

## FOR IMMEDIATE RELEASE

### **Les'Copaque and Cyberview exploring the potential of an Upin & Ipin theme park in Cyberjaya**

*The project is expected to serve local and international fans while further encouraging the growth of local creative content industry*

**CYBERJAYA, 27 May 2022-** Cyberview Sdn Bhd (Cyberview), the Tech Hub Developer of Cyberjaya and Les'Copaque Production today announced that they have agreed to deepen discussion with the intention of exploring the development potential of an Upin & Ipin theme park attraction in Cyberjaya. A Memorandum of Understanding is signed which will allow both parties to evaluate the development further. The interactive theme park, the first-of-its kind to be established in Cyberjaya will be designed based on the popular animated series.

A land area of about 30 acres in the South Zone of Cyberjaya has been identified as a possible location for the theme park. The proposed development set against a uniquely traditional backdrop, will feature exclusive IPs from Les'Copaque, headlined by the studio's award-winning animation icons, Upin & Ipin, along with other popular IPs such as *Puteri* and *Pada Zaman Dahulu*.

The park is set to offer both local fans and its huge international followings, immersive and experiential attractions through various interactive contents that are thematically designed, such as '*Rumah Opah*' in an interactive studio, an Upin & Ipin interactive park, and an outdoor fun park. Other key components include a *Mystical Tunnel*, *Pada Zaman Dahulu* Green House & an *Outdoor Maze Garden*, a 4D Interactive cinema and a *Warong Muthu*-themed food court.

"Upin and Ipin theme park at Cyberjaya will be the pride for the people of Malaysia, since it is a locally produced brand and will be on the same par as other international theme parks. Upin and Ipin will not only attract Malaysians, but the whole South East Asia, more so the lifelong fans in Indonesia. This directly will help increase the tourism industry, manufacturing and job opportunities for Malaysians." Explained Tuan Haji Burhanuddin Md Radzi, Managing Director Les' Copaque Production.

The choice of Cyberjaya as the location for the theme park is apt, given the city's strategic location and long-standing support in nurturing the animation industry and content creation among local players. In 2019, Cyberjaya strengthened its commitment to the creative industry when Cyberview unveiled a new masterplan which is anchored by three tech clusters, including a cluster dedicated to digital creative.

"The Upin & Ipin theme park will effectively be bridging the animation industry and fans through an on-the-ground experience. With our focus on digital creative, the theme park is a piece of the puzzle that fits perfectly, directly bringing ancillary commercial value to local IPs, while further encouraging the participation of local talents in the creative content industry," explains Datuk Mohd Najib Dato' Ibrahim, the Managing Director of Cyberview. The park will certainly contribute towards multiplied economic

impacts for the city, as Cyberview projects the city's contribution of RM250 billion in gross domestic product (GDP), 87,000 jobs creation and the participation of 1200 companies by 2045, he further elaborated.

The Upin & Ipin theme park is targeted to be ready by 2024/2025 with about 2 million visits projected annually from local and international fans.

Cyberjaya is served by multiple expressways, the ERL, the MRT SSP Line via two stations which will be operational by January 2023 as well as the KLIA and KLIA2 which are in proximity.

For more information, go to [lescopaque.com](http://lescopaque.com) and [cyberview.com.my](http://cyberview.com.my).

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#### **About Les' Copaque Production Sdn Bhd**

Les' Copaque Production Sdn. Bhd. (LCP) was established in December 2005 to spearhead Malaysia's animation industry and provide opportunities for the local graduates to showcase their talent. LCP specialises in producing high-quality 3D animation with local images but also has global appeal.

#### **About Cyberview Sdn Bhd**

Cyberview has been at the forefront of Malaysia's development as a technological hub since its inception in 1996. Starting out as the landowner of Cyberjaya, it has grown from strength to strength, until maturing into its current role as the tech hub developer of Cyberjaya. For more information, please visit <http://www.cyberview.com.my>.

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