

## Iran's One Week Educational Visit Programme to Malaysia

### First Night Arrival

- Selamat Datang . Arrival at Kuala Lumpur International Airport (KLIA) Sepang
- By Coach to Hotel
- Light Snack provided in room. Programme will be distributed. Selamat Malam (Goodnight)
- 

### Day One

8.30am - 9.30am : Selamat Pagi (Good Morning) Breakfast at Hotel

9.45am : Departure to a University

10.00am : Seminar on 'The New Media Environment'

12.30 noon : Presentation of Certificates

1.00pm : Luncheon

2.30 pm : Visit to Petronas Twin Towers/ Aquaria Oceanarium  
Petronas Twin towers is the tallest twin towers in the world, 88-storey high with a sky bridge, marvellous geometric Islamic architecture. The Aquaria Oceanarium is within the Petronas Towers more than 60,00 sq ft aquarium with over 5000 aquatic sea and landed animals from 150 different species.

3.30 pm : Shopping at Suria KLCC, Malaysia's premier shopping destination -6 levels of shopping ,home to over 300 local and international fashion stores, both international and local brands.

5.30pm : Back to Hotel . Refresh and Relax.

7.30pm : Dinner and Cultural show at Seri Melayu Restaurant **(is it the restaurant there a wedding party was held last year? It was interesting.)(YES)**

10.30 pm : Selamat Malam (Goodnight)

## Day Two

- 8.30am - 9.30am : Selamat Pagi. Breakfast at Hotel
- 9.45 am : Visit to Prime Minister's Department
- Administrative : Briefing on Putrajaya , the new Federal Government Centre and Tour
- 11.45 am : Visit to Ministry of Agriculture  
Briefing on Malaysia's New Agriculture Policy amidst World Food Crisis (**the role of PR?**) and Tour  
( The whole world is facing food crisis. Rice is becoming difficult to get now. Not enough supply and high increase in price of rice. This is a new PR issue. To change the eating habits of people to less rice-eating may well be a new PR-advertising area to come. Another related issue is the halal issue which is PR-oriented. All these are related to New Agricultural Policy. Modern farming and the modern farmer is another area which offers new knowledge dear!)
- 12.30 noon : Luncheon
- 1.30 pm : Tour of Putrajaya  
- Perdana Putra (administrative offices of government), Seri Perdana (official residence of Prime Minister), Putra Mosque etc
- 3.00pm : Visit to the Animation Centre, Multimedia Development Corporation , Cyberjaya - The Production of Saladin for the world (**Did we go there last year? Is it related to PR or just a tour?**)  
(**No we did not go there last year. Good place to go. We can learn how the cartoon 'Saladin' which represents Muslim character and values is firstly produced and marketed for the whole world to appreciate. It is very PR-relevant. Maybe then one of you can produce and export another Iran story like Shaikh Qadir alJilani from Jilan and what he stands for to the world after this**)
- 5.00pm : Back to Hotel
- 6.00pm : Rest and Relax
8. 00pm : Dinner at Saloma Theatre and Restaurant. This restaurant serves dinner and entertainment by Saloma cultural dancers . Saloma is the famous Malaysian Legendary actress and singer who has passed on . This restaurant is named after her. Interesting dinner spot for tourists. (**name please**)

10.00pm : Selamat Malam

**Day Three (no coach needed)**

**8-9.30 : Selamat Pagi . Breakfast at Hotel**

**10-10.45 speech: the changing face of PR and communications**

**10.45-11.30 speech: the future of PR firms, capabilities and services**

**11.30-12.45 speech: the real role of PR practitioners in the new world (all can be held at hotel meeting hall)**

**(okay possible. Will arrange this programme at Darby Park hotel)**

**Lunch(may be at the restaurant up floor the citytel hotel where we had dinner the night before we came back home last year)**

**(lunch at hotel). Darby Park)**

**Free time**

**8.00 pm : dinner (may be at citytel hotel) (at Darby Park Hotel)**

**A meeting with all participants in the hotel's meeting hall to talk about their experiences and ideas.(okay possible)**

