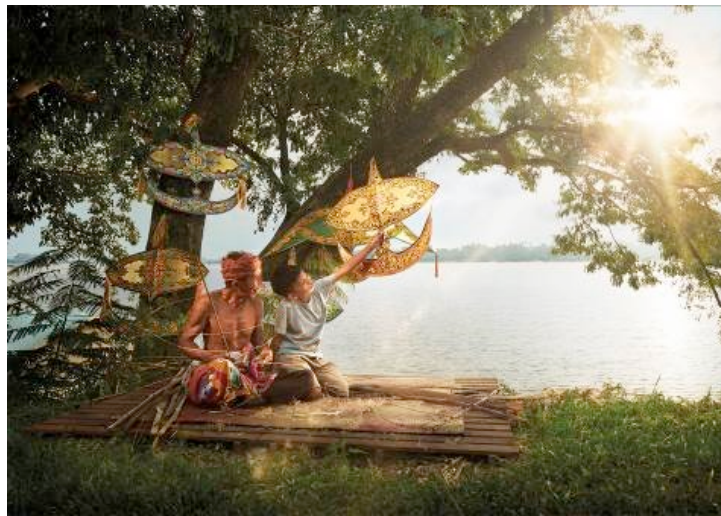


## MALAYSIA WINS TWO AWARDS AT ITB BERLIN



*The award-winning 'Wau' visual campaign*

**BERLIN, 11 March 2016** – Malaysia bagged two awards at last night's Golden City Gate Awards, which recognises the best film, print and multimedia promotions in the tourism industry. The ceremony was one of the highlights of the annual International Tourismus Börse (ITB) Berlin, one of the world's largest and most prestigious tourism trade events.

The winning entries were Tourism Malaysia's visual campaign and a commercial spot. The new visuals are not only creative and graceful, they also symbolise the diversity and culture of Malaysia.

Malaysia was awarded First Star in the print category for a visual campaign that features the country's 'Wau', while the spot 'Malaysia: Land of Memories' was awarded Second Star in the spot category.

The Director General of Tourism Malaysia Datuk Seri Mirza Mohammad Taiyab, who received the awards, said, "We are very happy to receive these awards. It's a wonderful recognition for our promotional efforts. It will open up the eyes of the world to the rich culture and heritage we have in Malaysia."

### **MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
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**BACKGROUND:**

Presented annually over 5 days at the ITB-Cinema at the ITB in Berlin, The Golden City Gate awards the best tourist film with the Grand Prix "Diamond-Award". The competition includes 6 categories: City tourism, Hotel, Region, Economy, Spots & Commercials, and TV-Travel Magazine. Its international jury is comprised of a variety of sectors: city marketing, hotel management, artists, associations, and travel industry. The Golden City Gate takes place under the patronage of the German Federal Association of Film-and Audio-visual producers.

ENDS

*For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>*

**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.*

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