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# MEDIA RELEASE

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11 September 2009

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## **TOURISM BILATERAL MEETING, MALAYSIA-HENAN DRAWS POSITIVE RESULTS**



Tourism Minister, Dato' Sri Dr Ng Yen Yen at the bilateral meeting with Dr Li Ke  
the Executive Vice Governor of Henan Provincial People's Government

Henan (China), Weds, 10 Sept –

Kuala Lumpur and Zheng Zhou, (the capital of Henan Province) have agreed to expand cooperation in the field of tourism and accessibility. This is agreed upon during the bilateral meeting between Tourism Minister, the honourable Dato` Sri Dr. Ng Yen Yen with the Executive Vice Governor of Henan Provincial People's Government, Dr Li Ke.

Henan is the origin of China's civilization and is the most populated state, with over 100 million population and GDP 2008 of RMB19,500. Tourism between the two nations can be accelerated with the introduction of direct flights. Meanwhile, the government of Henan has allocated RMB100 million as incentives for direct flights to Henan.

Dr. Ng stressed that with a population of about 100 million, Henan has a huge potential tourism market and as such, she hopes that Malaysia Airlines and AirAsia could cooperate with Chinese travel agencies here.

*"We must seize this opportunity. Malaysia is rich with natural assets, such as our flora and fauna and our beautiful Islands are the most magical tourist attractions for the Chinese tourists. And Henan, with the rich historical background and tourist products, I believe tourist arrivals can be further enhanced"* said Dr Ng, when she met with all her old acquaintances from her early days as Deputy Minister of Tourism from the years 1999 to 2003.

Accompanying her at the bilateral meeting were Minister Counselor (Deputy Chief of Mission) of Malaysia to Beijing, Mr Lim Juay Jin; Tourism Malaysia Director of Beijing, Mr Zulkafli Yahya and Minister Counselor (Economy), Mr See Chee Kong.

Meanwhile, Dr Li Ke confirmed to organize a Henan Government Study Group to Malaysia next year to mark the beginning of the working relationship between both parties. He was accompanied by Assistant Governor, Mr Lu DaWei and Ms He Lin , the Henan Provincial Tourism Bureau Deputy Director,

### **Fast Fact:**

1. Malaysia was voted in as one of the "Top Five Most Popular Outbound Destinations" in 2006 for South China residents by Guangzhou Daily.
2. On 7 September 2009, Malaysia also won the "Best Travel & Leisure Destination (short-haul) contest, organised by readers of Travelweekly China.

These awards are testimony of Malaysia's popularity among the Chinese tourists.

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**MALAYSIA TOURISM PROMOTION BOARD**

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