (CER), contributing to the development of a critical appreciation of entrepreneurship, and its role in business, society and the economy.

## **Centre for Entrepreneurship Research**

Based in Essex Business School, the Centre for Entrepreneurship Research (CER) provides a focus for research activity in the area of Enterprise and Innovation, a key area of the University's development in Southend-on-Sea. The Centre's main aim is to develop a forum for excellence in entrepreneurship research and dissemination, focusing on varied aspects of new venture creation (in and for business, non-governmental organisations, large enterprises and social enterprise), innovative growth, and the impact of entrepreneurship on regional and local economic development.

The Centre builds on the research portfolio of all academic staff, and supports the work of research students and a group of Enterprise Fellows. CER has already established working links with similar centres in the UK and in India, China, USA, Poland, France and Italy. It houses the well-established International Entrepreneurship Forum and has close working links with the Organisation for Economic Co-operation and Development (OECD) and its Local Employment and Economic Development (LEED) Programme.

The Centre has also developed an impressive track record of action-research based projects, training and consultancy programmes, and advisory initiatives for a range of public, private and non-governmental organisations. It houses the unique China Business Research Group funded by the Shandong Weigao Group Company Ltd in China, and focusing on China-European business connections and technology based entrepreneurship respectively.

<http://www.essex.ac.uk/conferences/ief/11th/index.html>

## Universiti Kuala Lumpur Business School (UniKL BiS)



Universiti Kuala Lumpur Business School (UniKL BiS) formerly known as International School of Entrepreneurship (ISE) was established in 2008. The school was established to pursue university's vision to be the premier entrepreneurial technical university. Its core mission is to train and mould managers and leaders who are capable of pursuing entrepreneurial ventures across industries, within a global context. It complements the other institutes and colleges which provide technical fields of study through its offerings of business and entrepreneurship degrees. The campus situated at Universiti Kuala Lumpur City Campus, Jalan Sultan Ismail, and Kuala Lumpur.

Currently, UniKL BiS offers postgraduate and undergraduate programmes. At postgraduate levels, UniKL BiS offers PhD in Management, Master of Management (by research), Master of Business Administration and Master of Business Administration (Entrepreneurship). At undergraduate levels, we offers Bachelor of Accounting (Hons); Bachelor of Business Administration (Hons) in Management and Entrepreneurship and Bachelor of Business Administration (Hons) in Islamic Finance.

## Collaborative Partners

- Organisation for Economic Co-operation and Development (OECD), France & Italy
- Local Employment and Economic Development (LEED) programme
- Majlis Amanah Rakyat (MARA)
- INSKEN, Ministry of International Trade and Industry,
- Permodalan Usahawan Nasional Berhad (PUNB)
- Universiti Utara Malaysia (UUM), Universiti Malaysia Kelantan (UMK), UTM Business School, UKM Business School and Universiti Tun Abdul Razak (UNITAR).



ESSEX  
BUSINESS  
SCHOOL



# Conference Contacts

For any organisational issues regarding the conference (e.g. accommodation booking, transfers from and/or to the airport, visa letters, special dietary needs etc.) please contact Ms Asma Rauf ([cer@essex.ac.uk](mailto:cer@essex.ac.uk)) Tel: (0) 1702 32 8382 and Ms Lili Susanti Samsurijal ([lilisusanti@bis.unikl.edu.my](mailto:lilisusanti@bis.unikl.edu.my)) Tel: +603-2175 4170.

The general conference e-mail addresses are [cer@essex.ac.uk](mailto:cer@essex.ac.uk) (for the UK) or [iefmalaysia@gmail.com](mailto:iefmalaysia@gmail.com) (for Malaysia) and these can be used for asking or sharing generic information. All enquirers are requested to have a clear focus of inquiry in any correspondence.

<b>United Kingdom</b>	<b>Malaysia</b>
<p><b>Ms. Ayesha Abrar</b> Research and Conference Assistant CER Essex Business School University of Essex Elmer Approach Southend-on-Sea Essex SS1 1LW UK Website: <a href="http://www.essex.ac.uk">www.essex.ac.uk</a> Tel: (0) 1702 32 8382 Fax: +44 (0) 1702 328387 e-mail: <a href="mailto:cer@essex.ac.uk">cer@essex.ac.uk</a></p>	<p><b>11th IEF SECRETARIAT</b> Universiti Kuala Lumpur Business School Universiti Kuala Lumpur 1016 Jalan Sultan Ismail 50250 Kuala Lumpur, Malaysia Tel: +603 2681 0182 +603 2681 0092 Fax :+603 2681 0158 Email : <a href="mailto:info@iefunikl.com.my">info@iefunikl.com.my</a> Website: <a href="http://www.unikl.edu.my">www.unikl.edu.my</a></p>

