

Harimau Untuk Selamanya



For the first time ever: Promoting conservation-friendly, responsible tourism at the MATTA Fair, Putra World Trade Centre, Kuala Lumpur. MYCAT Outreach Programme, 11th to 13th March 2011

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You're on a holiday, strolling along the quaint streets of a Malaysian town, taking in all the fascinating sights and smells... Suddenly – "*Hallo, nak beli gigi harimau? Kuku harimau? Kalau pakai, banyak 'ong'!*" ("Do you want to buy tiger teeth, or tiger claws? Keep it with you and you will have lots of good luck!") You're stunned for a moment, wondering why, in this modern age, are people still killing our wild tigers for superstitious beliefs? What can you do to stop this?

Call the WILDLIFE CRIME HOTLINE 019 356 4194 and help put tiger traders behind bars! Don't be part of the illegal trade.

Under the new Wildlife Conservation Act 2010, anyone guilty of poaching, keeping or trading tigers – including any part of a tiger and products made from tigers (such as traditional medicines) – will be jailed up to a maximum of five years and fined a minimum of RM100,000.



With the advent of affordable air travel and a stronger economy, tourism has become one of the biggest industries in Malaysia. While travelling, curious globe-trotters are bound to come across illegally traded wildlife products. Unaware of the repercussions of their actions, many become unwitting participants to the illegal trade of endangered species.

Tackling these issues at the Malaysian Association of Tour and Travel Agents (MATTA) Travel Fair, the most attended travel fair in Malaysia, enabled MYCAT to educate a new audience on how making simple decisions can go a long way for wildlife.

Wildlife-friendly choices include not buying wildlife souvenirs such as snake-infused wine, elephant-skin wallets and tiger-tooth amulets; avoiding the consumption of meat of protected animals served in wildmeat restaurants; and opting for herbal alternatives to wildlife-based medicines. As the saying goes, 'When the buying stops, the killing can, too'.

While travelling, members of the public should also refrain from buying wild animals to keep as pets and choose not to visit wildlife establishments which may not conform to the law. In some instances, one may wish to purchase wildlife to rescue them from the squalid conditions they may be found in, but this will only further drive the wildlife trade and hence should also be avoided.



While travelling within Malaysia, one proactive thing that members of the public can do is to keep your eyes peeled for crimes involving wildlife and report it to the hotline!

MYCAT is constantly evaluating its approaches in outreach and awareness, and in the past, has taken conservation messages to different sectors of community using innovative means, from talking to local communities at night markets or religious establishments to literally knocking on their doors and now, through the MATTA Fair. Every contact counts. We envision that as more and more Malaysians become aware that the rich and diverse natural heritage of Malaysia is ours to protect, they will translate this awareness into actions towards keeping our wildlife safe for a long time to come.

TJ's 15 minutes of fame



During three separate stage sessions over the weekend, videos of illegal wildlife trade were aired before TJ the Tiger appeared onstage to share his sad story with the audience on the plight of the Malayan tiger, and asked that they do not ignore his cry for help.



The wall calendar featuring various totally protected Malaysian wildlife and the strict new clauses in the Wildlife Conservation Act 2010 was given out to those who saved the WCH in their mobile phones.

The only Tiger booth in the fair

Armed with materials to promote the Wildlife Crime Hotline (WCH), 36 MYCAT volunteers reached out to 1,536 potential travellers at the MATTA Fair. The team of volunteers highlighted the precarious state that so many wildlife species are in and most importantly, how simple actions can help save them. The MYCAT booth also displayed educational materials including documentaries on the issues.



