



MEDIA RELEASE

SALES MISSION TO INDIA PROMOTES BILATERAL TOURISM

The Hon. Minister of Tourism, Malaysia, Datuk Seri Tengku Adnan Tengku Mansor announced visa on arrival arrangements for Indian tourists to Malaysia during his maiden visit to India from 21-30 September, 2006. Indians can utilize this facility from six different points of entry to the country and the visa would be valid for a period of maximum 30 days. The cost of RM 100 will be charged as the port of entry visa.

“In order to keep abreast with the unsurpassed interest generated in Malaysia by Indians, it is imperative to establish relaxed visa procedures to spur intra regional travel and bolster tourism. I hope this hassle-free environment would go a long way in strengthening our relations and is an indication of our long term commitment to the Indian market,” said the Hon. Minister.

He led a Malaysian delegation to the cities of Mumbai, New Delhi, Bangalore and Chennai to promote and encourage bilateral tourism between the two countries. These initiatives were part of the Visit Malaysia Year 2007 road show campaign to boost the growth of Indian outbound tourism to Malaysia. The sales mission specifically invited more Indian companies to organize their meetings, incentives, conferences and exhibitions in Malaysia.

“2007 would be the golden jubilee celebration for Malaysia and we would like to celebrate our independence with the whole world. The Ministry of Tourism would be organizing more than 50 events in the year and we invite all Indians to be part of us in this milestone,” added the Hon. Minister.

The growing trade relations between India and ASEAN region to the tune of US\$ 23.1 billion last year is an indication for enhanced cooperation. Malaysia, along with India, would like to set benchmarks in promoting regional relations via tourism. As a first step to strengthen ties, the Ministry of Tourism in Malaysia has proposed a special ASEAN-India Tourism Summit to be held in Kuala Lumpur in the first half of 2007. This pioneering summit will encourage intra-regional tourism and investment opportunities, thereby accelerating regional trade. It will also be a platform to provide a comprehensive insight on the various opportunities and challenges that the region as a whole offers to each other, with a special emphasis on promoting tourism infrastructure.

“This summit would be a regional forum of industry players to attune to the realities of globalization and adopt cutting edge ideas and out-of-the-box thinking. The program would go a long way in benefiting the region’s economic well being and thereby bringing prosperity to the people who serve the industry as a whole,” said Datuk Seri Tengku Adnan.

With an active private participation in the hospitality and tourism sector, the growing economies of Malaysia and India can benefit from new avenues of mutual development,. Already, the Malaysian hospitality industry has a keen interest to initiate joint ventures and investments with Indian companies in new hotels and resorts in India. The Tourism Ministry of Malaysia will work in close coordination with industry players to create a favorable business environment for the export of services, experience and knowledge in developing the service sector in India. Additionally, there are some proposals with the Malaysian private companies to develop entertainment centres in India.

The Malaysian Tourism Ministry plans to launch a campaign in India to encourage Indian private investment in Malaysian real estate and property allowing Indians to own houses, flats, villas and resorts.

“Though this initiative was mooted in the Ministry sometime back, but it is now that the complete system has been formalized and is ready for implementation. We envisage a great potential in this sector and would welcome Indian individuals to invest and be part of ‘Malaysia-My Second Home’ programme,” said the Minister of Tourism, Malaysia.

Malaysia expects 350,000 Indians to visit Malaysia in 2007, an increase from the 225,789 arrivals during the year 2005. Indians are one of the largest spenders in Malaysia due to their love for shopping and sightseeing.

For more details on the destination, log on to www.tourism.gov.my

For further details, please contact the Convention Division, Tourism Malaysia, at 03-26158188.

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