



PERBADANAN PRODUKTIVITI MALAYSIA (MALAYSIA PRODUCTIVITY CORPORATION)  
Peti Surat 64, Jalan Sultan, 46904 Petaling Jaya Selangor, Malaysia  
Tel: 03-7955 7266, 7955 7050, 79557085  
Fax: 03-7957 8068 (E), 7955 1824 (B), 7954 0795 (Promosi)  
Lorong Produktiviti Off Jalan Sultan, 46200 Petaling Jaya, Selangor, Malaysia.  
<http://www.mpc.gov.my>

**FOR IMMEDIATE RELEASE**

**“SANTAI HARI RAYA WITH FREDO FLYBAITS”**

31 May 2020, Kuala Lumpur – The showcase "Santai Hari Raya with Fredo Flybaits", one of Tourism Productivity Nexus' Malaysia Virtual Experience (MyVXp) online experiences was successfully held today, and made memorable by the presence of YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture. The online event was even unforgettable by the presence of YBhg. Dato' Dr. Noor Zari bin Hamat, Secretary General, Ministry of Tourism, Arts and Culture (MoTAC) and YBhg. Dato' Abdul Latif Hj. Abu Seman, Director General, Malaysia Productivity Corporation (MPC).

Malaysia Virtual Experience (MyVXp), the online experience package featuring shows, attractions, and destinations in Malaysia, is the latest initiative by MPC and TPN in catalysing and enabling productivity growth in tourism, arts, and cultural activities in the midst of disruption due to COVID-19 pandemic.

Mr. Fredo beautifully serenaded the audience with his hugely popular ballads such as "Kenangan Lalu", "Kasih Berubah", and "Mengapa Perpisahan Yang Kau Pinta"; as well as special request song "Fly Me to the Moon". The up-close and personal online session engaged with nearly 30 attendees and the audience sing along to these favourite songs.

The model is still in its experimentation phase where TPN is formulating and improving the model's planning, implementation, and execution stage. With MyVXp, MPC and TPN hope that more online experiences can be developed in the future to assist players to embrace the new normal in the industry.

More packages under Malaysia Virtual Experience (MyVXp) are accessible via <https://www.mymalaysiachoice.com/>.

**About Malaysia Productivity Corporation (MPC)**

*Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.*

**About Tourism Productivity Nexus (TPN)**

*Tourism Productivity Nexus (TPN) is a one-stop centre that caters to enterprises to boost productivity while increasing innovation and capturing growth opportunities. The Nexus' initiatives emphasise the development of a holistic ecosystem in order to increase technology adoption and further strengthen key industry enablers.*

---

Released by **MALAYSIA PRODUCTIVITY CORPORATION**. Media enquiries **Ms. Huda Atiqah Samsir** Tel :011 1762 1950 ; e-mail : [atiqah@mpc.gov.my](mailto:atiqah@mpc.gov.my)

---