



KidZania Kuala Lumpur Industry Partners Newsletter – New Year Issue 2015

From the Governor's Desk

Kai Everyone!

Time flies when you are having fun! It seems that the time flies by so fast that we are now welcoming you to our first issue for the Year 2015.

It has been a period of celebration and festivities for us starting with Christmas in December and followed by the New Year and Thaipusam in February. In less than a week, will be celebrating Chinese New Year and I hope it is not too early to take this opportunity to wish Gong Xi Fa Cai to those celebrating the Lunar New Year as we welcome the Year of the Goat.

The New Year marks our third year in operations and with that, three wonderful years of running the City and spreading the joy of learning to the children of Malaysia. I must say that it has been indeed an amazing journey for all of us at KidZania Kuala Lumpur and we have gained tremendous learning curves, knowledge and experience. In celebrating our success, my thoughts turn gratefully to you, our esteemed partners, who have been supporting us throughout this journey whilst benefiting from brand exposure through your establishments in the City as well as participations in our programmes in and outside of the park.

As the new Governor of Malaysia and Singapore, my role for this year has evolved from looking into the day-to-day operations and growing the business of a City to expanding KidZania brand across the two countries and the region, and positioning it as a strong part of a global premier family educational and entertainment phenomenon that is synonymous with KidZania's success across the globe.

With our experience and success stories in Kuala Lumpur, I am indeed excited about the birth of our new KidZania City, just across the causeway, in Singapore. KidZania Singapore, which is currently getting ready to open its gate later this year, will be housed in a 7,600-square-meter Family Entertainment Centre in Palawan Beach, Sentosa Island, forming part of an increasingly unified entertainment hub with the existing attractions in Sentosa Island and within easy reach of other attractions in Iskandar Malaysia.

With the new city, we would be able to further expand and strengthen the KidZania brand across the Region and the children from southern part of peninsular Malaysia would also be able to experience and learn the KidZania values closer to their homes. I am sure you too would benefit from the participation in the new City and I welcome you to explore the opportunities to expand your brand exposure in a different market through the new KidZania Singapore.

I Zank-U for your support and until the next issue, I wish all of you a great week ahead.

Sincerely
Susan



Mayor's Hot Pick

Kai and Happy New Year, everyone!

As the new Mayor of KidZania Kuala Lumpur, I am really excited to be given the opportunity to lead this wonderful City and at the same time, I am also looking forward to get to know you better and work together with you on programmes and initiatives that would benefit you and your brand.

The year 2014 was a great year for us with an increasing trend in the school segment, with more and more schools had included visit to KidZania Kuala Lumpur in their annual co-curriculum calendar. As at end of last year, more than 3,000 school group have organised their trips to KidZania involving more than 200,000 students. I am also proud of our outreach programme, KidZania go!, which has to-date visited a total of 575 schools in peninsular Malaysia and benefited more than 500,000 students since its inception in 2013.

Last year, we also collaborated with the Ministry of Education in running their English Mania programme for the students and teachers and at the same time, hosted a number of programmes for the Ministry. With our success in the school segment, our aim to be recognised as part of the co-curricular activities for schools in Malaysia is now within our reach and I am sure that it is just a matter of time that KidZania Kuala Lumpur will be endorsed as "educational" product.

To start the New Year in a bang, we have a line-up of new fun-filled activities specially created in conjunction with the Chinese New Year celebration as well as KidZania Kuala Lumpur's 3rd anniversary. After a successful programme last year, we have also started the search for the new batch of CongreZZ kids to represent KidZania Kuala Lumpur for this year. Also, be on the lookout for the announcements on new and fresh initiatives and programmes throughout the year which may be of interest to you and your organisation.

To serve you better, I would like to assure you that my door is always open and I am just a phone call away if you have ideas, suggestions and feedbacks.

I Zank-U for your continuous support for KidZania Kuala Lumpur and I look forward to your participation in our programmes for this year.

Zank-U again and Gong Xi Fa Cai.