## Attractions in Kuala Lumpur and Malaysia



Kuala Lumpur is the capital and the second largest city in Malaysia by population. The city proper, making up an area of 243 km<sup>2</sup> (94 sq mi), has a population of 1.4 million as of 2010. Greater Kuala Lumpur, also known as the Klang Valley, is an urban agglomeration of 7.2 million. It is the fastest growing metropolitan region in the country, in terms of population and economy.

Kuala Lumpur is the seat of the Parliament of Malaysia. The city was once home to the executive and judicial branches of the federal government, but they have since moved to Putrajaya starting in 1999. Some sections of the judiciary remain in the capital. The official residence of the Malaysian King, the Istana Negara, is also situated in Kuala Lumpur. Rated as an alpha world city, Kuala Lumpur is the cultural, financial and economic centre of Malaysia due to its position as the capital as well as being a primate city.





Kuala Lumpur is defined within the borders of the Federal Territory of Kuala Lumpur and is one of three Malaysian Federal Territories. It is an enclave within the state of Selangor, on the central west coast of Peninsular Malaysia. Residents of the city are colloquially known as KLites.

Since the 1990s, the city has played host to many international sporting, political and cultural events including the 1998 Commonwealth Games and the Formula One World Championship. In addition, Kuala Lumpur is home to the tallest twin buildings in the world, the Petronas Twin Towers, which have become an iconic symbol of Malaysia's futuristic developments.



Putrajaya is a planned city, located 25km south of Kuala Lumpur, that serves as the federal administrative centre of Malaysia. The seat of government was shifted in 1999 from Kuala Lumpur to Putrajaya, due to the overcrowding and congestion in the Kuala Lumpur areas. Nevertheless, Kuala Lumpur remains Malaysia's national capital, being the seat of the King and Parliament, as well as the country's commercial and financial centre. Putrajaya was the brainchild of former Prime Minister Tun Dr Mahathir Mohammad. In 2001, Putrajaya became Malaysia's third Federal Territory after Kuala Lumpur and Labuan.

Named after the first Malaysian Prime Minister, Tunku Abdul Rahman Putra, the city is situated within the Multimedia Super Corridor, beside the also newly developed Cyberjaya. In Malay/Sanskrit, the words "putra" or "putera" means "prince", and "jaya" means "success" or "victory". The development of Putrajaya started in early 1990s, and today major landmarks are completed and the population is expected to grow bigger by the days.



The Sultan Abdul Samad Building is located in front of the Dataran Merdeka (Independence Square) and the Royal Selangor Club, by Jalan Raja in Kuala Lumpur, Malaysia. The structure takes its name from Sultan Abdul Samad, the reigning sultan of Selangor at the time when construction began.

The building houses the offices of the Ministry of Information, Communications and Culture of Malaysia. It formerly housed the superior courts of the country: the Federal Court of Malaysia, the Court of Appeals and the High Court of Malaya. The Federal Court and the Court of Appeals had shifted to the Palace of Justice in Putrajaya during the early 2000s, while the High Court of Malaya shifted to the Kuala Lumpur Courts Complex in 2007.



The National Mosque of Malaysia is located in Kuala Lumpur. It has a capacity of 15,000 people and is situated among 13 acres of beautiful gardens. The original structure was designed by a three-person team from the Public Works Department - UK architect Howard Ashley, and Malaysians Hisham Albakri and Baharuddin Kassim. The mosque was built in 1965 on the site of a church, the Venning Road Brethren Gospel Hall which had stood there since 1922 but appropriated by the Malaysian government. The mosque is a bold and modern approach in reinforced concrete, symbolic of the aspirations of a then newly-independent Malaysia.



Jamek Mosque is one of the oldest mosques in Kuala Lumpur, Malaysia. It is located at the confluence of the Klang and Gombak River and was designed by Arthur Benison Hubback. The Sultan of Selangor officially opened the mosque in 1909, two years after construction was completed. The mosque was built on the first Malay burial ground in the city. Before the national mosque, Masjid Negara, was opened in. The mosque has a Moorish architecture. Across the Gombak River stands the Sultan Abdul Samad Building, a building that was designed by the same architect and shares a similar style.