



PRESS RELEASE

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SHILA AMZAH APPOINTED MALAYSIA'S TOURISM AMBASSADOR FOR CHINA

BEIJING, 1 March 2016: Tourism Malaysia has engaged Nur Shahila Amir Amzah, or more popularly known as Shila Amzah, as Tourism Ambassador to help boost arrivals from China. The announcement was made here today by the Hon. Dato' Seri Mohamed Nazri Abdul Aziz, Minister of Tourism and Culture, Malaysia, at an event to present the appointment letter to her.

Shila Amzah is a Malaysian singer-songwriter, actress and record producer, who rose to fame in China, Hong Kong and Taiwan after becoming the champion of *Asian Wave*, a Chinese reality singing talent show. She also participated in the most popular programme in China namely *I Am a Singer Season 2* which commands 500 million viewers per week. She emerged as the No. 2 choice of professional judges and No. 3 choice of the audience.

"Ms. Shila Amzah is a popular and well-respected figure in the Chinese world music industry. We are very proud of her talents and her achievements here. Through her songs and stage performances, she has won the hearts of the Chinese. The appointment of Shila Amzah as our Tourism Ambassador is a natural step towards strengthening the tourism and cultural ties between our two nations," said Dato' Seri Mohamed Nazri.

"I am confident that her role as Tourism Ambassador will further enhance Malaysia's tourism brand in China and bring great value and meaning to our promotional efforts. I trust that the experience will also be a personally fulfilling and rewarding one for her," the Tourism and Culture Minister added.

The Tourism Ambassador Programme is an initiative by the Ministry of Tourism and Culture through Tourism Malaysia to engage prominent, well-established and influential Malaysians in various fields, either living abroad or in Malaysia, to promote the country among their circle of friends, fans, and network of contacts.

These individuals have been carefully selected from a pool of outstanding personalities to help Tourism Malaysia propel the country's tourism industry to greater heights.

The programme is in line with the Government's objective to drive the tourism industry towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP).

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MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; Official: malaysia.travel; Corporate: tourism.gov.my
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: blog.tourism.gov.my



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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

Press contact:

Media Relations Unit:

Shukri Hanafiah, Senior Deputy Director, Corporate Communication Division

Tel: +603-8891 8767

Email: shukrihanafiah@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

Tel: +603 8891 8000; Official: malaysia.travel; Corporate: tourism.gov.my
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: blog.tourism.gov.my