



PRESS RELEASE

FOR IMMEDIATE RELEASE

**THE SIGNING CEREMONY OF
MEMORANDUM OF UNDERSTANDING BETWEEN MALAYSIA AND
SAUDI ARABIA ON TOURISM-COOPERATION**

KUALA LUMPUR, 16 May 2016 – The Government of Malaysia and the Kingdom of Saudi Arabia (KSA) today signed the Memorandum of Understanding (MoU) on co-operation in the field of tourism.

Malaysia was represented by Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri bin Abdul Aziz while KSA was represented by HRH Prince Sultan bin Salman bin Abdulaziz Al Saud, President and Chairman of the Board of the Saudi Commission for Tourism & National Heritage.

Both parties agreed to take necessary steps in encouraging and promoting co-operation in the tourism sector through collaboration in research and development as well as joint training pertaining to tourism-related programmes, exchange of promotional publicity materials on tourism and tourism statistics, joint organization of meetings, conventions and travel mart/trade fairs on tourism, developing handicrafts industry by sharing their unique experiences and encouragement of economic activities through tourism including tourism investment and other areas in tourism sector.

The signing of the MoU is deemed timely as both Malaysia and the KSA is keen to develop co-operation between the two countries in tourism sector, within the framework of the existing laws and regulations of both countries.

Through its agency, Tourism Malaysia, the Ministry of Tourism and Culture Malaysia is actively promoting Malaysia in the Middle East market through roadshows and participations in various travel marts/fairs. As of February 2016, 127 participants from the KSA have been approved for the Malaysia My Second Home (MM2H) Programme.

Malaysia was also voted the 2nd Best Shopping Destination 2015 for Muslims in the OIC Destination based on Crescent Rating and MasterCard Muslim Travel Shopping Index.

For more information, contact Corporate Communications Unit, Ministry of Tourism and Culture Malaysia. Tel: 603-8000 8000. Email: info@motac.gov.my or visit www.motac.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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

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.

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