Regards,
Shahrul Nizar Ahmad



Industry Partner Highlights

A very special guest at Kidzania Kuala Lumpur

From the 9th to 11th of September 2014, Kidzania Kuala Lumpur received the long awaited visit of Xavier Lopez Ancona, the President and CEO of KidZania, where he personally went on to inspect several establishments to ensure that they are run effectively and aligned with the concept of KidZania. On top of that, Xavier addressed the nation of KidZania Kuala Lumpur with his vision for a better KidZania and the business plan he had in mind. At the end of his inspiring talk, Xavier presented the Governor of KidZania Kuala Lumpur, Susanah Abdul Rani with IZO Certification while the Mayor, Shahrul Nizar Ahmad and Managers of KidZania Kuala Lumpur stood as witnesses. During this visit, Xavier also attended several other events including the World Summit on Media for Children and an interview with the esteemed business radio station, BFM 88.9.



Industry Partner Highlights (cont'd)

Industry Partner Conference & Back-2-Kidz

In the midst of what we like to call 'The Presidential Tour' period, KidZania Kuala Lumpur held its third Industry Partners Conference at The Royale Bintang Damansara on 11th September 2014, with most of our current Industry Partners present. In this conference, we revealed our master plan for a better KidZania and a few other key developments that triggered an interest among the industry partners.



The event then turned into 'Back-2-Kidz' once night fell, allowing our industry partners to enter KidZania and experience the role-playing activities first-hand. This is one of the few exclusivities, where we open up the city to adults with no kids in sight. 'Back-2-Kidz' is always done with the hope to enable our partners to understand how their brands are incorporated throughout the entire city, and how kids view the city as well as their brands.



Jadi Batek joins in the fun at KidZania Kuala Lumpur!

Having been launched on 23rd July 2014, Jadi Batek has since been one of our most visited establishment. Jadi Batek is the first and currently only establishment that provides activity for both parents and child, where it offers batik painting activity to be enjoyed by both adults and kids!. They are also allowed to bring home their masterpiece after the activity ends.



Jadi Batek allows maximum capacity of eight visitors per session age ranging from 4 year olds onwards. There is no time limit imposed onto the 'batik painters' as to allow them to unleash their creativity and produce the best batik painting. The designs are templated but visitors can definitely add their own colours to each design and produce a one-of-a-kind batik masterpiece.



A Look Back

English Mania in KidZania Kuala Lumpur

The 'English Mania in KidZania' program was successfully launched on 11th September 2014, and was graced by the presence of yang Berbahagia Datuk Mary Yap, Deputy Minister of Education 1, along with our very own KidZania President Mr. Xavier Lopez. This pilot phase of the first-ever English programme for teachers and students at KidZania Kuala Lumpur is a joint collaboration with the Ministry of Education (MoE), and is designed for both teachers and students, where the programme focuses more on enhancing and encouraging the use of English language in classrooms all over the nation.



KidZania Kuala Lumpur aims to be 'the' place that provides an enjoyable learning platform for students to learn English, using our unique role-playing concept to further entice the learning process. While the students experience the city of KidZania Kuala Lumpur, the teachers will attend a one-day training session conducted by appointed facilitators from the MoE together with KidZania's in-house trainers. The course brings them through the concept of 'edutainment', which is a portmanteau of education and entertainment, to make learning more enjoyable through playing. Teachers will also learn about educational role-play and how it aids child development, complements out-of-classroom teaching, and supports the existing school curriculum.



Last December, our CongreZZ kids together with the KidZania go! team visited an orphanage as part of their 'Caring Project' and helped spread some cheer by giving donations and doing fun activities with their new friends. How Kool is that?

Spotted at KidZania!



In conjunction with the Christmas celebration, kids got to enjoy the Christmas Play 'Jack Frost and the search for Santa', KidZania Kuala Lumpur's very own original production, with special appearance by Jack Frost, The Grinch and Santa Claus himself!



