



## **MEDIA RELEASE**

### **CNTA DELEGATION VISITS MALAYSIA**

A delegation from China National Tourism Administration (CNTA) led by its Chairman and Minister of Tourism China, HE Mr. Shao Qiwei, visits Malaysia from 3 to 7 August 2010. CNTA is the Chinese government authority responsible for the development of tourism in the country.

The Minister of Tourism Malaysia, YB Dato' Sri Dr. Ng Yen Yen, is scheduled to welcome the delegation at the Kuala Lumpur International Airport (KLIA).

The trip is aimed at exchanging experiences between China and Malaysia in promoting and developing the tourism industry in both countries. They will also discuss on efforts in conservation of tourism products, particularly on islands. Besides that, Malaysia will also share with China its success story in developing the island of Langkawi as a duty-free island for tourists.

Besides paying a courtesy call on YB Dato' Sri Dr. Ng Yen Yen on 3 August, other highlights of their trip to Malaysia include an audience with His Majesty the King of Malaysia on the same day, as well as a visit to some of the leading tourist destinations in the country which include Kuala Lumpur, Pangkor Laut Island and Langkawi Island.

After the courtesy call, YB Dato' Sri Dr. Ng Yen Yen is scheduled to hold a press conference at the Palace of Golden Horses Hotel.

Besides its Chairman, CNTA delegation is also comprised of the Ambassador of China to Malaysia, HE Mr. Chai Xi; the Secretary General of China Tourism Association, Mr. Liu Zhijiang; the Deputy Director General of the Administration Office of CNTA, Mr. Li Jianping; the Deputy Director General of Marketing and International Cooperation Department of CNTA, Mr. Zhang Xilong; official from the Administration Office of CNTA, Mr. Liu Xiaohu; official from International Relations Division, Marketing and International Cooperation Department of CNTA, Ms. Zhu Ning; the Director of CNTA Singapore Office, Mr. Zhu Qingrui; and the Assistant of CNTA Singapore Office, Mr. Zhang Xikuan.

China has long been viewed as an important market for Malaysia. The bilateral ties between the two countries are growing from strength to strength, especially in tourism. With 1.3 billion population and strong economic performance, China is a good tourist source market for Malaysia to target.

As such, this visit serves as a great opportunity for Malaysia to keep its industry partners from China abreast of recent tourism developments in Malaysia, as well as to convey the country's passion and sincerity in welcoming more visitors from China to Malaysia.

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