

MALAYSIA LAUNCHES E-VISA FOR CHINESE TOURISTS



Minister of Tourism & Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz (middle) flanked by the Ambassador of Malaysia to the People's Republic of China Dato' Zainuddin Yahya (left) and the Deputy Undersecretary of the Ministry of Home Affairs Malaysia Azman Azra Abdul Rahman at the launching ceremony.

BEIJING, 1 March 2016: The Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz officially launched Malaysia's e-Visa programme today.

The visa exemption and e-Visa programme is introduced by the Malaysian government to facilitate tourists from China travelling to Malaysia. Implementation of the e-Visa system is the key initiative to help accomplish the goal of further expanding and developing the tourism industries of both Malaysia and China.

The implementation of the e-Visa system will be carried out in three phases starting with Chinese nationals residing in Mainland China, followed by the second phase that includes Chinese nationals residing outside Mainland China, and eventually with the final phase, which incorporates other countries such as India, Myanmar, Nepal and Sri Lanka.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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The e-Visa is for the purpose of travelling and visiting relatives and friends only, with the length of stay limited to 30 days and for a single entry to Malaysia within three months from the date of issuance of the e-Visa.

Applicants will be alerted via email on their visa approval within 24 hours during working days. Starting from today, Chinese tourists can visit www.windowmalaysia.my/evisa, the official website for Malaysian e-Visa application, to submit relevant documents, pay a processing fee of USD25 and print the e-visa on their own.

In addition, the Malaysian government has also announced visa-free entry from 1 March to 31 December 2016 for Chinese tourists staying in Malaysia for a period not exceeding 15 days, subject to certain conditions.

In the launching ceremony, Dato' Seri Mohamed Nazri also announced the appointment of Shila Amzah, the famous Malaysian singer, as Malaysia's Tourism Ambassador in China. Shila received wide attention after her appearance on the Chinese TV show Asian Wave and has become a household name after her participation in "I Am a Singer". She has performed at various Sino-Malaysia diplomatic events and contributed greatly to Malaysia-China friendship. Through this appointment, Malaysia hopes more Chinese people will learn more about Malaysia and travel to the country.

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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