

# 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, 11<sup>th</sup> to 13<sup>th</sup> March 2011

Text by Wong Pui May. Layout by Suzalinur Manja Bidin.

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.







Do the crime, do the time!



Gruesome but true, the flyer highlights the reality that is illegal wildlife trade. The Wildlife Crime Hotline is a prime example of how the government, non-governmental organisations, and the public can work together to address the threats wildlife face from poaching and trade.

It is an avenue for the public to act as the eyes and ears of the authorities, who cannot be everywhere at once. The list of information needed is important to enable the authorities to conduct follow-up investigations.

## Take action!

- Report crimes involving tigers and tiger prey to the Wildlife Crime Hotline at 019.356.4194
- Learn about tigers and tiger prey from reliable sources and share this with your friends and family
- Request legal herbal alternatives to traditional medicines which can contain endangered species
- Do not eat the meat of tigers, other endangered species and tiger prey (wild deer and wild pig)
- Boycott all wildmeat restaurants
- Voice your opinion on issues like indiscriminate development, illegal logging and poaching
- Do not support zoos or theme parks with illegally acquired wildlife
- Pay more for wildlife-friendly products
- Support conservation organisations

## Acknowledgements

This MYCAT joint project was financially supported by Maybank and the US Fish and Wildlife Service.



Our heartfelt thanks to MATTA for inviting MYCAT to participate in the fair; to Lejadi Foundation for sponsoring the wall calendars; and to the 3rd Grade students of the International School of Kuala Lumpur (Class of 2010) whose kind contribution sponsored the flyers distributed at this event.

Photographs courtesy of Nur Ainatul Asillah Jamil, Sim Ka Yean and TRAFFIC Southeast Asia.



A million thanks to our volunteers Ahmad Azri Zulkifli; Anara Akhmetzhanova; Ashwin Singh Pentlia; Chang Hon Kit; Cheong Shu-Mei; Chew Lee Yui; Chong Shu-Yi; Elena Wong Wei Wen; Elli Noor Syafika Azmi; Goh Chiew Yee; Heon Sui Peng; Jeremy Thing Zhen Wei; Jesse Lee Yin Lay; Kevin Ngu Heng Xu; Mafuyu Negishi; Muhaidatul Ismah Ismail; Muhammad Zhafir Bin Johari; Musfirah Mohd Asri; Nadia Aulia Arifin; Nai Sheue Fen; Najmy Naim Zaki; Neel Chakravarty; Neoh Beng Hsuen; Nur Ainatul Asillah Jamil; Sam Jie Wen; Shivani Chakravarty; Sim Ka Yean; Siti Maisarah Mattap; Siti Jamiah Mohamad Yob; Suchismita Das; Suniljeet Singh Sandhu; Tan Yan Qian; Thanalakhshumy Ramasamy; Tong Yee Jiun; Veronica Kim and Wong Yin Fatt, who worked tirelessly to reach out to the visitors who came by our booth.

## About MYCAT

MYCAT is an alliance of the Malaysian Nature Society, TRAFFIC Southeast Asia, Wildlife Conservation Society - Malaysia Programme and WWF-Malaysia, supported by the Department of Wildlife and National Parks Peninsular Malaysia for joint implementation of the National Tiger Conservation Action Plan for Malaysia (NTCAP).

**Saving tigers together**



The NTCAP was developed by DWNP in collaboration with the MYCAT partners and published by the Malaysian Government in 2008 as the national tiger conservation strategy for Malaysia.

Check out [www.malayantiger.net](http://www.malayantiger.net) for information on the Malayan tiger and to download your copy of the National Tiger Conservation Action Plan.

MYCAT Secretariat's Office  
Unit 3, Ground floor, Jalan SS 23/11, Taman SEA,  
47400 Petaling Jaya, Selangor  
T: +6 03 7880 3940 F: +6 03 7882 0171  
E: [mycat.so@malayantiger.net](mailto:mycat.so@malayantiger.net)  
Facebook: <http://groups.to/mycat/>