

All set to smash the 'glass ceiling'

Shahrizat: Women are making decisions and setting trends on many fronts

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KUALA LUMPUR: Malaysian women are ready to break through the proverbial glass ceiling, thanks to their growing clout and numbers in almost all fields, said Women, Family and Community Development Minister Datuk Seri Shahrizat Abdul Jalil.

"The time has come and we (women) will not wait any longer," she added.

She also urged men not to be reluctant in helping the country achieve the Government's target of having women in 30% of decision-making positions.

"We want to be your smart partners," she said.

Shahrizat was speaking at the opening of FemmeCity 2010, *The Star's* inaugural women's fair yesterday.

She lauded the recent appointment of Loo Took Gee, 54 as secretary-general of the Energy, Green Technology and Water Ministry, making her the third woman segen in the government. (Loo's appointment takes effect from tomorrow.)

However, she also stressed that "quality must come with quantity."

The minister said she agreed with Star Publications (M) Berhad group managing director/CEO Datin Linda



Big turnout: A crowd queuing to collect their goodie bags at the entrance to FemmeCity at KL Convention Centre yesterday.

Ngiam that women were decision makers and trend-setters who were gaining on many fronts.

These included gaining university entrance and in running corporations and governments.

Ngiam, the "mayor" of FemmeCity, said in her speech *The Star* spotted the growing influence and impor-

tance of its women readers as far back as the 1990s.

"We then made a conscious effort to cater to their interests. What we spotted as a growing trend almost 20 years ago has now become a statistically-proven fact.

"Today, women make up 46% of our readers," she said.

Shahrizat and guests were treated to a spectacular fashion show featuring Coach's and Shanghai Tang's autumn/winter 2010 collections.

After launching FemmeCity by opening the "gates", the minister toured the fair. She also launched the Automobile Association of

Malaysia's Elite Femme Card, a 24-hour women-only insurance plan.

The plan provides insurance coverage against snatch thefts as well as a personalised take-you-home service in the event of a breakdown or accident.

Among those present at the event were AAM chairman Datuk Tunku Mudzaffar Tunku Mustapha, Department of Women's Development director-general Wan Hasmah Wan Mohd, Yayasan Penayang's CEO Datuk Leela Ali, *The Star's* group chief editor Datuk Seri Wong Chun Wai and group general manager, business (print and new media) Calvin Kan.

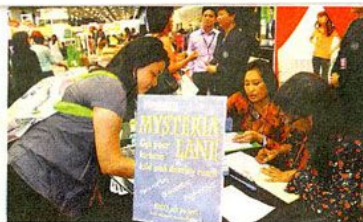
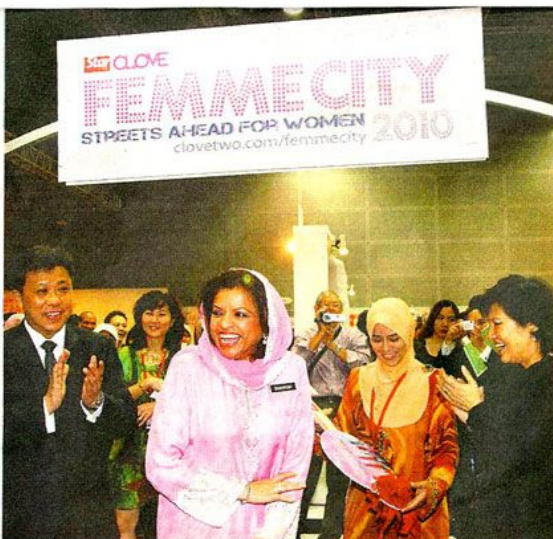
FemmeCity - a three-day fair at the Kuala Lumpur Convention Centre organised by *Clove*, *The Star's* monthly women's pullover - is open to the public from 11am to 7pm until tomorrow.

Admission is free.

The fair is laid out like a metropolis, with booths placed along specific "streets" covering beauty, fashion, health and fitness, women's consumer products, services and hobbies.

Some of the highlights for today are fashion shows (City Girl by Poh Kong and Che Che and Seduction by Triumph) talks by Joey Yap and *The Star's* *Vasthu Sastra* columnist T. Selva, and workshops on belly dancing and home workouts.

VIPs: Shahrizat opening the Gates to FemmeCity at the KL Convention Centre yesterday. Looking on are Ngiam (right) and Wong. — Starpix by DARREN TAN, AZLINA ABDULLAH, LOW LAY PHON, NORAFIFI EHSAN and SIA HONG KIAU



Top draw: Mysteria Lane proved to be a big hit with visitors.



On the wall: Noel Choo writing his message on the Galfitti Wall while his brother Nicholas and parents, Alex and Jacey Khoo, look on.

Come early, come green for limited goodie bags

FEMMECITY recorded 7,500 visitors on its first day. The number is expected to grow over the weekend and for that reason, visitors are urged to come early and be environment-friendly.

This is because only 1,000 FemmeCity goodie bags will be given out a day to those who fill up the survey form in their "passports."

Those who complete all the other activities in their passports (getting them stamped at the seven blockbuster booths - Canon, Watsons, Himalaya, Poh Kong, Triumph, Yume and Tupperware) and write a slogan, will be eligible to win prizes, courtesy of the Valiram Group.

In keeping with *The Star's* support for the environment, visitors are encouraged to bring their own shopping bags.

They can also exchange their used mineral bottles for one TupperDollar each at the Go Green booth. The TupperDollars can be used at the Tupperware auction.

Meanwhile, response to the FemmeCity BFF Contest drew big numbers yesterday. Fair visitors had their photographs with their "best friends" taken at the Clove-BFF wall before posting them on the Galfitti wall.

The three best photos that capture most creatively the meaning of BFF will win Canon IXUS 130 cameras. Canon is also having a trade-in promotion at their booth.

Young visitors overwhelmed by inspiration

KUALA LUMPUR: As they watched the models strut on the catwalk, two young visitors at the FemmeCity fest were overwhelmed with feeling of admiration and inspiration.

"This is the first time I am seeing beautiful models parading the creations of many renowned brands.

"I hope someday I'll be able to produce fashion at this level," said Sharmila Selvakumar, 20.

Her friend, Kogilavani Thangaraja, also 20, said there were many point-

ers that she would take back to class from her trip here.

The two were among the students of the YWCA's Vocational Training Opportunity Centre who had gone to the fair with their trainer, Beatrix Yeap.

"I decided to take the lesson outside the classroom by exposing these young minds to the real world of fashion," Yeap said.

Visitors to the fair were also awestruck with the numerous deals

offered at the 150 booths that had been set up at the KL Convention Centre.

"There are so many great deals here. This fair is like a one-stop centre for ladies," said accountant Wong Carmen, 27.

"The idea behind the fair is very interesting. This is indeed a woman's world," said student Chong Su-yin, 20.

Many who made a bee-line to the fair had taken a break from their

Friday lunchtime to do some shopping.

One of the most popular spots in the fair was Mysteria Lane which offered face and BaZi readings by students of Joey Yap's Mastery Academy for the token fee of RM15.

It is, however, not just an all-women's affair at FemmeCity.

There is a Lads' Lane with pool games and even a Nintendo Wii corner, where the men can chill out while waiting for the women.