

PRESS RELEASE

FOR IMMEDIATE RELEASE

TAIWAN TOURISM DELEGATION VISIT MALAYSIA TO STRENGTHEN TOURISM COOPERATION



ONE FOR THE ALBUM – From left: Mr. Tsao, Mr. Chuang, Mr. Lin, Mr Huang, Ms. Liu, Tan Sri Dato’ Sri Dr. Ng, Deputy Director General of Tourism Malaysia (Promotion) Dato’ Haji Azizan Noordin, Director General of Tourism Malaysia (Planning) Madam Chong Yoke Har, Mr. Hwang and Mr. Wang.

PUTRAJAYA, 12 August 2014 – Taiwan’s delegation of 16 members led by the Vice Director of Kaohsiung Tourism Bureau Liu Hsien Hui recently paid a courtesy visit to the Chairman of Tourism Malaysia Tan Sri Dato’ Sri Dr. Ng Yen Yen in Putrajaya to forge closer ties between the two countries and strengthen cooperation on tourism promotion.

Tan Sri Dato’ Sri Dr. Ng had led a sales mission to Kaohsiung, Taiwan earlier this year and had invited Ms. Liu to visit Malaysia.

During the courtesy visit, Ms Liu and Tan Sri Dato’ Sri Dr. Ng had exchanged promotional experiences and discussed joint promotions that would benefit both countries. Ms. Liu had also



expressed the delegation's interests in promoting other cities in Taiwan such as Kaohsiung, Taichung and Pingtung in Malaysia.

Prior to the visit, the delegation had met with AirAsia to discuss the possibility of developing a direct flight from Kaohsiung to Kuala Lumpur. Meanwhile, Tan Sri Dato' Sri Dr. Ng had welcomed the idea as the additional flight service would boost arrivals to both Malaysia and Taiwan further. She urged tourism industry players including airlines and tourism agencies as well as government agencies to work hand-in-hand to create good tourism packages to ensure sufficient supply of tourists in order to sustain the direct flights operations.

Tan Sri Dato' Sri Dr. Ng had also encouraged the delegation to tap into halal tourism products in an effort to attract more Muslim tourists from Malaysia to Taiwan. She suggested to the delegation to appoint a Muslim Tourism Ambassador to promote halal tourism products in Taiwan. The delegation also met with Bumiputra Travel and Tour Agents Association of Malaysia (Bumitra) to get an in-depth view of the Muslim market.

While in Malaysia, the delegation from Taiwan also had the opportunity to attend the opening of the Malaysia International Travel Mart (MITM) at the Mid Valley Megamall in Kuala Lumpur.

Besides the Vice Director of Kaohsiung Tourism Bureau, the delegation was also comprised of Vice Director of Pingtung Information & Tourism Department Huang Guo Wei, Senior Officer of Taichung Tourism Bureau Chuang Yu Meng, Chairman of Kaohsiung Tourism Association Hwang Chin Shyang, Director of Taiwan Tourism Bureau Kuala Lumpur Office David Tsao, Chairman of Pingtung County Lodging Association Lin Rong Cin and Managing Director of the Taiwan Hot Spring Tourism Association Wang Su Chia.

Last year, a total of 286,266 Taiwanese tourists visited Malaysia, an increase of 18% compared to 242,519 tourists in 2012.

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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.



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