



## MEDIA RELEASE

### ROYAL VISIT TO MALAYSIA PAVILION AT WORLD EXPO 2005

His Imperial Highness Crown Prince Naruhito of Japan visited the Malaysia Pavilion at the ongoing World Exposition in Aichi, Japan on Thursday afternoon, 25 August 2005. He was received on arrival by the Hon. Datuk Dr. Leo Michael Toyad, Minister of Tourism, Malaysia; H.E. Datuk Marzuki Mohammad Noor, the Malaysian Ambassador to Japan; YBhg Datuk Dr. Victor Wee, the Secretary-General, Ministry of Tourism.

HIH Crown Prince Naruhito spent a good half an hour conversing with the heads of the Malaysian delegation and inspecting the exhibits from 14:19 to 14:49 hrs.

The World Expo promotes intercultural exchange among participants from around the globe. Officially opened by the Emperor of Japan at the Expo Global Hall on 24 March, the Expo runs for 185 days from 25 March to 25 September 2005. The Malaysia Pavilion at the Expo is managed by the Ministry of Tourism and Tourism Malaysia as part of the continuing efforts to promote the country internationally.

Themed “**Truly Natural, Infinitely Harmonious**”, the Malaysia Pavilion is located at the **Global Common 6 (Oceania & Southeast Asia)** area. Behind the impressive front façade, fascinating experiences await within. Its design dominated by an archway shaped like a giant *wau* or Malaysian kite is set against a huge panorama of majestic rainforest trees. The Malaysia Pavilion has four sub-themes namely **Song of the Rainforest, Chorus of Life, Rhythms of**

**Celebration and Symphony of Green** which flow seamlessly into one another, together with a specially-created theme song.

Exhibits featured in the Malaysia Pavilion range from the Mulu Caves Complex, Coral Reef Conservation, Putrajaya Wetland & Garden City, Biotech Malaysia to handicraft demonstrations and souvenirs.

During the opening day, some 11,360 out of the 43,023 visitors to the Expo came to the Malaysia Pavilion. For the first five months, more than three million visitors have visited the Malaysia Pavilion.

Various attractions pulling in the crowd include Malaysian cultural performances performed five times a day and Malaysian food. Many visitors take snapshots with the dancers attired in traditional Malaysian costumes. The demonstration of making *roti canai* is also a major crowd-puller along with the free sampling of *teh tarik*.

Malaysia's participation in the 2005 World Exposition in Aichi, Japan, is seen as a positive move in promoting Malaysia to Japanese and creating greater awareness of the diverse attractions in the country. In 2004, tourist arrivals from Japan increased 41.2 per cent to 301,429 tourists compared to 213,527 in 2003.

The World Expo is held once in five years and the next host country is China.

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