**Selamat Malam**

## Day 4

8.00am - 9.00am : Selamat Pagi . Breakfast at Hotel

9.30am : Depart for South South Information Gateway  
**(explanation please. Is it related to PR or just a tour?)**  
**(SSIG- South-South Information Gateway was an idea mooted by Tun Dr Mahathir Mohamed following the Langkawi Dialogue in 1996. It was established to promote the best interest of South Nations. It will harness the exchange of Information, news and broadcast materials ephasising the perspectives of the South (instead of the West). SSIG is a new order that will promote more free and balanced flow of information. Countries of the South include about 22 countries , among them, Brazil, Chile, China, India, Egypt, Ghana, Turkey, Indonesia, Tunisia, Malaysia etc. Definitely relevant ot PR and management of information and ultimately image and credibility within an unjust world)**

11.00am : Visit to Small and Medium Industries Corporation,  
Malaysia Trade Development Corporation  
**(explanation please. Is it related to PR or just a tour?)**  
( Small and medium Industries Development Corporation is an agency under Ministry of Trade and Industry. They manage the development of small and medium industries in Malaysia covering all sectors manufacturing, agriculture, services, communication etc. PR people can learn how they promote and coordinate the development of small and medium industries. They act as a centre for collection, reference and information system for small and medium industries programmes and they manage participation of these companies in regional and international cooperation, business and forums. Other than PR and communication knowledge, there may be business opportunities for those interested)

Briefing and Tour

12.00 noon : Luncheon ناهار

1.00pm : Visit to National Musuem

2.00pm : Visit to **straits times (New Straits Times the newspaper publisher we visited last year.Government newspaper. OR we can go to BERNAMA , Malaysia's national News agency like we did before. One of these.)**

3.00pm : Visit cum talk on ' Islamic Ethics and Transparency' at  
National Islamic Musuem

4.30pm : Shopping at Little India/ KL Bazaar **(did we go there last year? And bought telekom?) (Iwould like to take the group to that Bazaar if possible)(yes. This is the bazaar we rushed to buy the prayer telekung.ok we go and spend more time here)**

6.00pm : Back to Hotel

7.45 pm :Arab Square Kuala Lumpur

8.00pm : Dinner at Esfehan Street, Arab Square KL

9.00pm : KL City Walkabout by night

10.00pm : Back to Hotel. Selamat Malam

## **Day Five**

**8.00am -9.00am - breakfast at Hotel**

**10.00am - Visit to Iran embassy , the ambassadore and the representatives of Iran Medias located in KL (to talk about the role of PR and Communications to develop the peace culture)(Mehdi will organize this visit) (Great. Mehdi organize this visit. It means I don't have to contact them right? Let me know )**

**12.00 noon -- lunch – (Lunch hosted by Iran Embassy (can Mr Mehdi arrange for this? Let me know)**

**1.30pm - National Science Center (okay)**

**3.00pm - Visit to the Wilayah Mosque. Tour and Tea.**

**Velayat Mosque (where we went there last year after chinease town)(okay we go to the Wilayah mosque like we did last year)**

**4.30pm – National Bird Park and the Lake Gardens.**

**KL Bird Park is the world's largest covered bird park sprawling 20.9 acres with more than 3000 species of birds.**

**2 more places such as butterfly park- orchids park (Okay . we go to to the bird park and the Lake Gardens. Will arrange )**

**7. 45pm - Dinner - Western Dinner at BSC**

**10.00pm – Back to Hotel. Good night**

Day six

8.00am - 9.00am : Selamat Pagi . Breakfast at Hotel

10am -11 am : Farewell Ceremony/ Certificate Presentation/Group Photo ( I am trying to arrange this at TV 3 station) will update you.

12.00noon : Luncheon ناهار

2.00pm - 4.00 pm : Central Market. A heritage building and arts and culture shopping centre for souvenirs, pewter, Asian arts pieces, jewellery etc.

5.00pm : Back to Hotel

5.30pm : Finalise Hotel check outs

6. 00pm : Depart for KLIA Sepang

7.30pm : Baggage Checkin

8.30pm : Dinner at KLIA

10.00pm : Farewell

Note: Programme subject to slight changes. Where possible will invite more speakers which will be finalised closer to date.

**Dear Shameem, if you find this program okay little by littel it will be better and have small changes with your and Mehdi's new suggestions inshaallah.**