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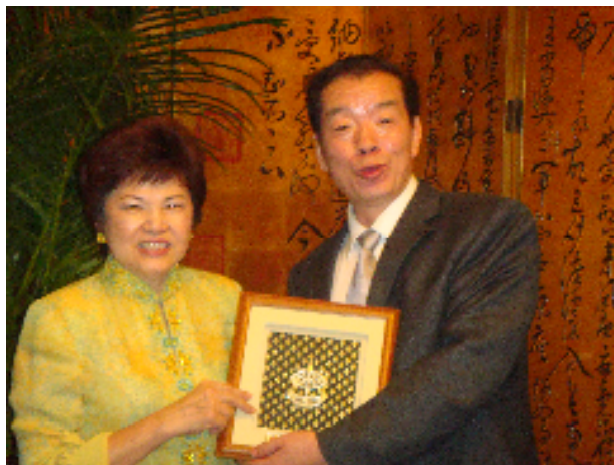
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**DATO` SRI DR NG YEN YEN WOOS CHINESE TOURISTS
AT THE MALAYSIA-CHINA DIPLOMATIC RELATIONSHIP 35TH
ANNIVERSARY.**



Dato Sri Dr Ng Yen Yen with Mr Lu Da Wei
(Assistant Governor, People's Government of Henan Province)
at the Malaysia-Henan Tourism Economic Dialogue.

Henan (CHINA), Weds, 9 Sept -- The Ministry of Tourism, Malaysia, is planning a series of special tourism programs to commemorate the 35 years of Malaysia-China diplomatic relations.

Tourism Minister, Dato' Sri Dr Ng Yen Yen said this cordial relationship can further enhance tourist arrivals from China to Malaysia. The strong and friendly relationship that Malaysia and China enjoyed today are fruits of labor which was planted in 1974, when the late Tun Abdul Razak, the then Prime Minister of Malaysia who visited China as the first Head of Government from ASEAN.

She also said that the Ministry of Tourism, Malaysia would work closely with the Chinese government to further strengthen this relationship, especially on the 35th anniversary of Malaysia-China diplomatic relations.

During her working visit to Henan, Dr. Ng proposed that a joint tourism effort between Tourism Malaysia and Henan Tourism Board be setup in order to promote bilateral tourism investments and travels between the two nations. She said this at the Malaysia-Henan, China Tourism Investment Dialogue organised by the People's Government of Henan Province. Dr Ng, (accompanied by Malaysia's Minister Counselor for Economy, Mr See Chee Kong) called on the Henan tourism entrepreneurs to pay particular focus on the various economic corridors in Malaysia and take advantage of the various investment incentives available.

Among the programs promoted at a seminar which was attended by more than 30 participants from the Henan Tourism Board, media and private investment organisations were; "Malaysia Truly Asia", Mega Sales Carnival, *Citrawarna* (Colours of Malaysia), PETRONAS Formula 1 Grand Prix, Homestay plus various other agendas and events such as `burning bridges` etc..

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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