Some big 'kids' got to show-off their painting skills during the last December School holidays as we held our first ever painting contest for adults at KidZania. Five winners were picked every week, and their winning creations were posted on our Facebook page! A big Zank-U to our partner Nippon Paint for providing the water colours for this fun activity.



Kool News!

CongreZZ Kids Visit to F&N Factory

Further into our effort to use KidZania CongreZZ as a platform for kids to convene and engage with their peers, an off-site field trip was organized for our CongreZZ Kids on 17th September 2014. With an aim to inspire and extend the CongreZZ Kids' learning experience further, visiting a partner's facility gave them the opportunity to experience the real working environment first-hand outside of KidZania.

16 out of 20 CongreZZ Kids attended this field trip and were required to work in groups for a short presentation on what they gathered from the field trip. The kids were also asked on what they would do if F&N Factory was controlled by CongreZZ Kids, and they came out with some pretty matured answers with no interruptions or help from adults during the discussion.



If the F&N Factory is controlled by CongreZZ Kids, they would...

Help the poor

- To donate free F&N drinks to orphans and children with no money

Recycle

- To recycle F&N bottles
- To raise awareness and encourage F&N customers to recycle

Plan for World domination

- To export F&N products to all countries in the world
- To have at least one F&N factory in each country

Create new flavours and products for example:

- F&N juice cake
- F&N ice cream
- F&N Tau Fu Fa (a chinese snack made with soft tofu)






We hope this year's CongreZZ Kids will also have the opportunity to visit more of our Industry Partners' facilities, enabling them to get to know the brand up-close, and perhaps along the way allow them to brainstorm on some new ideas that might spark the next big thing for our partners too!

Watch this Space!

KidZania Kuala Lumpur celebrates its third anniversary!

Zazz! We are happy to announce that KidZania Kuala Lumpur will officially turn three this year, so make sure to visit and celebrate with us this milestone event on **28th February 2015**, and enjoy a variety of special and fun activities!

The Search for KidZania CongreZZ 2015 has begun!

Following the success of the first batch of KidZania CongreZZ, KidZania Kuala Lumpur is looking to yet again elect a fresh batch of bright and visionary young minds to represent the Land of Kool Kids. Just like last year, candidates will go through different screening tiers, and at current, we have already shortlisted candidates for the second phase of recruitment.



Abiding by our sole purpose of existence, KidZania CongreZZ is all about empowering our younger generations to speak, lead and innovate by providing an environment close to that of reality for them to venture in. It also allows them to experience things that they can never encounter inside of their classrooms. Facilitated discussions among themselves will also encourage them to properly express themselves freely, even in the presence of adults.

Look forward to the reveal of our brand new KidZania CongreZZ for 2015 during the inauguration on 29th March 2015!

Celebrating Chinese New Year in KidZania Kuala Lumpur!

It's that time of the year again as KidZania Kuala Lumpur prepares to welcome the year of the Goat! This year we have new activities specially crafted in conjunction with Chinese New Year that will be implemented at several establishments all around the city. From themed paintings at the Painting School, to a case being reviewed at the Supreme Court of KidZania, rest assured that everyone will be able to feel the festivity at the end of the day when they walk out of KidZania.



Meet the Team

Have an upcoming promotion you would like to share with us? Want to find out more about purchasing additional tickets? Think you have something interesting to share about your company, to be featured in the next issue of our newsletter? Then get in touch with any of the Corporate Partnership team members and we'll do our very best to assist you!



Phil Whittaker
philip.whittaker@tar.com.my
019 240 3654



Jessica Yim
jessica.yim@tar.com.my
019 664 7125



Steven Tan
steven.tan@tar.com.my
019 268 7233



Lim Jia Wei
jiawei.lim@tar.com.my
019 216 9694



Rachel Haw
rachel.haw@tar.com.my
019 669 6076



Zetty Aqtar Abd Latiff
zetty.latiff@tar.com.my
019 288 0997



Marco See
marco.see@tar.com.my
019 377 0656